



SPECIAL DIGITAL ISSUES DRIVING LEADS THROUGH PREMIUM CONTENT

Utilize *DE's* Special Digital Issues to generate numerous qualified sales leads and brand exposure. Our industry themed Special Digital Issues offer our most popular articles of a particular industry repackaged into a single industry focused issue. These SDI's averaged over 400 leads for our sponsors in 2018!

ENGAGEMENT CAMPAIGN

- Limited number of sponsorships available
- Logo branding on a series of 2 promotional eBlasts to *DE's* online subscriber community of over 40,000 high level design engineering professionals.
- Registration landing page to capture both contact and buying intent information.
- Each sponsor will receive one product/service category response to the buying intent question: "Will you be evaluating/specifying/purchasing any of the following products in the next 12 months?"
- Sponsors will receive full lead details.
- Full page ad with live links (recommend links to content assets, video and website).
- Analytics report

NET INVESTMENT: \$7,000

2018 Special Digital Issues		
Jan	Software Review Roundup	Deadline:12/20/18
Mar	Design for Medical Devices	Deadline: 2/14/19
Apr	Design for Aerospace	Deadline: 3/14/19
May	Design for Automotive	Deadline: 4/11/19
Jun	Design for Energy	Deadline: 5/16/19
Jul	Design for Government/Military	Deadline: 6/13/19
Aug	Design for Communication Systems	Deadline: 7/11/19
Sep	Get a Design Engineering Education	Deadline: 8/15/19
Oct	Design for Industrial Machinery	Deadline: 9/12/19
Dec	Workstation Review Roundup	Deadline:11/14/19

ASK ABOUT ADDING A TOTAL REACH PROGRAM

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