

# ATEworld.com 2004 Media Kit

The premier information resource for Automatic Test Equipment users.

[www.ATEworld.com](http://www.ATEworld.com)

## Overview

ATE World officially launched on September 1, 2001 and is the only online community dedicated to the Automatic Test Equipment Industry. With a target audience of Test and Design engineers, ATE World serves as a centralized clearinghouse for ATE industry information. Members visit ATEworld.com to:

- View/Review the industry's latest products and services
- Get the industry's latest news
- Read Articles
- Ask the Experts
- Look for Jobs/Post their resumes
- Participate in the community discussion forums
- Find valuable ATE books
- Buy/Sell used ATE and ATE parts



## Audience

### ATEworld.com Registered Users' Job Titles

Title	%
Test Engineer	45
Test Engineering Manager	20
Design Engineer	10
Test Technician	6
Test Operator	5
VP, Engineering	4
CEO/President	3
Other	7

## Why Advertise on ATEworld.com?

- Increase traffic to your website
- Less costly than print ads or mailings
- Increase/Reinforce brand awareness
- Your company's message seen 24 hours a day, 7 days a week
- Generate new leads

PH: (949) 360-8842

FAX: (949) 851-8431

### Advertising Contact:

Tim Browning  
[tim.browning@ATEworld.com](mailto:tim.browning@ATEworld.com)

### Website Statistics

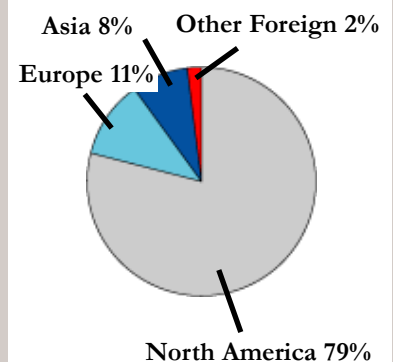
150,000 hits/month

14,000 unique visitors/month

8,000 registered users

6 to 8 new registrants/day

### Visitor Geographics



## ATEworld.com Advertising Options/Rates

Banner Ads	Monthly	Quarterly 20 % discount	Yearly 30% discount
Banner ad (468 width x 60 height)	\$600	\$1440	\$5040
Island ad (300 width x 250 height)	\$400	\$960	\$3360
Tile ad (125 width x 125 height) - not shown	\$300	\$720	\$2520



### Monthly Featured Product/Service

- Feature your **product/service** on the ATEworld.com homepage. **\$350**  
Includes a product/service description, picture and link to a full page with detailed sales information.
- Your **product/service** will also get mentioned in the ATEworld.com bi-monthly e-newsletter.

### e-Newsletter Sponsorship

- The ATE World e-Newsletter goes out to the community members on a monthly basis. There is a **text** and **HTML** version. You can have a text and image advertisement. **\$199**

### Knowledge Base Advertisement

- Place a special ad in any of the Knowledge Base Categories. A Knowledge Base advertisement appears in every ATE World Knowledge Base section (**Products, Services, Careers, Companies, etc.**) under a specific Knowledge Base Category. **\$99**

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### Banner Ad Specs and Placement

File types accepted: .gif, .jpg, .swf (Flash)

Maximum file size: 15k, 20k for the island

Banner Ads appear on every page of the site and rotate upon each page refresh.

### Need an Ad designed?

#### Professional Design Services

No problem. We can do it.

*Professional. Responsive. Sleek.*

Choose from 3 concepts. Pick one and get two sets of revisions.

**Design Fee: \$399**

**ORDER THIS AD ONLINE**

just visit:

<http://www.ATEworld.com/advertising>