EDACafé.com serves the informational and business-to-business needs of the professional electronic design community.

**QUICK FACTS**
- #1 EDA Portal
- 2+ Million hits/month
- 200,000+ pageviews/month
- 50,000 unique visitors/month
- 30,000+ daily e-Newsletter subscribers
- 30,000 EDAWEEKLY magazine subscribers

**TARGET AUDIENCE**
The EDACafé target audience is IC, FPGA, Printed Circuit Board, and System designers and managers. We reach out to companies who are the end users of these tools and the decision makers who purchase them.

Your Account Manager is Sanjay Gangal, a veteran of the EDA industry with over 25 years experience. You can reach Sanjay at +1-408-337-6870 or Sanjay@EDACafe.com

**Custom Promotion Options**
- **Banner Ads** – Sizes include LeaderBoard (728x90), SkyScraper (120x600), Feature (300x250), Roadblocks / Interstitials (640x480), and 125x125
- **Custom eMail Blasts** – Up to 30,000 subscribers
- **Featured and Sponsored Listings** – Run-of-site (ROS) and Newsletter listings in popular sections – Featured Videos, Important Notices, Corporate Newsletters, Technical Papers, Presentations, and Downloads
- **Job Postings** – Your jobs are posted on EDACafe homepage, the daily newsletter, and on TechJobsCafe.Com for maximum exposure

**Memberships and Packages**
- **Decaf 1 Yr. Membership** – Receive basic coverage including banner and newsletter ads, and content listings
- **Regular 1 Yr. Membership** – Receive comprehensive coverage with banner and newsletter ads, and sponsored listings on homepage and newsletter.
- **Espresso 1 Yr. Membership** – Be recognized as an industry leader with large banner and newsletter ads, sponsored listings on homepage and newsletter and custom email blasts.

Contact Sanjay Gangal to arrange your Advertising program:  Sanjay@EDACafe.com
EDACafé.com supports banner advertising in standard IMU sizes and supports both Flash for web-pages and GIF/JPG formats for its newsletter. Up to 200,000 impressions per month can be purchased. New customers to EDACafe who are also members of the EDA Consortium get an additional 5% discount on their advertising.

Note: CPM = cost per one thousand impressions or views.

### EDACafe.Com Run-of-Site Ads

<table>
<thead>
<tr>
<th>Banner Ad Description</th>
<th>Size (Pixels)</th>
<th>List CPM</th>
<th>1-Month Cost</th>
<th>3-Month Program</th>
<th>6-Month Program</th>
<th>12-Month Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>728x90</td>
<td>$60</td>
<td>$3,000</td>
<td>$2,700</td>
<td>$2,400</td>
<td>$2,100</td>
</tr>
<tr>
<td>Sidebar Tile Ad</td>
<td>125x125</td>
<td>$25</td>
<td>$1,250</td>
<td>$1,125</td>
<td>$1,000</td>
<td>$875</td>
</tr>
<tr>
<td>Sidebar Skyscraper</td>
<td>120x600</td>
<td>$60</td>
<td>$3,000</td>
<td>$2,700</td>
<td>$2,400</td>
<td>$2,100</td>
</tr>
<tr>
<td>Welcome (Roadblock)</td>
<td>640x480</td>
<td>$180</td>
<td>$9,000</td>
<td>$8,100</td>
<td>$7,200</td>
<td>$6,300</td>
</tr>
<tr>
<td>Feature Ad</td>
<td>300x250</td>
<td>$60</td>
<td>$3,000</td>
<td>$2,700</td>
<td>$2,400</td>
<td>$2,100</td>
</tr>
</tbody>
</table>

### Other Opportunities

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exclusive Email Blast</strong> - Promotion of webinars, seminars, event registrations, product launches and success stories. 30,000 Total List Size <em>(Minimum Order 10,000 Recipients.)</em></td>
<td>$0.25/email</td>
</tr>
<tr>
<td><strong>Premium Press Release</strong> - Bolds your news headline and forces it to the top of the list. Typically triples (3X) your readership</td>
<td>$399/Each</td>
</tr>
</tbody>
</table>

Contact Sanjay Gangal to arrange your Advertising program: Sanjay@EDACafe.com
### EDACAFÉ Membership Program Menu

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Included</th>
<th>Value</th>
<th>Included</th>
<th>Value</th>
<th>Included</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsored Text Listings</strong> – Downloads, Technical Papers, Case Studies - each listing rotates with other sponsored listings in daily e-Newsletter and on home page.</td>
<td>1 slot for 3 months</td>
<td>$1,500</td>
<td>1 slots for 6 months</td>
<td>$3,000</td>
<td>1 slots for 12 months</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>Sponsored Video Listings</strong> – Each listing rotates in the 'Videos and Movies' box on EDACafe homepage and in the daily newsletter</td>
<td>1 slot for 3 months</td>
<td>1,500</td>
<td>1 slot for 6 months</td>
<td>$3,000</td>
<td>1 slot for 12 months</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>Posting Your Corporate Newsletter</strong> – Both home page and daily e-Newsletter exposure.</td>
<td>1</td>
<td>$500</td>
<td>4</td>
<td>$2,000</td>
<td>12</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>Premium Press Releases</strong> – Your releases are bolded and given top position in the daily news section of home page and newsletter to 30,000 subscribers</td>
<td>4</td>
<td>$1,000</td>
<td>8</td>
<td>$2,000</td>
<td>12</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Tile Banner Ads</strong> – posted on right side, size 125 x 125 pixel.</td>
<td>300,000</td>
<td>$7,500</td>
<td>300,000</td>
<td>$7,500</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>LeaderBoard Banner Ads</strong> – posted on top, size 728 x 90 pixel for maximum exposure</td>
<td>-</td>
<td>-</td>
<td>250,000</td>
<td>$15,000</td>
<td>750,000</td>
<td>$45,000</td>
</tr>
<tr>
<td><strong>Exclusive Email Blast</strong> – Your HTML content goes to 20,000 opt-in subscribers.</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>$5,000</td>
<td>3</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>Boombox Feature Banner Ad</strong> – posted on the all pages and newsletter, IMU 300X250 pixel size</td>
<td>100,000</td>
<td>$6,000</td>
<td>100,000</td>
<td>$6,000</td>
<td>200,000</td>
<td>$12,000</td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td></td>
<td>$18,000</td>
<td></td>
<td>$43,500</td>
<td></td>
<td>$93,000</td>
</tr>
<tr>
<td><strong>Savings</strong></td>
<td>20% disc</td>
<td>$3,600</td>
<td>30% disc</td>
<td>$13,050</td>
<td>40% disc</td>
<td>$37,200</td>
</tr>
<tr>
<td><strong>Annual Membership price</strong></td>
<td></td>
<td>$14,400</td>
<td></td>
<td>$30,450</td>
<td></td>
<td>$55,800</td>
</tr>
<tr>
<td><strong>Monthly Membership price</strong></td>
<td></td>
<td>$1,200</td>
<td></td>
<td>$2,537.50</td>
<td></td>
<td>$4,650</td>
</tr>
</tbody>
</table>

*Quarterly payments are an option.

Contact Sanjay Gangal to arrange your Advertising program: Sanjay@EDACafe.com
Present thought leadership content featuring your technology to current and potential clients.

With an EDACafe Customized Blog your voice and the voice of your coworkers are heard loud and clear by a targeted EDA and IC Engineering and manufacturing audience.

Unlike a traditional blog your customized blog allows you and selected team members to speak their mind and gain exposure for themselves and your company. Each of your participating team members has their own login, picture and biography.

Your company’s most recent posts are featured on our home page and in each of our e-newsletters that are sent to more than 34,000 targeted subscribers every weekday evening.

Your blogs are also featured on our new Facebook page to give you additional coverage.

Custom blogs are already being used effectively by many EDA and IC companies as shown in the representative sampling to the right.

Each of your team members has their own point of view and style, and now you can give each of them the opportunity to share their knowledge and expertise with the EDACafe community while providing thought leadership content that features your technologies.

### Set-up, Maintenance and Support

We set-up your company and team member’s blogs. Then we provide on-going maintenance and support and continually upgrade your blogs with the latest plug-in functionality.

### Contact us to learn more and Start Blogging Today!

Cost for Custom Blogs: $700/month or $6000/year

Sanjay Gangal  
President  
Sanjay@EDACafe.com  
O: 408-337-6870
EDACafé Marketing Machine Media Kit

Home-page and Newsletter Video Promotion

Featured Video Section
- Dominant Position
- 5-10x click-throughs over regular posting
- $1,000/month
- Rotates with 10 other videos
- Home-page and daily newsletter

Sponsored Video Section
- Home-page and newsletter exposure
- 2-3x click-throughs over regular posting
- $500/month
- Rotates with 10 other videos

Contact Sanjay Gangal to arrange your Advertising program: Sanjay@EDACafe.com
EDACafé Marketing Machine Media Kit

Home-page and Newsletter, Important Notice and Your Company’s Corporate Newsletter Promotion

**Important Notices**
- $500/week
- Home-page and daily newsletter
- Hundreds of click-throughs

**Corporate Newsletters**
- $500/posting
- Featured on home-page and daily newsletter
- Visible for four(4) weeks
- Hundreds of click-throughs

**Latest IPs**
Synopsis - S3/eMMC - TSMC 16FFC, North/South Poly Orientation
Find detailed information about thousands of commercially available IP blocks from more than 230 suppliers.

**Corporate Newsletters**
Intel to Showcase Amazing Experiences at CCS 2017
E3A Alliance MSS Newsletter for Q2 2010

**Tech & White Papers**
Choosing the best pin multiplexing method for your Multiple-FPGA partition, $2C inc $2C white paper for choosing the best pin multiplexing method for your Multiple-FPGA partition

**Contact Sanjay Gangal to arrange your Advertising program:** Sanjay@EDACafe.com
LEVERAGE THE TARGETED PREMIERE MEMBERSHIP PROGRAM

Success is measured by results. Our portal power combined with TechJobsCafe.com brings you the targeted high-tech candidates you’re looking for.

Reaching a Targeted High Tech Job Pool
The IBSystems portal network reaches out to hundreds of thousands of technical professionals each day with targeted information and resources. Our expanding network of web portals currently reaches professionals in the Electronic Design Automation, PCB Design, Mechanical Design, Geographical Information Systems, Architectural Engineering, Digital Content Creation, and Nanotechnology industries.

Designers, marketers, and managers rely on our portals for mission critical resources and to search the career market.

Using EDACafe.com and TechJobsCafe.com is the most powerful way to get your EDA job positions filled at an extremely cost efficient price. Here is why:

1. Each of your jobs posted on TechJobsCafe.com also appears on EDACafe.com homepage.
2. Each of your job postings is also sent to our 30,000+ daily newsletter subscribers. This is an audience that may never visit any of the major job boards, such as, Monster, but we bring your job opening to this passive job-seeking audience.
3. Your job postings are featured in our weekly CareersWeekly sent to more than 30,000 subscribers.
4. We have thousands of resumes from EDA professionals accessible to you when you sign up for a minimum three-month membership.
5. This extremely targeted approach costs much less than postings on Monster or Dice and is much more effective in finding you the right candidate.

<table>
<thead>
<tr>
<th>Post up to</th>
<th>Monthly Price</th>
<th>Quarterly Price</th>
<th>Annual Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Jobs</td>
<td>$500</td>
<td>$1,250</td>
<td>$3,575</td>
</tr>
<tr>
<td>5 Jobs</td>
<td>$675</td>
<td>$1,875</td>
<td>$5,125</td>
</tr>
<tr>
<td>10 Jobs</td>
<td>$1,375</td>
<td>$3,125</td>
<td>$7,625</td>
</tr>
<tr>
<td>15 Jobs</td>
<td>$1,875</td>
<td>$4,250</td>
<td>$9,125</td>
</tr>
<tr>
<td>20 Jobs</td>
<td>$2,375</td>
<td>$5,125</td>
<td>$10,625</td>
</tr>
<tr>
<td>25 Jobs</td>
<td>$2,750</td>
<td>$5,875</td>
<td>$12,125</td>
</tr>
<tr>
<td>30 Jobs</td>
<td>$3,125</td>
<td>$6,625</td>
<td>$13,625</td>
</tr>
<tr>
<td>40 Jobs</td>
<td>$3,875</td>
<td>$7,625</td>
<td>$16,625</td>
</tr>
<tr>
<td>50 Jobs</td>
<td>$4,625</td>
<td>$8,375</td>
<td>$19,625</td>
</tr>
<tr>
<td>100 Jobs</td>
<td>$7,125</td>
<td>$12,125</td>
<td>$34,625</td>
</tr>
<tr>
<td>200 Jobs</td>
<td>$9,625</td>
<td>$19,625</td>
<td>$64,625</td>
</tr>
</tbody>
</table>

CONTACT
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San Jose, CA 95112
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Fax: 408.351.8830
Sanjay@EDACAFE.com
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