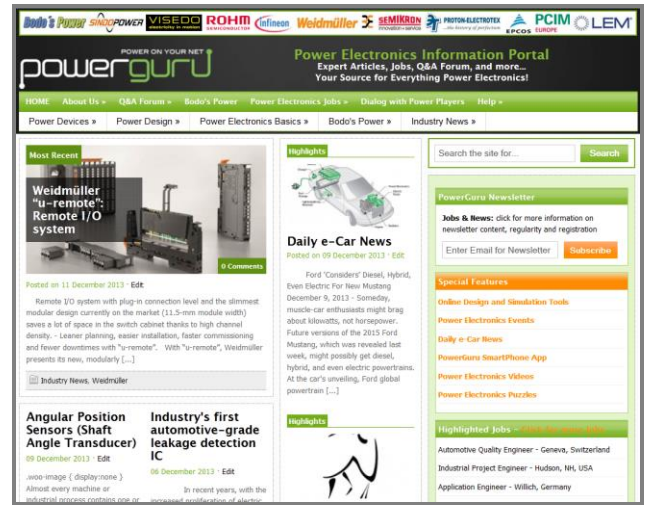


## Enhance your company's profile by participating in the premier Power Electronics Information Portal!

PowerGuru was created as a collaboration between several major Power Electronics companies. The general philosophy governing our website is that by providing direct input from various industry leaders, PowerGuru is able to reach a wider segment of the growing Power Electronics community. Participating companies benefit by exposing themselves to an audience precisely matching their target audience. Active participation by our partners results in greater on-site presence, thus encouraging an environment that benefits both our visitors and our corporate members.

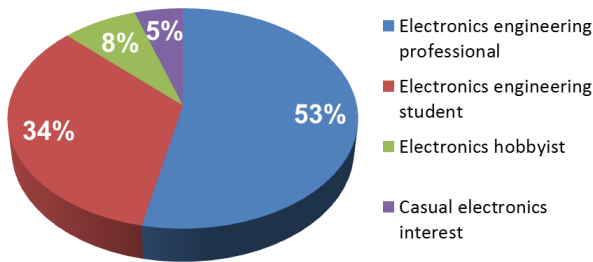
### Target power electronics engineers

PowerGuru's content is specifically targeted to members of the Power Electronics community. Recent polling data from our website confirms that more than **85%** of PowerGuru visitors are either professionals that are actively involved in the field of Power Electronics or students on their way to starting their own Power Electronics careers.



Showcasing your company's products and activities on the PowerGuru website allows you to reach out to various geographic segments of potential customers without the burden of managing numerous location-based promotional campaigns.

Polling data for PowerGuru visitors

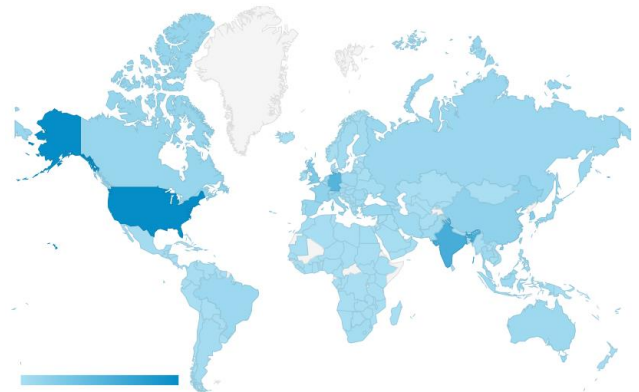


Polling data from www.powerguru.org

PowerGuru's strong commitment to only providing information relevant to Power Electronics ensures that participating companies can bring themselves closer to those with a serious interest in this field – i.e. **potential customers!**

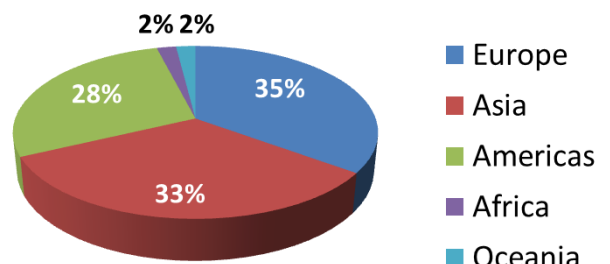
### Increase you company's global reach

PowerGuru's audience includes Power Electronics professionals from all parts of the globe. In today's competitive market, the ability to effectively drive your corporate message to as many potential customers as possible is more important than ever.



Data from Google Analytics

Visitor geographical data

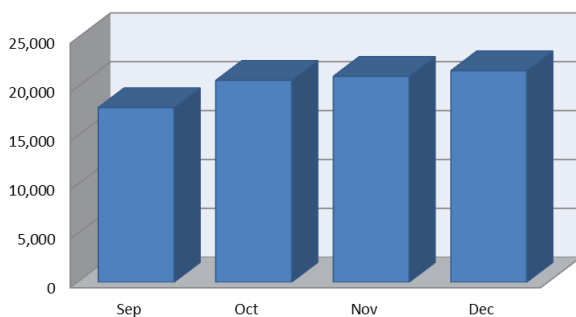


Data from Google Analytics

## Let's grow together

The overall response to PowerGuru from the Power Electronics community has been overwhelmingly positive. In 2012, PowerGuru began a partnership with Bodo's Power Systems magazine. As a result, all technical articles from Bodo's Power, including past articles, are published and searchable on the PowerGuru site, thus offering our readers a wide range of Power Electronics information. As public interest in the site increases, our visitor numbers continue to grow.

PowerGuru Visitors 2013



Data from Google Analytics

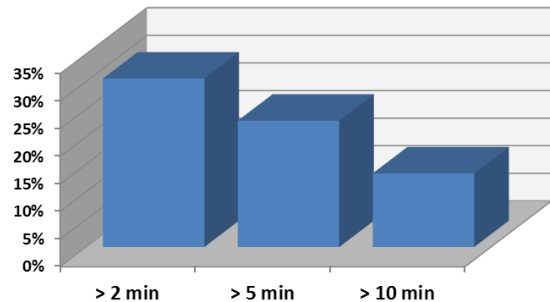
Traffic rating comparisons to similar platforms and to websites from major companies in the field confirm that PowerGuru has established itself as a strong leader in providing Power Electronics information. The graphic below shows the results of a website comparison performed on [Alexa.com](http://Alexa.com), a company that specializes in providing website performance metrics.



Data from alexa.com (lower number means higher popularity)

One of PowerGuru's great assets is the degree of engagement of our visitors. Visitors to PowerGuru spend an **average of 7:28 on the site** (Google Analytics). The following chart shows the percentage of visits where the visit duration exceeds a certain amount of time.

Percent of visits exceeding specific visit lengths



Data from Google Analytics

As the chart indicates, more than **10% of PowerGuru visitors remain on the site longer than 10 minutes.**

We expect our steady growth to continue and look forward to further cooperation with leading Power Electronics companies in building an even better platform for our visitors and members.

## Opportunities for involvement

Several opportunities are available for promoting your company on PowerGuru. For basic advertisement, the following options are available:

- » General banner ads
- » Targeted ads for specific categories and pages
- » Job listings on our Power Electronics Jobs page
- » Highlighted Homepage articles
- » Promotion in the PowerGuru newsletter

Companies purchasing PowerGuru services are also welcome to submit press releases for publication in our Industry News section during their period of participation. With the available options, companies can fine tune their presence on PowerGuru in a way that best suits their needs.

Companies interested in maximum exposure for the greatest value will be interested in exploring the possibility of becoming an **official PowerGuru member** (details described after general pricing info).

## Cost of PowerGuru services

### Banner advertisement

All ad banners on the PowerGuru website are priced according to **CPMV (cost per 1,000 visible impressions)**, excluding our Power Electronics Jobs page and our Power Electronics Design Center (priced monthly).



**Minimum buy is 5,000 impressions.**

- » **Bottom ad banner (rotating, 956x75 px) – 1**

Site-wide (~90% of pages)  
Remains visible while scrolling  
**CPMV: €65.00 (~\$87.00) net**

- » **Sidebar ad banner (300x250 px) – 2**

Site-wide (~90% of pages) or  
Targeted category or  
Specific page

Site-wide banner (rotating):

**CPMV: €55.00 (~\$74.00) net**

Targeted category (rotating):

**CPMV: €70.00 (~\$94.00) net**

Target categories:

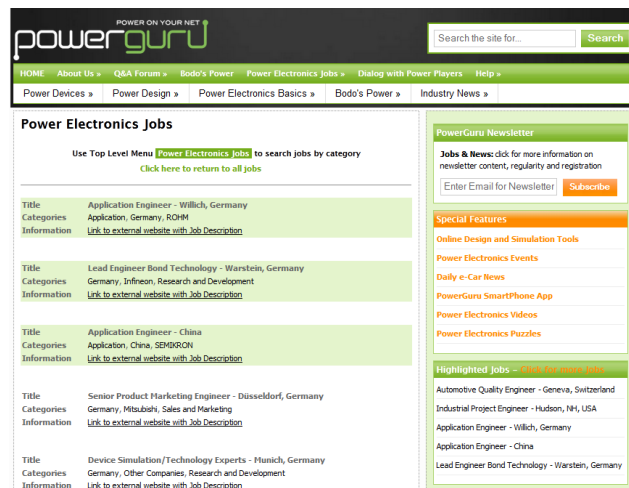
- Application and Design
- Devices and Components
- Energy and Power

Jobs page or Design Center:

**1 month: €90.00 (~\$120.00) net**

### Job listings

Companies can purchase standard job listings or choose to have their job opening highlighted for maximum exposure.



All job posts on PowerGuru are linked directly to the employer's website. All job listings are priced on a monthly basis with a required **minimum purchase of 2 months.**

- » **Standard job listing**

Included in job category list and main list  
Tweeted twice to our Twitter followers  
**1 month: €150.00 (~\$200.00) net**

- » **Bodo's Power + PowerGuru job listing**

Same as Standard 1 month listing  
+ Inclusion in 1 issue of Bodo's Power  
+ Inclusion in 1 Bodo's Power newsletter  
+ Inclusion in 1 PowerGuru newsletter  
**See last page for additional information**  
**1 purchase: €450.00 (~\$600.00) net**

### Highlighted Homepage article

Companies can have articles published in our Highlighted category to give their content extended visibility (1 month) on our Homepage and be featured in our newsletter. Content of Highlighted articles is at the company's discretion and will remain posted on PowerGuru after the Highlighted period.

**1 month: €75.00 (~\$100.00) net**

### Newsletter banner or text announcement

Companies can purchase either a 150 word text announcement with accompanying 100x100px image or a 600x55px banner in our monthly newsletter. Both options allow for links to company websites.

**1 month: €75.00 (~\$100.00) net**

## ***Become an official PowerGuru member!***

To take advantage of PowerGuru's full range of benefits for the best monetary value, consider adding your company to the list of PowerGuru members.

We strongly believe in working closely with companies to shape the future of our website. Companies partnered with PowerGuru gradually build an ever greater presence on the site by increasing the amount of their company specific content. Unlike some forms of promotion, contributions made to our site can continue to benefit your company indefinitely.

**The list of benefits afforded to official members includes the following:**

- » Company logo + link on all PowerGuru pages
  - » Company category in Industry News section
  - » Unlimited posting of press releases and articles
  - » Custom sidebar area on all company posts – may include text, links, images, videos, etc.
  - » Guaranteed 150,000 banner impressions on our bottom ad banner
  - » Guaranteed 100,000 banner impressions on our sidebar ad banner (not including custom sidebar)
  - » Company jobs category with unlimited job posts
  - » 4 months of Highlighted Job listings
  - » 4 months of Highlighted Homepage articles
  - » 3 newsletter banner or text announcements
  - » 2 exclusive newsletter announcements
- A combined value exceeding €18,000 (~\$24,000)*

Your company can enjoy the above benefits for a yearly membership price:

**1 year membership: €9,900.00 (~\$13,200.00) net**

PowerGuru is committed to providing strong support to its partner companies in order to assist them in gaining the maximum benefit from their campaign efforts. We do not impose strict deadlines for content submission and are able to respond quickly to requests regarding you company's content on our site.

In addition to the onsite support offered to member companies, PowerGuru is also able to offer insights gained from our web analytics data about your company specific content that can greatly help to optimize your company's performance on our site.

## ***Opportunities for limited participation***

For companies interested in participating in the PowerGuru site but are not yet ready to commit to full membership, we also have several limited participation packages available.

### ***Press and publication package (6 months)***

- » Up to 100 press or technical publications
- » Company category in Industry News section
- » Custom sidebar for all company posts
- » 2 months of Highlighted Homepage articles
- » 1 featured article in each newsletter during this time

**6 months: €2,100.00 (~\$2,900.00) net**

### ***Banner promotion package***

- » 75,000 bottom ad banner impressions
- » 50,000 sidebar ad banner impressions
- » 2 newsletter banner or text announcements

**Total cost: €4,400.00 (~\$5,900.00) net**

### ***Job placement package (6 months)***

- » Highlighted job listing for 6 month period (job appears at top of lists and in newsletter)
- » Company category for posted jobs
- » Unlimited standard job listings during this time
- » Highlighted status may be changed between jobs

**6 months: €1,200.00 (~\$1,600.00) net**

Variations of the above offers for limited participation may be possible in some circumstances. To discuss specific details of participation, feel free to contact us directly.

## ***Get involved now!***

There is no better time to begin participating with PowerGuru. If your company is interested in taking advantage of the opportunities PowerGuru has to offer, please contact us today:

**[contact@powerguru.org](mailto:contact@powerguru.org)**



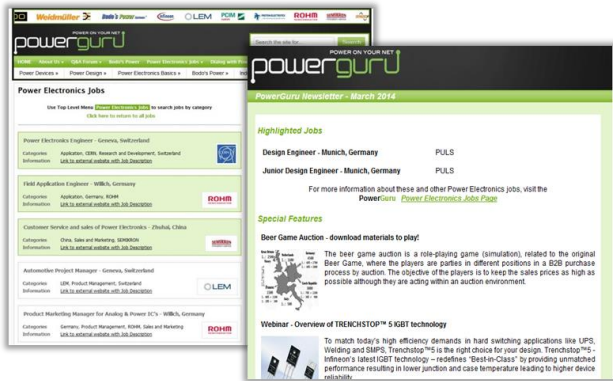
\* Please note that the information contained in this document may be subject to change.

## Post Job Ads with the Power Electronics Leaders!

PowerGuru and Bodo's Power System's Magazine offer the possibility of purchasing job advertisements that will be delivered via 3 types of media – **print, web, and e-mail** – in one purchased package, specifically targeting Power Electronics professionals.

### PowerGuru

PowerGuru is a leading source of online power electronics information and is visited by more than 25,000 users every month. The site features a Power Electronics Jobs page that connects professionals directly to companies that are offering employment opportunities. Jobs openings are also featured in PowerGuru's monthly e-newsletter.



**Jobs Page + Newsletter**

### Bodo's Power Systems

Bodo's Power Systems magazine is the premier print publication dedicated to delivering information on the latest trends and developments in the field of Power Electronics. Each month, Bodo's Power magazine is delivered to 24,000 recipients worldwide. Additionally, a Bodo's Power e-newsletter is sent monthly to a mailing list of 15,000 active email addresses.



**Magazine + Newsletter**

### Take advantage of our cooperation

PowerGuru and Bodo's Power Systems began a cooperation in 2012 in light of their common goal of providing students and engineers with greater access to information and resources related to Power Electronics.

**First Job Ad  
per Company  
FREE  
of  
CHARGE**

Companies in need of talented Power Electronics professionals can now take advantage of this cooperation.

With one purchase, companies can advertise their job openings through both platforms. A single job ad purchase includes the following support:

- » Inclusion in one issue of Bodo's Power magazine
- » Inclusion in one Bodo's Power newsletter
- » One month display on PowerGuru's Jobs page
- » Inclusion in one PowerGuru newsletter

**1 purchase: €450.00 (~\$600.00) net**

Special pricing for multiple ad or extended display purchases may be available through direct enquiry.

To purchase a job advertisement or to enquire about special pricing, contact [jobs@powerguru.org](mailto:jobs@powerguru.org)

To learn more about Bodo's Power Systems magazine, visit [www.bodospower.com](http://www.bodospower.com) or contact [editor@bodospower.com](mailto:editor@bodospower.com)

## Bodo's Power Systems®

For more information about involvement opportunities with PowerGuru, view our [media guide](#) or contact us at [contact@powerguru.org](mailto:contact@powerguru.org)



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