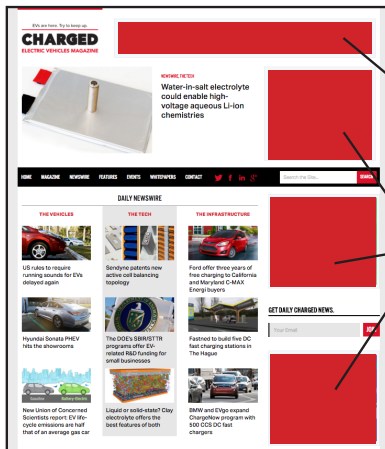


# 2022 DIGITAL ADS



## Banner ads

### Leaderboard (728 x 90)

728 x 90 ads rotated at the top of every page, run-of-site.  
(Also include a 600 x 90 and 300 x 100 version of the ad for mobile viewing)  
**\$1,600 per month (3 month consecutive minimum required)**

### Med Rectangle (300 x 250)

300 x 250 ads rotated in right sidebar positions run-of-site.  
**\$1,500 per month**

### Digital Ad Specs

- Format: .jpg, .png, or .gif.
- For fastest load speeds, limit file size to 100kb or less.
- Animated ads: 15-sec, 3x loops max

## Email Newsletters



### Daily Newsletter Ad (300 x 250)

The daily headlines email blast is sent Monday through Friday to an opt-in list of over 14,600 subscribers.

**\$1,500 for 5 days**

### Monthly Newsletter Med Rec (300 x 250)

The "Month's Top Headlines" email blast is sent to an opt-in list of over 34,000 subscribers.

**\$3,500 per email**



## Digital Issue



### Digital Issue Exclusive Sole Sponsorship

Includes:

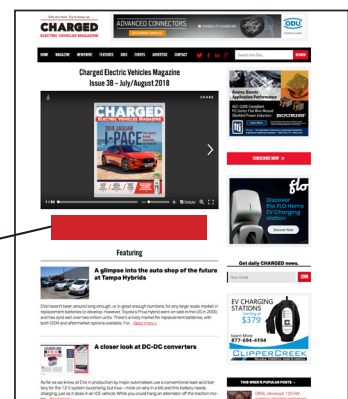
#### Email Newsletter:

- Med Rec (300 x 250) and Leaderboard (600x90) ad in New Issue Email announcement sent to all subscribers

#### ChargedEVs.com Digital Assets

- 60-Day - 600x90 Banner on digital issue page
- 15-day - 300x250 right sidebar Med Rec ROS
- 5-day - Daily email Sponsorship

**\$7,000 per issue**



# 2022 PREMIUM DIGITAL ADS

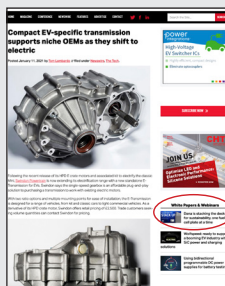
## Sponsored Content & Whitepapers

**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. **Great for lead capturing:** simply link teaser content to whitepaper or spec sheet download forms.



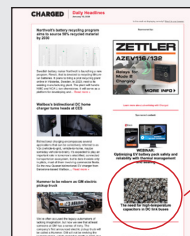
Homepage

Wolfspeed: ready to support a booming EV industry with SiC power and charging solutions



Run-of-Site Sidebar

White Papers & Webinars  
Dana is stacking the deck for sustainability, one fuel cell plate at a time



Insertion Into  
Daily & Monthly e-Newsletters

The need for high-temperature capacitors in DC link buses

### \$4,000 - 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 12,500 opt-in subscribers
- 1 insertion **Monthly e-Newsletters** sent to over 33,000 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.

## 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: \$14,000

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