

CHARGED 2023 DIGITAL ADS



EV Engineering Banners

Wallpaper Page Wrap

Wallpaper Page Wrap

Your message is anchored at the top of the user experience for all our EV Engineering content pages, delivering excellent results in brand awareness, industry positioning and driving traffic.

\$2,000 per week (1 week minimum)

[Download Wallpaper Ad Specs Here](#)

Leaderboard Ads

Leaderboard ads rotate at the top of every page and also appear center-page as you scroll through the EV Engineering content.

Ad materials required:

- 728 x 90 ad for desktop view
- 300 x 100 ad for mobile view

\$1,800 per month
(3 month consecutive minimum required)

Medium Rectangle Ads

Medium Rectangle Ads rotate in right sidebar positions and also appear among the newswire thumbnails as you scroll through the EV Engineering content.

Ad materials required:

- 300 x 250 ad

\$1,600 per month

General Digital Ad Specs

- Format: .jpg, .png, or .gif.
- For fastest load speeds, limit Leaderboard and Med Rec ads to 150 KB or less, if possible
- Animated ads: 15-sec, 3x loops max

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Email Newsletters



Daily Newsletter Layout

Daily Newsletter Ad (300 x 250)

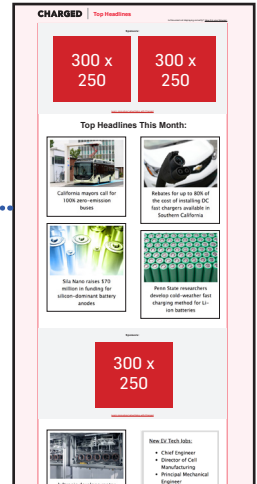
The daily headlines email blast is sent Monday through Friday to an opt-in list of over 19,500+ subscribers.

\$2,000 for 5 days

Monthly Newsletter Ad (300 x 250)

The "Month's Top Headlines" email blast is sent to an opt-in list of over 37,000 subscribers.

\$3,750 per email



Monthly Newsletter Layout



Digital Issue Sponsorship



Digital Issue Email Blast Layout

Digital Issue "Brought To You By" Sponsorship

\$7,000 per digital issue

Sole sponsorship of the Digital Issue includes:

Email Newsletter

- Med Rec (300 x 250) and Leaderboard (600 x 90) ad in New Issue Email announcement sent to over 37,000 subscribers

ChargedEVs.com Assets

- 60 days 600 x 90 Banner on Digital Issue Page
- 15 days 300 x 100 Right Sidebar Issue Sponsorship ROS
- 10 days Daily Email Digital Issue Sponsorship



Digital Issue Page Layout

NOTE: 3 banner sizes are needed for this sponsorship
 •300 x 250 •600 x 90 •300 x 100

2023 PREMIUM DIGITAL ADS

EV Engineering Sponsored Content & Whitepapers

Sponsored Content: Up to 1,250 words of editorial, 3 images or figures, 1 embeddable video, and unlimited external links to more information, downloaded brochures and spec sheets.

Whitepapers and Lead Gen: Use the sponsored content to generate leads by placing your whitepaper, spec sheet, e-book or other content behind our download forms. **Note:** 1-3 paragraphs of teaser content before the form is optimal.



Homepage



Run-of-Site Sidebar



Insertion Into
Daily & Monthly e-Newsletters

\$4,500 - Featured promotion throughout the Charged portfolio including:

- 10 days of promotion on the **Homepage & Run-of-Site Sidebar** positions
- 10 days insertion into **Daily e-Newsletters** sent to over 19,500 opt-in subscribers
- 1 insertion **Monthly e-Newsletters** sent to over 37,000 opt-in subscribers
- Posts across all **Social Media Platforms:** LinkedIn, Twitter and Facebook

Typical results vary between **500 and 1,100 pageviews** of the sponsored content post depending on the content. We strongly recommend providing multiple image options and alternate headline suggestions so that our digital editing team can help to drive the best possible results.

EV Engineering Webinars hosted by **CHARGED**

Webinars are a great way to position your company as a knowledge leader and generate qualified leads. Our industry-leading subscriber database will ensure quality registrations and help find the best leads.

Webinar Hosted by Charged: \$16,000

Sign up for a Charged webinar today and let our specialists develop a complete marketing campaign tailored to your online event.

Your webinar campaign will include comprehensive promotion to ensure success:

- Promotional e-blast
- Digital banner ads
- eNewsletter announcements
- Dedicated registration page plus confirmation, reminder and follow up emails
- Social Media announcements
- Dedicated project manager to create, manage and produce your event
- Event moderator
- Polling, Q&A and exit survey to gather attendee feedback
- One year on-demand access for continued exposure and lead generation



▶ Video

Research shows that webinars work. Over half of B2B consumers find video webinars highly valuable. Whether you have a physical event or just want your webinar to look professional, all that's needed is internet access to broadcast your webcast live.

97%

**97% of Video
Watchers
Take Action:**

- Share information
- Investigate companies
- Discuss with someone else