

# On the web!

# Elektronik i Norden

**Online | E-Newsletter**

Daily electronics news, weekly comments and monthly editorial features

**Advertising Rates | Publishing dates | Editorial Programme**

# 2015

**Elektronik**  
**i Norden**

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

# Do you want to reach professional Scandinavian electronic engineers? Advertise online at [www.elektronikinorden.com](http://www.elektronikinorden.com)!

Elektronik i Norden was founded in 1992 and is now 100 percent online since 2013. News, comments and deep technical articles are constantly available on the web. We continue to give the Nordic electronic design engineers information to make their working life easier.



## Comments online and in the E-newsletter

Besides daily news coverage Göte Fagerfjäll, editor-in-chief, offers his ample personal comments in the E-newsletter on the events of the last few days. This comment is of course also available online. Since 2008 he has written more than 360 of these comments.

Under the headline "Teknikspeciel" Gunnar Lilliesköld covers subjects such as technology for RF, semiconductors and measurements.

We also have comments from leading decision makers in the industry and comments on Energy Efficiency (Mr Green).

## Deep technical articles

We try to make it as easy as possible to find technical articles. We have a number of focus areas, such as Embedded Technology, Analogue technology, FPGA/ASICs, T&M and RF/Microwave. All the areas are updated continuously, but as usual we also have a rolling scheme of added focus,

The technical articles are written by us or by technical experts from the industry. All articles are always readily available and easy to find. We also try to make articles from earlier years available in this way.

## Surveys

We continue to publish surveys in areas like Consultants, Measurement Instruments, Components, Production equipments and EMS Manufacturers. The surveys are available in searchable format and yearly in a PDF-version.

The editorial material continues to be freely available on the web. It is also free to subscribe to the newsletter.

## [www.elektronikinorden.com](http://www.elektronikinorden.com)

On the Web, you can be seen weekly or monthly, at different positions. Banner names and placements can be seen in the screenshots. The newsletters allow you to quickly reach out with your information.

### Publication schedule for the features on the web

MONTH	DATE	TECHNICAL SPECIALS	SURVEYS ISSUE
January	29/1	Analogue Technology	
February	26/2	Microprocessors (CPU+MCU)	Consultants
March	26/3	Measurement technology (incl RF)	Measurement instruments
April	30/4	Automotive	
May	28/5	Connectors, Electro mechanical and Passive components	
June/July	18/6	Displays/opto	
August	27/8	FPGA/ASIC/SoC, EDA	
September	24/9	Contract Manufacturing	EMS manufacturer
October	29/10	EMC/EMI	Production equipments
November	26/11	Distribution	Comprehensive Component survey
December	17/12	Semiconductors and Power Semiconductors	

# Advertise on the Web or in the E-newsletter

## Technical information:

### Web

Digital ad material address: ads@elinor.se  
 Material specification: gif or jpg, animated gif, flash and html.  
 Left Button, Right Button and Inset Button max 50 kb.  
 Other max 150 kb.

### Rotation and shown at

On each position 1-4 banners can be rotating, Head-, Text- banner will be seen at all pages in the system. Boom box at all pages except some administration pages. All other formats on editorial pages only.

### Newsletter

Digital material address: ads@elinor.se  
 Material specification: gif or jpg, animated gifs and html.  
 Circulation: Over 10 000 subscribers.

**NOTE!** In the weekly newsletters we can not publish flash format.

### Looking for people – Recruitment ads

Under the banner "Recruitment ads" on the page you can place the three formats of Inset button if you are looking for hiring people. Contact us for more details.

## Online advertising rates: (prices in SEK)

Format	Size, pixels	Price/month/week
Head-banner	468 x 60	15.000:-/3.750:-
Text Banner	700 x 50	14.000:-/3.500:-
Text Banner	700 x 90	19.000:-/4.750:-
Boom box	300 x 250	24.860:-/6.200:-
Wallpaper		22.000:-/5.600:-
Right button, big	140 x 125	12.000:-/3.000:-
Right button, small	140 x 60	7.000:-/1.750:-
Inset button, big XL	110 x 400	15.000:-/3 750:-
Inset button, big	110 x 275	13.000:-/3.250:-
Inset button, small	110 x 130	7.000:-/1.750:-
Left button	180 x 40	7.000:-/1.750:-

### Discounts:

**3 months** – 6%    **6 months** – 12%    **12 months** – 18%  
 Pre-booking discount: 8% on orders placed before years end for next years placements

## Prices for the newsletter: (prices in SEK)

Format	Size, pixels	Price/edition
Head-banner (Top/bottom)	468 x 60	3.750:-
Inset button, big XL	110 x 400	3 750:-
Inset button, big	110 x 275	3.250:-
Inset button, small	110 x 130	1.750:-
Sponsorbox (link and logo)	600 characters	8.000:-
Boom box	300 x 250	6.200:-

**Other formats on request. Contact Dave Harvett, +44 121 705 2120, daveharvett@btconnect.com**

### Advertise in the Product Database

You may also be included in our comprehensive market surveys (Produktdatabasen) online. It is free of charge, but for a small fee, you can stand out a bit more with your companies name in bold, your logo and link to your website and email address in the "Company map" costs SEK 1.600:-/years. Add SEK 1.100:-/year extra and you get 200 free text words (searchable by visitor) describing your business and your products. Areas: See the feature plan.

## Advertising Department | Facts

We welcome your inquiry or reservation!

We primarily take care of your inquiries and bookings. Take advantage of our marketing, technical and graphic experience. We can also arrange contacts with external ad producers for your web ads.



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Create opportunities for good business by advertising!

Learn more at [www.elektronikinorden.com](http://www.elektronikinorden.com)

## Editorial | Editors and News Reporters

Our readers have two main interests, 66 percent say Industrial Electronics and 54 say Telecom. Several have dual interest. Also followed by Embedded Technology, Automotive-, Medical- and Military Electronics, T&M, Automation and Production/EMS.



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