

UBM Electronics | Engineering Careers

The hub for engineers on the move

About Engineering Careers

UBM Electronics' Engineering Careers website provides unique classified and advertising opportunities for marketers and recruiters targeting design engineering professionals. Job listings reach far beyond the Engineering Careers Job Board, reaching over 2.2 million engineers globally through our network of engineering websites and our daily, weekly, and careers opt-in newsletters.

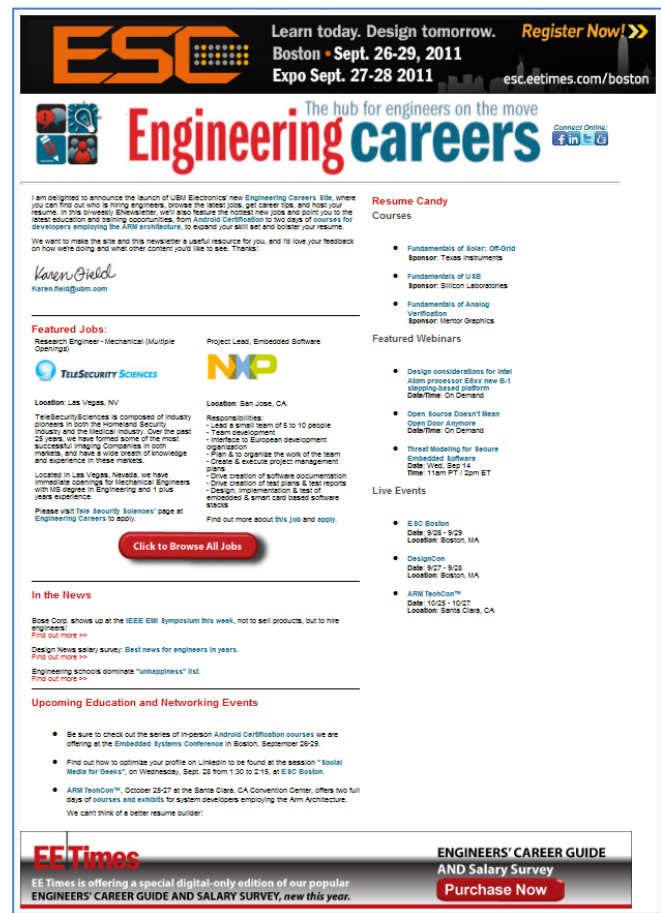
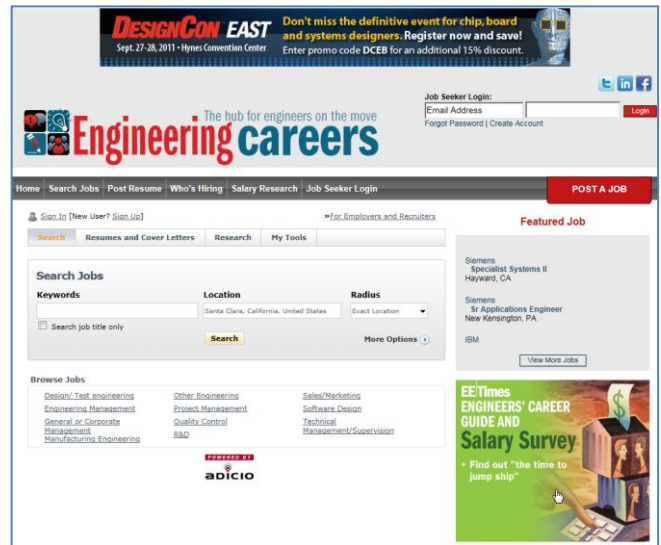
Engineering Careers Features:

- Job Postings
- Career News
- Career Guidance
- Employer Listing/Directory
- Job Alerts
- Salary research
- Resume posting / writing tips
- Job hunting advice/tips
- Job search by category, keywords and geography

Why Engineering Careers?

Extensive reach into the electronics market

- Jobs widget on article and home page positions throughout the network, including: EE Times, EDN, Design News, Embedded.com and Test & Measurement World. Widget page views will exceed 2 million per month.
- Career focused newsletter sent twice per month to over 48,000 database subscribers.
- Editorial links in the highlight section of daily and weekly targeted newsletter.
- Editorial articles about the career site
- Featured in What's New Highlight Box on EE Times home page



EE Times EDN DesignNews



ubmelectronics.com/mediakit

Marketing Solutions that Power the Global Electronics Market



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Newsletter Circulation 48,000 Subscribers

Subscribers include the following Job Titles/Functions:

Design/Development Engineers	Technical Services Engineering
Design/Development Managers	Technical Services Management
Corporate General Management	Mechanical Engineers
Executive Management	R&D Engineering
Engineering Management	R&D Management
Engineering Technical Staff	Student/Academic
Other Engineering/Management	

Advertising Opportunities

We offer a variety of programs to meet all recruitment and branding efforts. Including job postings, classified print, online/print awareness campaigns, newsletter sponsorships and direct targeted emails blasts.

Online and Newsletter Advertising Pricing

Banners	
ROS Career Site Top Leaderboard; Boombox or Skyscraper	\$175 CPM
Category Target Top Leaderboard; Boombox or Skyscraper	\$200 CPM
Keyword Search Top Leaderboard; Boombox or Skyscraper	\$200 CPM
Engineering Career Newsletter	
Featured Job Posting - Text + image	\$2,250
Top Leaderboard Banner - 728x90	\$2,250
Bottom Leaderboard - 728x90	\$500

Print and Online Bundles

Print/Online Bundles	Number of Publications				
	1	2	3	4	5
1/9 print page & 5,000 career site impressions	\$ 1,875	\$ 2,731	\$ 3,488	\$ 4,144	\$ 4,406
1/4 print page & 5,000 career site impressions	\$ 3,625	\$ 5,819	\$ 7,763	\$ 9,456	\$10,219
1/2 print page & 7,500 career site impressions	\$ 5,125	\$ 8,669	\$11,813	\$14,556	\$15,844
Full print page & 7,500 career site impressions	\$ 7,600	\$13,395	\$18,540	\$23,035	\$25,200
Featured job or top leader in Newsletter	Add \$2,000	Add \$1,800	Add \$1,600	Add \$1,400	Add \$1,200

Classified Job Ads:

Column Inch Rates:			
1	\$238	12	\$2,652
2	\$476	15	\$3,315
3	\$714	16	\$3,536
4	\$952	18	\$3,978
5	\$1,190	20	\$4,420
6	\$1,350	24	\$5,088
8	\$1,800	25	\$5,300
9	\$2,025	30	\$6,360
10	\$2,250	36	\$7,632

# of columns	Inches - depth					
	1	2	3	4	5	6
1	1	2	3	4	5	6
2	2	4	6	8	10	12
3	3	6	9	12	15	18
4	4	8	12	16	20	24
5	5	10	15	20	25	30
6	6	12	18	24	30	36

Quotes available- send your text to bill.selsky@ubm.com

Classified Column Discounts:

- 2 publications 5%
- 3 publications 10%
- 4 publications 15%
- 5 publications 25%

List Rental

Target our audience through email list rentals. Select only those professionals you want to reach by: Job Function, Industry, and Geography
\$580 CPM
 (Minimum quantity 5,000)

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Our Brands

EE Times:

The global electronics engineering community covering news, analysis, products and in-depth technical information

Targets- Engineers, Engineering Managers, C-level, Industry Analysts

Publication Circulation- 55,624 (Print) 119,644 (Digital)

Website Monthly Average- 2.6m page views; 900K visits and 480K unique visitors

EDN:

A comprehensive information source for the OEM (electronics original equipment manufacturer) segment, providing in-depth technical information for electronics design engineers and news and strategic business insight for executives

Targets- Design & Development Engineers and Engineering Managers

Publication Circulation- 82,965 (Print) 30,075 (Digital)

Website Monthly Average- 500K page views; 210K visits and 110K unique visitors

Design News:

The leading technical resource, providing technology news, opinion, analysis, end-user examples and tutorials for engineers and engineering managers who design consumer and industry-specific products and systems.

Targets- Project/Engineering Managers, Design Engineers, Mechanical Engineers, Research & Development

Publication Circulation- 114,984 (Print) 30,056 (Digital)

Website Monthly Average- 645K page views; 250K visits and 157K unique visitors

Embedded Systems Design:

Delivers practical design and product information as well as the news of the industry to the senior-level developers who create complex systems.

Targets- System Designers/Architects, Embedded Systems Programmers, and Embedded Systems Programmers

Publication Circulation- 27,154 (Print) 64,335 (Digital)

Website Monthly Average- 175K page views; 85K visits and 55K unique visitors

Test & Measurement World:

Provides technical information geared for on-the-job application, as well as industry news, coverage of the latest standards and technologies, application notes, product specifications, how-to articles, industry events, blogs, and contests for engineers involved in electronics test and measurements.

Targets- Engineering Management / Engineering/Technical Staff, Testing & Evaluation

Publication Circulation- 38,313 (Print) 16,342 (Digital)

Website Monthly Average- 60K page views; 30K visits and 18K unique visitors

For more information, contact your UBM electronics representative or call Teresa Gebler at 415.947.6147 or Teresa.gebler@ubm.com

Why UBM Electronics

UBM Electronics has 40 years of experience in media and marketing inside the electronics industry. We know what works. We are committed to innovation. To finding useful content and delivering it in useful ways to our audience. To finding efficient, mutually beneficial ways for marketers to connect with that audience.

About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.