



OW PRODUCTFILE

CAN PUT YOU

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Electronic Engineering
TIMES





INTRODUCING

Product Info Mart

A FREE ONLINE SERVICE FROM EE TIMES

If you want to reach the thousands of new, potential customers who visit our website every week, we can help you achieve your goal with Product Info Mart, a new online service from EE Times that allows you to post 100 words of copy on the Internet at no charge.

100 WORDS OF FREE COPY? HOW DOES IT WORK?

Just send your copy to us by e-mail or disk. Every time you advertise in Product File, we'll post your message on the Internet for a month. What you choose to say each time you advertise is completely up to you. If you have a Website, we'll create a hyperlink to it.

HERE ARE SOME OF THE THINGS PRODUCT INFO MART CAN HELP YOU DO:

- Introduce a new product
- Steer customers to your own Website
- Reach a new audience of Internet surfers
- Post different messages throughout the year
- Give your customers specific contact information for new products



WHERE CAN MY CUSTOMERS FIND PRODUCT INFO MART?

Product Info Mart is geared for people looking for more information about products. So we've placed it in the Marketplace section, which is accessed from the EE Times home page. Whenever an interested browser clicks on Marketplace, they'll be turning to a section that includes an icon for Product Info Mart. We'll also tell our 130,000 design and development engineers and technical managers about Product Info Mart through an ad we'll run in every issue of Product File. To encourage participation, we'll offer a prize to one lucky user every month, and let our readers know who the winners are.

NO MONEY? WHAT'S THE CATCH?

You have to be an EE Times Product File advertiser. That's the only requirement. If you're still asking why we're making this offer, it's because it's worth it to us. It's because we're in the business of providing timely, useful information to the engineering community. And when we can help our advertisers do the same thing, everybody wins.

So if you can think of a message you'd like to send to a wide-open audience of interested browsers, call your EE Times representative today.

1996 PRODUCT INFO MART CLOSING DATES

January.....	December 15	July.....	June 20
February	January 22	August	July 22
March	February 19	September	August 19
April.....	March 18	October.....	September 23
May	April 22	November	October 21
June	May 24	December	November 18



TERMS

Offer open to EE Times Product File advertisers only. Message limited to 100 words or less. No pictures or logos. Electronic files only. All messages subject to acceptance by EE Times.

MATERIAL SPECIFICATIONS

Submit copy on a PC-compatible disk in ASCII or plain text format, or send by e-mail to ptutino@cmp.com

SHIP MATERIAL TO:

Patricia Tutino
CMP Publications
600 Community Drive
Manhasset, NY 11030

IF YOU WANT MORE INFORMATION ABOUT PRODUCT INFO MART,
CONTACT YOUR LOCAL EE TIMES REPRESENTATIVE.

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617-487-7511

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Los Angeles, CA
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Irvine, CA
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Dallas, TX
214-661-5673



<http://techweb.cmp.com/techweb/eet/marketplace/infomart>

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