



# MARKETING OPPORTUNITIES

**Exclusive opportunities for every target audience!**

## THE HIGH-TECH NEWS PUBLICATION ADVERTISING

	1x	3x	6x	Bleed Size	Non-Bleed Size
<b>Full Page</b>	\$1500	\$1250	\$1000	8.75" x 11.25"	7.5" x 10.5"
<b>1/2 Page Horizontal</b>	\$1000	\$750	\$500	8.75" x 4.875"	7.5" x 4.875"
<b>1/3 Page Square</b>	\$800	\$550	\$300		4.95" x 5"
<b>1/4 Page</b>	\$700	\$450	\$200		3.625" x 4.875"
<b>1/8 Page Horizontal/ Business Card</b>	\$300	\$250	\$200		3.625" x 2.25"

Exclusive bi-monthly publication giving you direct access to more than 10,000 ETA members, technicians, systems integrators and related electronics professionals. ETA members rely on The High-Tech News for information on the changing electronics industry: specialty techniques and technology, trends, qualification opportunities and educational advice. Design services are available for an additional fee of \$50/hour. Rates are based per issue.

## ONLINE ADVERTISING

	1x	3x	6x	Size (Pixels)
<b>Rotating Flash Banner (homepage)</b>	\$500	\$450	\$400	600 x 200
<b>Page Sponsorship</b>	\$300	\$250	\$200	900 x 136
<b>Button Ad</b>	\$150	\$125	\$100	175 x 175

Online advertising gives companies the opportunity to display product information and news, while exclusively targeting a specific audience. Page sponsorships and button ad's are placed on the page of your choice. Design services are available for an additional fee of \$50/hour. Rates are based per issue.

## NEWS/PRODUCT DISTRIBUTION SERVICES

	1x	3x	6x	Size (Pixels)
<b>Press Release</b>	\$250	\$225	\$200	
<b>E-mail Blast</b>	\$250	\$225	\$200	html - no larger than 750 x 900

Promote your company and products to the ETA membership and key industry professionals., approximately 6,000 individuals. Companies may not send more than one press release or e-blast per month.

## Contact Us to Advertise with ETA!

Brianna Pinson  
Marketing Coordinator  
(765) 653-8262 ext 102  
(800) 288-3824  
brianna@eta-i.org

Bryan Allen  
New Media Director  
(765) 653-8262 ext 103  
(800) 288-3824  
bryan@eta-i.org