

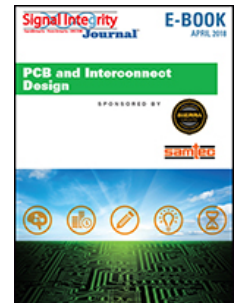
Generate Leads and Content Marketing with eBooks

eBook Program:

Signal Integrity Journal will design and publish a custom eBook focused on a topic or application that you would like to target for lead generation. The eBook can be made up from previously published SIJ articles selected by SIJ editors and/or articles you contribute (approved by sponsor). Your marketing messages are embedded throughout the eBook with links to your website along with a one page ad.

Each eBook receives the following promotion:

- Opportunity for custom content/advertising
- Placement on the home page of SIJ for 1 month
- Dedicated promotional email blasts (2) – *The Signal*
- Social media posts on SIJ LinkedIn, targeted LinkedIn groups, SIJ Twitter and the SIJ Facebook page
 - Inclusion in one SIJ weekly newsletter
 - Housed in the “Resources” section of SIJ website
 - Sales leads captured and delivered



SIJ eBook Deliverables

Please provide the following:

- 3-4 promos that include a title, image, 50 word description and link on customer website
- One full page ad (**specs: 4/C** (Submit a hi-res (300dpi) PDF with all fonts and hi-res CMYK images embedded to ads@signalintegrityjournal.com. (For sizes over 10MB, contact Ed Kiessling at 781-619-1963 for FTP access)

- Optional – one technical article contribution using existing [editorial guidelines for print](#)

Please submit all deliverables to your SIJ Sales Rep.

Review [existing eBooks](#) for examples.

eBook Program Cost: \$4,500 for 1X – discounts for multiple