

# 2025 MEDIA GUIDE

Technical insights on **the future of e-mobility**. Focusing on the design and development of the systems and components **powering electric vehicles**.



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



**WTWH**  
Media LLC

# EV Engineering & Infrastructure part of the EE World Network

## The e-mobility revolution has just begun.

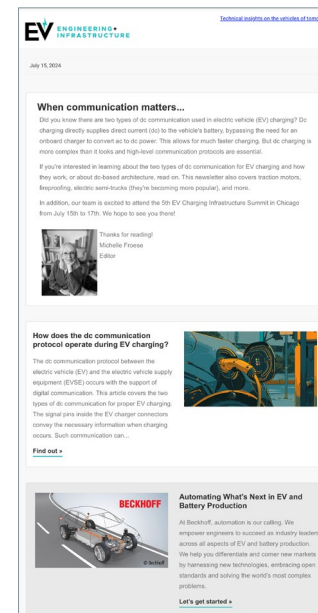
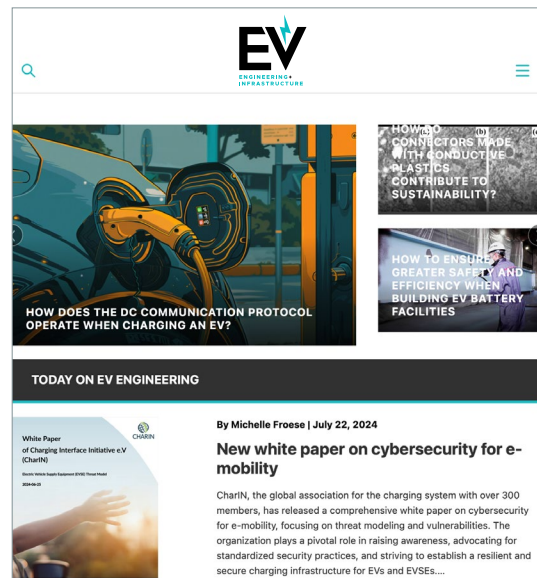
Sharing in-depth technical insights into the future of electric vehicles, with information on the design and development of the integrated systems, subsystems, and components powering EVs.

### Engineering Technology:

Battery Technology  
Electric Powertrain  
Vehicle Integration  
Control Systems  
Charging Infrastructure  
Software  
Safety & Reliability  
Vehicle-to-Grid (V2G)

### Key Systems & Components:

Battery pack  
Battery Management Systems  
Electric Motor  
Drivetrain  
Power Electronics  
Thermal Management System  
Regenerative Braking System  
Connectors & Interconnects  
Charging Systems  
Network Connectivity  
Artificial Intelligence



# Surrounding **engineering professionals** with information on their terms

## Founding Principles

- Media consumption has forever changed and continues to evolve.
- Marketers must have ROI to justify marketing investments.

### EV ENGINEERING & INFRASTRUCTURE – Part of the EE World Network

#### AUDIENCE REACH

**Print Supplements – EV Engineering & Infrastructure**  
February, June, September, and December  
78,100 print + digital edition subscribers

**EV Engineering & Infrastructure's Newsletter Email Reach**

- 10,500 +registered users in database

**EE World Network Monthly Website Traffic**

- 1.1M+ monthly pageviews
- 623,350+ monthly users

**EE World Social Media Audience in Industry – Total Social Reach: 1,211,085+**

- Facebook
- X
- Instagram
- LinkedIn
- YouTube



## Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.

# EV ENGINEERING & INFRASTRUCTURE NETWORK

This **2025 Media Guide** contains information on best-in-class ROI solutions, including:

- Audience Marketing
- Content Syndication
- Lead Generation
- Content Development
- Marketing Services

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### Audience Marketing

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### Lead Generation

Fully Managed Content Syndication  
Design Guides / Tech Toolbox  
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### Content Studio

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Content Development (Digital Content)  
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### Editorial

2025 Planning Guide  
Print Specification



### Marketing Services

Social Media Management  
PPC Management: Google Ads  
Video Production Services

**Contact Us** ➤

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# Online Display

Run of site ads display across the entire network.

## DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

- 300x600
- 728x90
- 300x250

**\$70/CPM – Min 10K impressions per month.**

- 970x250 – **\$90/CPM**

## PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI

## WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.

WALLPAPER SPECS: 300X1000, 130X1000 and 320x50

File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

## SOLUTION ADS

Let EE World Online build custom display calls-to-action for white papers, product datasheets, catalogs, case studies and more.

**\$65/CPM**

Contact your representative for more details.



300x600



728x90




300x250




970x250

300x1000  
Wallpaper Ad640x480  
Prestitial Ad - Desktop300x225  
Prestitial Ad - Mobile



ON Semiconductor: Over 8000 Protection & Small Signal Discretes in 176 Packages

- High performance small signal Schottky portfolio in the industry's smallest form factor.
- Industry's first silicon Common Mode Filter (CMF) with integrated protection
- First in industry to break the 0.4pF max capacitance barrier

Available Now at  [Learn More](#)

## DISPLAY AD & PRESTITIAL AD REQUIREMENTS

- File Type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

## TARGETING

Programs can be specifically targeted against relevant categories, geo, timing and exclusion across the EE World Network.

## SOLUTION AD SPECS

Headline: 5-10 Words,  
Copy: 30-40 words, Call  
to Action + URL



# High-Impact Display – Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

## ASSET SPECIFICATION

### DESKTOP & MOBILE

- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px) OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided (ex: 1920 x 1080px or 1920 x 480px)

**\$150/CPM**

## FILE TYPES

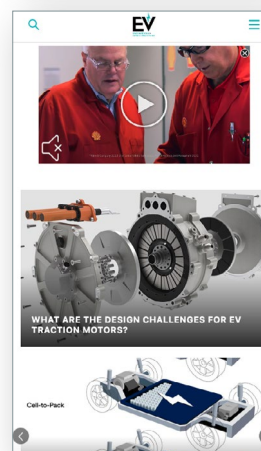
### IMAGES

- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB\*

### VIDEOS

- Media Types
  - Video URL, YouTube ID, VAST, MP4
- File Size
  - Allstream® hosted file size recommended under 4MB\*.
- Resolution
  - 720p or 1080p
- Frame Rate
  - 24-30 fps
- Bitrate
  - Mobile Web: 800Kbps to 5000 Kbps
  - Desktop: 800 Kbps to 10000 Kbps

\*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.



### Desktop & Mobile examples

4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

*\*Once the video ends, it is possible to display an image in its place*

# High-Impact Display – Prelude

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

## ASSET SPECIFICATION

### DESKTOP & MOBILE (IMAGE ONLY)

- Asset Image: Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

### DESKTOP & MOBILE (IMAGE AND VIDEO)

- Asset Image: Image Dimension: 1067x480px
- Asset Video: Video Dimension: 16:9 Aspect Ratio

**\$150/CPM**

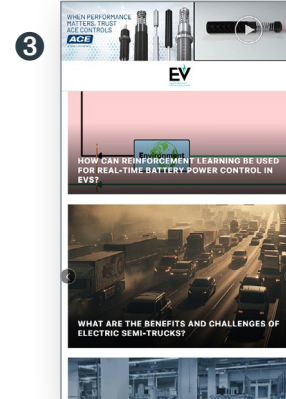
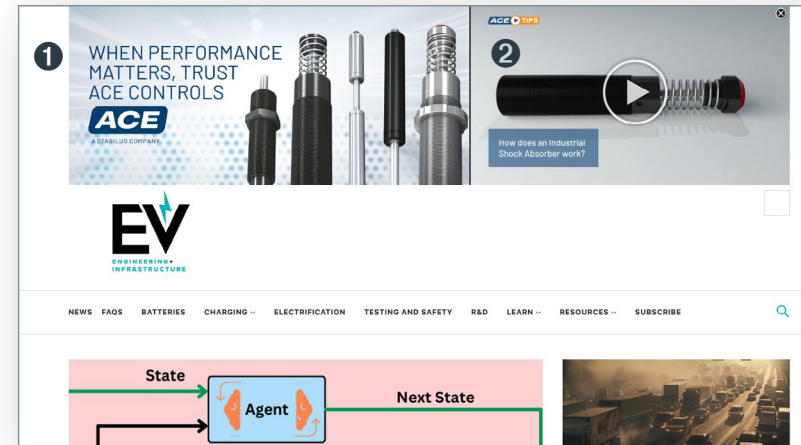
## FILE TYPES

### IMAGES

- Media Types
  - Image URL, GIF, JPG, BMP, PNG
- File Size
  - Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

### VIDEOS

- Media Types
  - Video URL, YouTube ID, VAST, MP4
- File Size
  - Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length
  - Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)



### Desktop & Mobile examples (IMAGE + VIDEO Version)

1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

# First-Party Audience Targeting

## Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

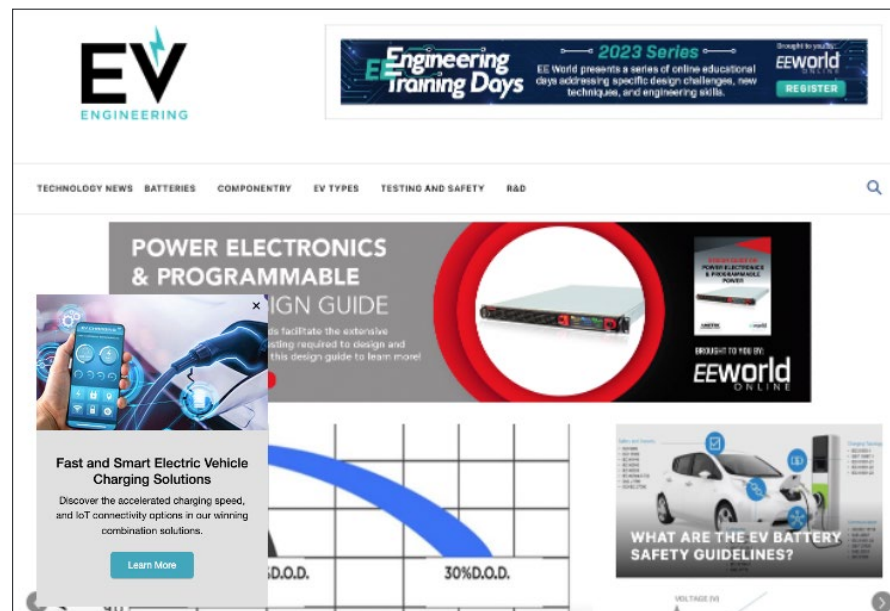
### CONTENT AFFINITY TARGETING

- Target by content affinities across the EV Engineering & Infrastructure network.
- Personalized offers with your message serve to site users based on their content affinity.

*Contact your sales representative for more information and package pricing.*

#### Online Ad Specifications:

- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL

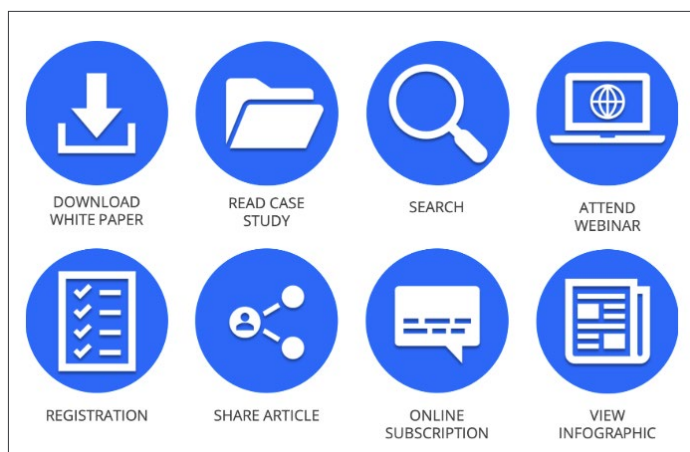




# Audience Extension

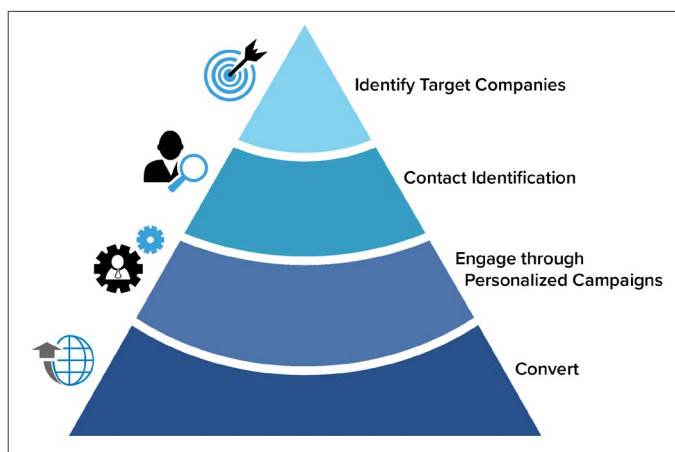
## Intent-Based Marketing | Account-Based Marketing

Our AI data management tool analyzes content consumption of users at hundreds of thousands of B2B companies and identifies when users in those organizations are indicating active demand for products or services you offer. Leveraging your target account list, our data management platform identifies anonymous users available for targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites.



### INTENT-BASED MARKETING

- Target users outside our network across the internet by intent topic via display ads.
- Narrow down reach by industry, title, geography or company size.



### ACCOUNT-BASED MARKETING

- We target your prospects based on your target account list.
- Target ABM users outside of our network across the internet with display ads.

#### Specifications:

- 728x90, 300x250, 300x600, 160x600, 320x50, 300x50 & 970x250 (jpg, gif, standard HTML5)
- Max Initial File Load Image: 40KB / Max Initial File Load HTML5: 100KB
- Max Animation: 30 seconds or less (loops included); 15 seconds recommended; max 3 loops
- Clicktags Accepted
- Click-through URL

# Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

EV Engineering & Infrastructure uses the latest in marketing automation, lead and profile management software to ensure alle-news delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

## SPECIFICATIONS:

There are 5 placements available on subscribed mobile optimized e-newsletters.  
Single placement: \$950 • Exclusive (All five positions): \$4,950

Each placement includes:

- **Headline:** Strong call to action (CTA) recommended
- **Image:** 450x255 (72DPI) STATIC .jpg or .gif (Do not embed images into a word file, please send native .jpg or .gif file. No FLASH Files or animated GIFs)
- **Copy:** max 35-40 words
- **Call to action** plus URL

**EXCLUSIVE SPONSORSHIP:** Reserving **all** 5 placements.

Include a .jpg or .gif company logo 250 pixels wide + URL in addition to the placements.

TOPIC	REACH	FREQUENCY
EV Engineering & Infrastructure	10,500	2x per month
EV Eng / Focus on Charging	10,500	1x per month

## PRODUCT FOCUS E-NEWSLETTER

**January:** Connectivity

**February:** Battery Thermal Management

**March:** Testing & Safety

**April:** e-Motors

**May:** Sensors

**June:** Software

**July:** Power Management

**August:** Connectivity

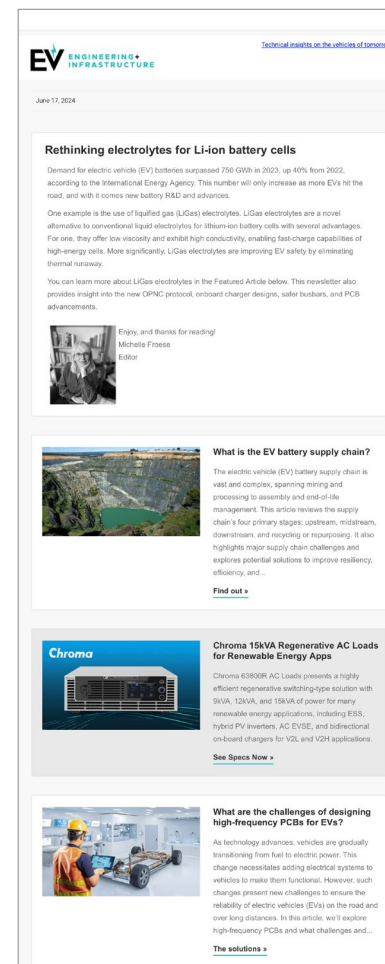
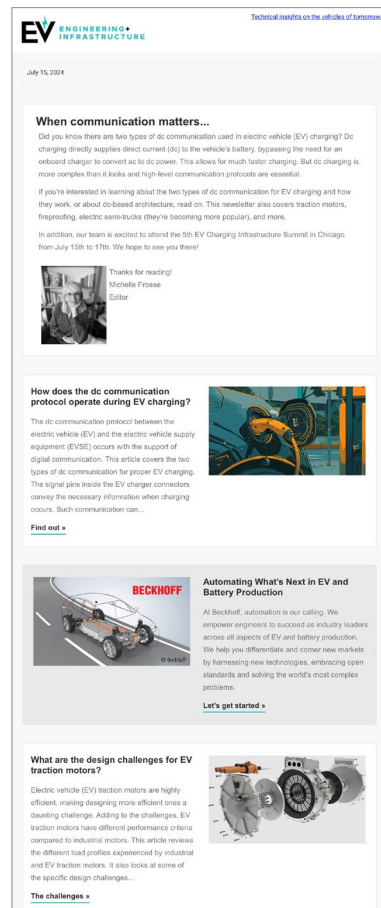
**September:** Battery Thermal Management

**October:** Testing & Safety

**November:** e-Motors

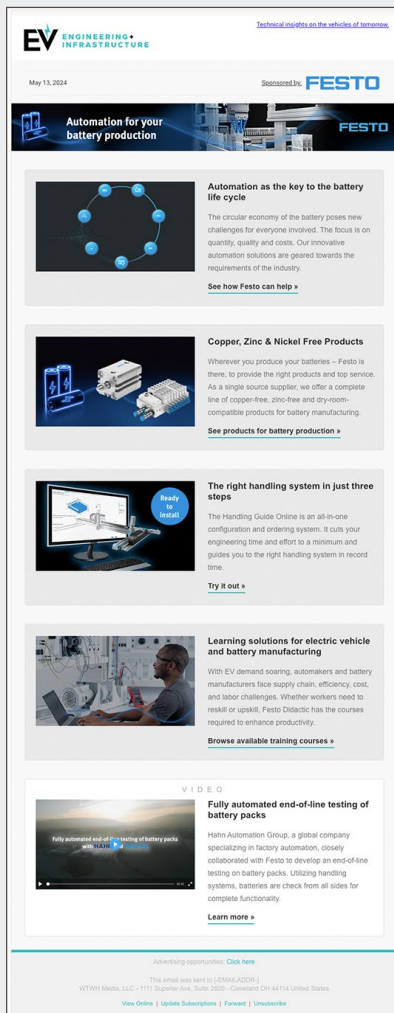
**December:** Sensors

*Exclusive Sponsorship: \$4,950*  
*Single Text Ad: \$1,250*



# CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition



EV Engineering & Infrastructure uses a standard e-newsletter template and includes client-provided content.

## SPECIFICATIONS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Client logo + URL
- 728x90 + URL (Optional - This is displayed at the top of the newsletter)
- 300x250 ad + URL (optional)
- Up to 6 text ads which would include:
  - 450x255 static image
  - Headline (5-10 words)
  - Copy (30-35 words)
  - CTA text (3-5 Words)
  - URL
- 1 featured Video (optional) which includes:
  - 450x255 static image
  - Headline (5-10 words)
  - Copy (30-35 words)
  - CTA text (3-5 Words)
  - URL
- **\$450/CPM**

# Partner Promotion

Your HTML, **our audience.**

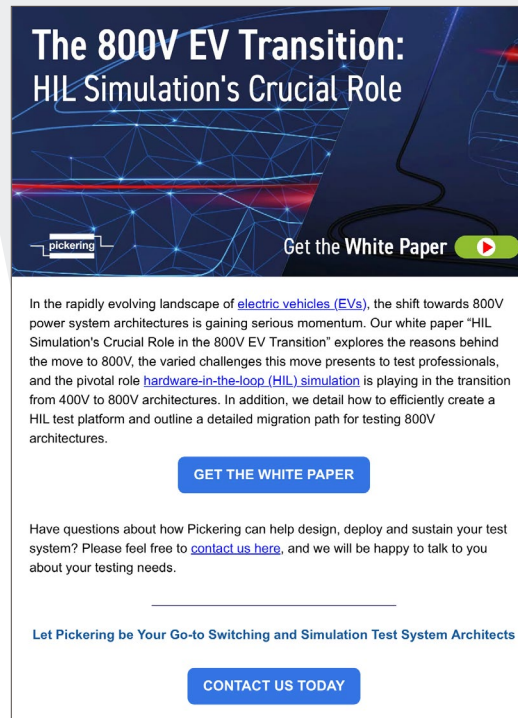
## SPONSOR HTML

EV Engineering & Infrastructure offers customer provided HTML sends to reach targeted segments of our opt-in third-party e-newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

**IMPORTANT!** EV Engineering & Infrastructure uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, EV Engineering & Infrastructure acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.



## SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
  - The html file should be a max width of 650 pixels
  - Use absolute URLs for your images (i.e. "http://www.yourdomain.com/image1.jpg" - do not use ".../image1.jpg")
  - Avoid using "div" & "float", as some email clients will not render that code. Instead use tables to control layout
  - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB

- Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.
- WTWMedia recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.



# Partner Promotion

Our template, **your message.**

## SINGLE OFFER TEMPLATE

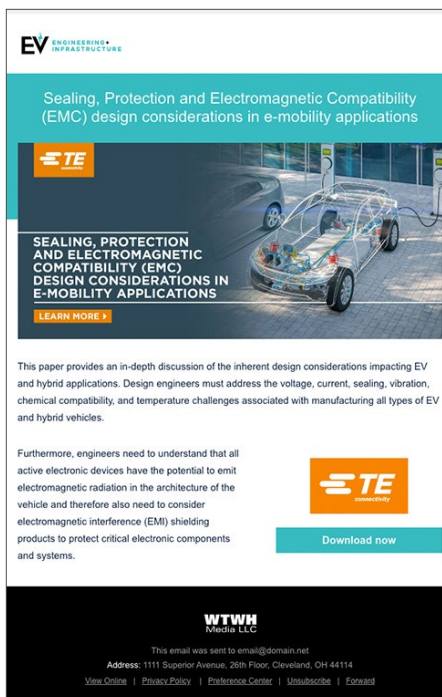
Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

## SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB



## Single Offer + Lead Generation

Our single offer template with your message plus we create a lead form landing page with the following standard fields:  
Email, F/L Name, Company, Postal Code & Country

**SPECIFICATIONS FOR A SINGLE OFFER WITH LEAD GENERATION:** Same as single offer specs *plus* URL or PDF file of resource. Price based on CPM / Lead Requirements.



# Supplied Content

Your supplied content within the confines of our editorial websites.

## SPONSORED CONTENT

- One content article provided by sponsor (900 words or less, title, image and URL)
- Content appears on the brand website home page and is labeled as “Sponsored Content”
- Featured 2x in brand e-newsletter
- 2 tweets per week for the month on brand social media
- 2 posts on brand LinkedIn page for the month
- Content is archived after one month

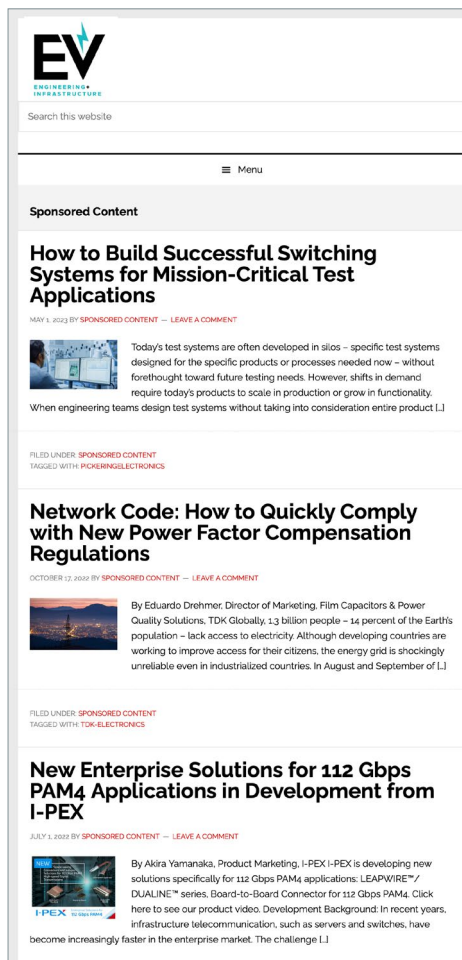
Cost: \$4,500/month

## SPECIFICATIONS:

- Featured article image for slider and thumbnail at 770x500
- Hero Image for the top of the article – up to 740px across; can be the same as the Featured image
- For the Content:
  - Headline
  - Sub-headline (Optional)
  - Body Copy – 900 words or less; include URLs
  - Supporting images (Optional) – up to 500px wide
  - Author information – Name & Title

We will use the above to build out the landing page for your review.

Once that is approved, we then promote that page via our newsletters and social media.





# Content Syndication

Audience Marketing | Lead Generation

## AUDIENCE MARKETING

### Fully Managed Content Syndication

- Promote content to specific targets
- Global contact record database available for selection
- Assistance in designing campaigns
- Leads delivered in time frame needed

## Lead Generation Campaigns

All lead types are qualified but some types are highly qualified based on level of engagement by the prospects

### MQL Gated

Marketing  
qualified lead

### 2-Touch Performance MQL

A lead has  
consumed two  
pieces of content

### BANT Performance

A lead that has consumed 1 piece of content and answered additional qualifying questions related to budget, authority, need and timeline identifying the lead as a higher value prospect

## Content Assets

- Choose the **type of content** you would like to promote
- Leverage **assets** that are relevant to the audience and educational

White Paper | Case Study | Infographic | On-Demand Video

### Example of Content Asset Promo / Lead Collection

**EEworld ONLINE**

#### Fundamentals of THz technology for 6G

The prospect of offering large contiguous frequency bands to meet the demand for extremely high data transfer rates in the Tbit/s range is making terahertz (THz) waves a key research area for the next generation of wireless communications (6G).

This white paper offers an overview of the fundamentals of THz waves and their properties for various applications with a focus on 6G based communications.

Author: Taro Echler, Technology Manager at Rohde & Schwarz Robert Ziegler, Director MMIC Development at Rohde & Schwarz

By downloading a white paper your contact information will be shared with the sponsoring company, Rohde & Schwarz GmbH & Co. KG and the Rohde & Schwarz entity or subsidiary company mentioned in the imprint of [www.rts.com](https://www.rts.com), and you may be contacted by them directly via email or phone for marketing or advertising purposes subject to their statement of privacy.

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**EEworld ONLINE**

#### FUNDAMENTALS OF THz TECHNOLOGY FOR 6G

Business email required

First Name\*

Last Name\*

Email Address\*

Company Name\*

Country\*  Choose One

ZIP Code\*

Job Title\*

[Download Now](#)

Fundamentals of THz technology for 6G  
This white paper offers an overview of the fundamentals of THz waves and their properties for various applications with a focus on 6G based communications.

This message was sent to you on behalf of WTWH.

Dynamic content provides the personalization necessary to drive more engagement

# Design Guides

Content focused on key technologies available as a downloadable PDF per category.



## 2025 TOPICS:

**EV Battery Design**  
**Battery Basics**

**Li-on Batteries**  
**EV Charging Basics**

Sponsor a design guide and hard leads will be delivered to you based on the amount of leads you designate. Our design guides include key technology content produced by the Editors of EE World/EV Engineering. *Contact your sales representative for details*

*Priced at \$88/CPL*

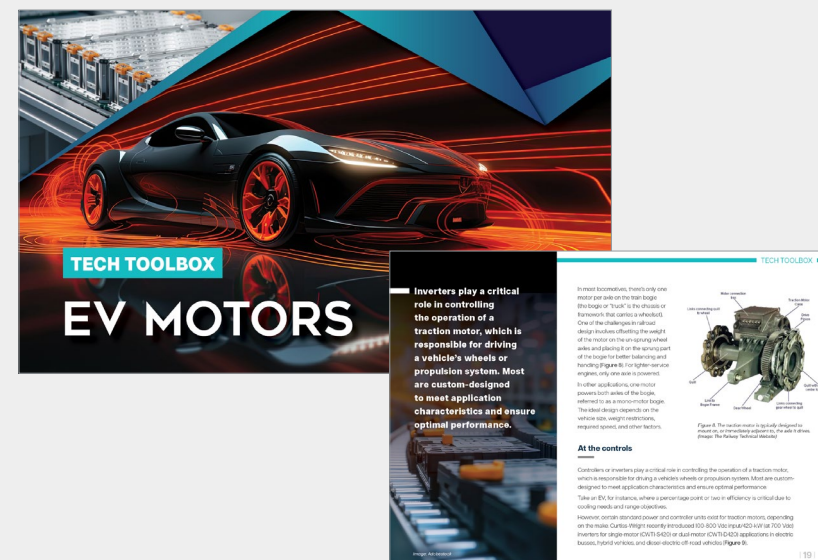
## DESIGN GUIDES REQUIREMENTS FOR SPONSORED PDF:

- Hi Res Logo (min 200 pixels or higher or eps/ai version) + URL Link
- Hi Res product photo to use for Front Cover of Design Guide (optional)
- Full Page PDF ad to be inserted as the last page/back cover of the Design Guide PDF

[WWW.EEWORLDonline.com/LEARNING-CENTER](http://WWW.EEWORLDonline.com/LEARNING-CENTER)

# Tech Toolbox

Vendor-neutral content broken out by key technologies, produced as a gated downloadable PDF with **multiple sponsors** per category.



## 2025 TOPICS:

**Thermal Management**  
**e-Motors**  
**Sensors**  
**Software**  
**Testing**

**Power Management**  
**EV Battery Basics**  
**Wireless Charging**  
**Charging Basics**

## TECH TOOLBOX SPECS OVERVIEW:

- Vendor neutral content and images (images will not be sponsor/supplier product images with the exception of sponsored content page). Logo placement on front cover – 300 dpi or vector (preferred).
- Sponsor can include an advertisement (hi-res pdf or jpg and will be placed and sized accordingly), full page of supplied content (limited to full page with or without image), and video.



# Webinars

Engage a captive audience and generate leads.

**EV Engineering & Infrastructure's webinar series offers companies the opportunity** to work with editors on preparing and delivering both editorial and custom content in a live, interactive format, or on-demand.

## EV TRAINING DAYS

EV Training Days are aimed at helping designers better understand EV technology or product-related issues.

- **January:** Battery Pack Design
- **February:** 5G Connectivity
- **March:** Battery Cooling Technology
- **April:** Fast Charging
- **May:** Sensor Technology
- **June:** High-Power Interconnects
- **July:** Regenerative Breaking
- **August:** Testing
- **September:** AI for EV's
- **October:** Thermal Management
- **November:** Battery Compatibility
- **December:** EV Range & Efficiencies



All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.

## CUSTOM WEBINARS

Sponsor chooses their own topic and presents educational material related to that topic. EV Engineering & Infrastructure will assign an editor who will moderate the event and a technical coordinator who will coordinate promotions and produce the live event.

*Custom Webinars are based on a \$70 cost-per-registrant basis.*



## Recommendations:

- Position yourself as a thought leader by presenting on educational topics in your industry
- Attract great leads by describing what your attendees will gain from participating
- Includes graphics, images and downloadable assets
- Use poll and survey questions to increase engagement and take the pulse of your audience
- Present using webcam to create a captivating presentation
- Utilize HTML5 technology to ensure your attendees will have the best viewing experience

## WEBINAR TO CONTENT

### E-BOOK / BRIEF / WHITE PAPER

Take advantage of this opportunity & have unlimited reach to your audience.

Contact your sales representative for more information and package pricing.

# CONTENT STUDIO

STRATEGY.  
AMPLIFICATION.  
PERFORMANCE.

WTWH Media's **Content Studio** leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

## Branded content campaign creation:

### Branded Voice

Fold outs, Supplements,  
Featurettes, Special Sections

### Branded Industry Thought Leadership

White Papers, Ebooks,  
Case Studies

### Branded Engagement

Blog Posts, Social Media  
Posts, Press Releases

### Branded Videos

Explainer Videos,  
Product Demonstrations,  
Corporate videos

*Voice matters when seeking to drive engagement and measurable results from engaged audiences.*



# Content Development

Print Content | End-to-end project management content creation, design & layout



## VENDOR DIRECTED Q&A

- WTWH works with you to create a graphically-oriented and highly-visual 1 page
- Up to 500 words, showcasing an application or technology
- Vendor Directed Q&A program: \$4,500



## VENDOR DIRECTED COLUMN

- Single Page
- 500 Words
- Content created by Custom Studio
- Vendor Director Column program: \$6,250



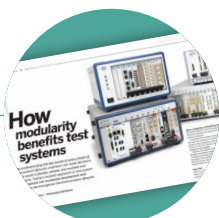
## TWO-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: \$8,500



## FOUR-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: \$9,400



## FEATURE ARTICLE

- 1,000 word branded content in article format
- Feature Article program: \$11,000



## EIGHT-PAGE CUSTOM SUPPLEMENT

- A supplement stitched into the magazine combining content created by Content Studio and display ads
- 2,000–2,200 words
- Eight-Page Custom Supplement program: \$19,000

# Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



## ARTICLE LICENSE

- License to use and reprint referenced article from an WTWH publication
- One-time license permits Customer to host the entire article on Customer website with full credit to the author and publisher
- WTWH will also provide a printable PDF version.
- Article License program: \$1,000



## VOICES

- A sponsored content Q&A published to help get your company thought leaders to share their knowledge and subject matter expertise.
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Voices program: \$3,250



## VIEWS

- An original article of 600-750 words based on one interview with your internal source or customer to spotlight and highlight your product or service
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Views program: \$3,250



## CASE STUDY

- Application story featuring your product or solution
- 600-800 words
- Case study program: \$5,500



## E-BOOK

- Graphically-oriented and highly-visual e-book
- Designed as a custom pdf of 2-4 pages for lead generation and/or brand recognition
- Up to 1,000 words of content supplied by customer
- e-Book program: \$5,500



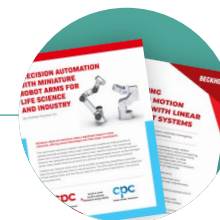
## EVENT BRIEF

- WTWH creates a follow up to a virtual or live event panel
- This is for event sponsor only based on event panel including 3-5 pages, 1200-1700 words
- Includes design & graphics and speaker bios.
- Event Brief program: \$6,500



## LIVE EVENT SESSION BRIEF (FLAT RATE)

- 2-page co-branded session brief based on recorded live event session
- Designed in pdf format & hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Live Event Session Brief program: \$7,500



## WHITE PAPER

- Interview with your subject matter expert
- 1,200-1,500 words
- Customer-supplied imagery that can be used for lead generation and/or brand recognition
- White Paper program: \$7,500

# Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



## BLOG/GHOST WRITING

- Blog/Ghost Writing 600 - 800 words
- Article created by Content Studio
- Blog/Ghost Writing: \$1,600



## SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: \$1,600



## WEB EXCLUSIVE

- Content of up to 500 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- Web Exclusive program: \$3,000



## THE BIG STORY

- Content of up to 1,000–1,200 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- The Big Story program: \$9,500



## WEBINAR BRIEF (FLAT RATE)

- 2-page co-branded webinar brief of 600 words based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days.
- Webinar Brief program: \$6,500



## WEBINAR BRIEF

- 2-page co-branded webinar brief based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webinar Brief program: \$8,500



## SPONSORED PREMIUM REPORT

- Minimum 16 page editorial report plus 8 pages of content
- Created by Custom Studio and includes add-on email campaign promotion
- Sponsored Premium Report program: \$19,000

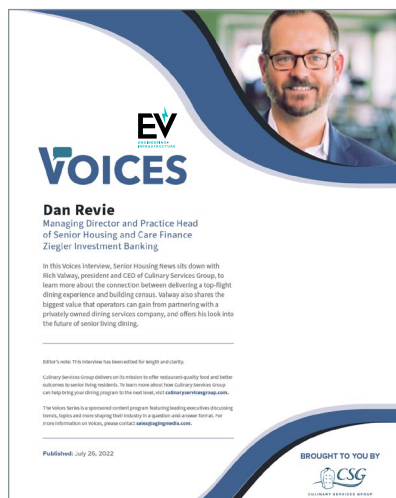
# VOICES

**Your Message, Your Voice.** Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as industry thought leaders.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTHW editor
- Client has the ability to review edited transcript
- Posted on a WTHW Media website upon review and approval by both client and WTHW
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTHW and must fit WTHW standard and style formats
- Premium category takeover on website with a full concentration on the Voices brand



# VIEWES



WTHW VIEWES program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTHW.



WTHW will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.



Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTHW representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTHW as meeting WTHW editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTHW specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request

Contact your sales representative for more information and package pricing.



# 2025 Planning Guide



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	<b>FEBRUARY</b> Ad Close: 1/1/25	<b>JUNE</b> Ad Close: 4/1/25	<b>SEPTEMBER</b> Ad Close: 8/1/25	<b>DECEMBER</b> Ad Close: 11/1/25
<b>Print Supplements</b>	Testing & Safety	Electric Powertrain Design	EV Battery Design Trends	EV Charging

	<b>JAN</b>	<b>FEB</b>	<b>MARCH</b>	<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUG</b>	<b>SEPT</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
<b>Content Studio</b>		Design Spotlight (Views): e-motors	Design Spotlight (Views): Software		Design Spotlight (Views): Power Management		Design Spotlight (Views): Sensors		Design Spotlight (Views): Thermal Management	Design Spotlight (Views): Connectivity		
<b>Digital Report</b>										Top EV Manufacturers (EV Manufacturer Profiles by key components & Range)		
<b>Show Packages</b>	Consumer Electronics Show: January 7-10 DesignCon: January 28-30		EV Charging Summit & Expo March 25-27th Las Vegas						The Battery Show and EVT Expo			
<b>EV Training Days</b>	Battery Pack Design	5G Connectivity	Battery Cooling Technology	Fast Charging	Sensor Technology	High-Power Interconnects	Regenerative Braking	Testing	AI for EV's	Battery Thermal Management	Battery Compatibility	EV Range & Efficiency Challenges

#### Print Advertising Rates:

Full page.....	\$7,160	1/2 page.....	\$3,970	1/2 page spread.....	\$5,845
2/3 page.....	\$4,650	1/3 page.....	\$2,500	Two-Page Spread.....	\$11,350
1/2 island.....	\$4,270	1/4 page.....	\$2,140		



## WTWH MEDIA PRINT AD SPECIFICATIONS

AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
	1/2 Island	4-7/8" x 8-1/2" (4.875" x 8.5")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
	1/3 Horizontal	7-1/2" x 3-1/8" - (7.5" x 3.125")	N/A
1/4 Page	1/4 Square	3-5/8" x 4-5/8" (3.625" x 4.625")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the WTWH Ad Portal at [ads.wtwhmedia.com](https://ads.wtwhmedia.com).

## LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

## MEDIA

**File format:** Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).

**Fonts:** Embed all fonts

**Color space:** CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.

**Resolution:** 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

## PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

## QUESTIONS

For ad production questions, please contact:

Tracy Powers, Customer Service Representative, (440) 452-3449

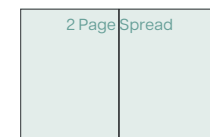
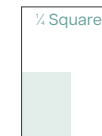
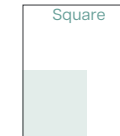
tpowers@wtwhmedia.com

**Printing Process:** Offset, computer-to-plate (CTP)

**Binding Method:** Perfect bound

## SUPPLEMENT HALF-PAGE TIP SPECS:

1. High resolution logo (preferably ai or eps file)
2. 1 image (3x3, 300 dpi, preferably jpg, eps, tiff, or pdf)
3. 100-125 words of copy (May include title)
4. Contact info (Company Name, website and address and phone # if preferred)



# Social Media Management

Reach Your Audience | Build Awareness | Increase Engagement

EV Engineering & Infrastructure manages a wide variety of manufacturers' social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or increase your digital marketing footprint.

## OUR GOAL

Increase thought leadership presence via social channels

Create & post content

Grow following & increase engagement

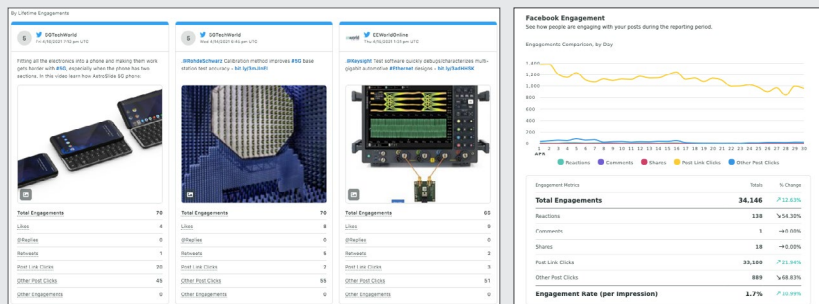
Increase social conversion to your website

## EV ENGINEERING & INFRASTRUCTURE OFFERS

- Dedicated Account Manager to oversee and implement your social strategy
- Management & set-up of all major social platforms
- Content creation of all posts
- Monitoring all interactions of your brand across platforms
- Monthly reporting
- Review & strategy sessions

Packages range from \$900-\$1,900 depending on number of platforms managed and frequency of posting schedule.

Please contact your sales representative for more information.



Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and/or lead-generation goals for your company. Our team of experts works with you to fine-tune messaging, promotion and campaigns critical to your success.

## SOCIAL MEDIA AD TARGETING

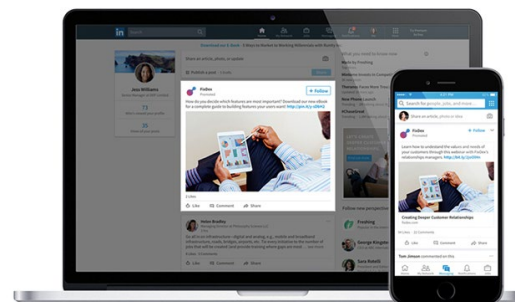
In addition to social media platform management, EV Engineering & Infrastructure manages paid ad targeting on all social media platforms, including Facebook and LinkedIn. All platforms offer varying ways to target a specific audience by demographics, industry, title and company. With admin access to your social platform of choice, EV Engineering & Infrastructure will work with you to build an audience on that social platform, meeting your requirements and target a message directly to that audience.

- **LinkedIn**  
Target your ideal customer by geography, industry, job title, company size, member groups, email contact list or even company name. LinkedIn will match those with member user data and create an audience that can be used to target ads. LinkedIn is also a great platform for lead generation.
- **Facebook**  
Target ads by geography, job title, field of study and device usage.

### Investment:

Cost to reach audiences varies based on budget and audience targets. Most platforms will offer the ability to pay cost-per-click or cost-per-impression to reach the targeted audience. EV Engineering & Infrastructure's social media marketing team will work with you to estimate the investment to reach your audience. Cost of campaign goes directly to the social media platform. Management fee to EV Engineering & Infrastructure is 30% of the total campaign budget.

Please contact your sales representative for more details and pricing.



# PPC Management: Google Ads

Drive Traffic & Conversions | Immediate & Measurable Results

When **PPC is done right**, it can be a **valuable part** of your inbound **marketing strategy**.

It is an ongoing effort that takes skill, strategy and time. WTWB is a long-term partner who will work with you to develop an effective PPC strategy, manage that strategy, and measure it.

## ANALYSIS, STRATEGY & SET-UP

- Review of current PPC program (if applicable)
- Competitive assessment
- Identify goals & expectations
- Comprehensive keyword research
- Building & implementation of negative keyword list
- Ad text creation
- Landing page analysis & consultation
- Budgeting & bidding set-up

## ONGOING ACCOUNT MANAGEMENT

- Campaign expansion
- Continuous ad testing & optimization
- Ongoing strategic bid & budget management
- Keyword expansion
- Ongoing negative keyword implementation
- Ongoing competitive assessment

## MEASURABLE ROI & REPORTING

- Weekly optimization updates
- Weekly detailed performance report
- Attribution analysis (Google Analytics read-only access required)
- Conversion tracking analysis
- Monthly reporting
- Monthly program review & strategy call with dedicated account manager

## INVESTMENT

- Minimum campaign monthly campaign budget -- \$2,000 paid to Google / Annual campaign management with cancellation option
- Monthly management fee of 30% of campaign monthly spend
- Additional \$1,700 one-time set-up fee for new account creation

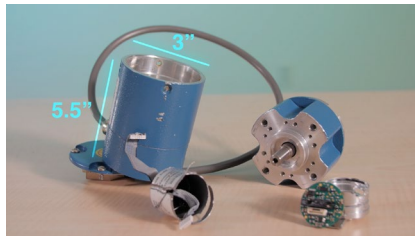


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# Video Production Services

## Full-Service HD Video Production

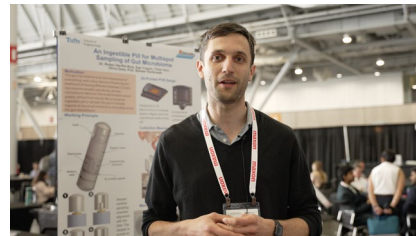
**WTWH media offers end-to-end HD video production services**, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.



### PRODUCT VIDEO

This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.

*Pricing based on SOW*



### CLIENT TESTIMONIAL VIDEO

These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.

*Pricing based on SOW*



### CORPORATE OVERVIEW VIDEO

Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.

*Pricing based on SOW*

[www.youtube.com/@eeworldonline5657](https://www.youtube.com/@eeworldonline5657)

# Contact Us

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