

eBooks

Turn targeted, high-value content into sales leads with PlanetEE's eBooks. We develop content in your product segment, post it on our network with you as the exclusive sponsor, and promote it to our qualified audience of design engineers and engineering managers. Readers register to access the eBook and as the sponsor, you get to keep all registration data.



eBooks are the perfect vehicle to:

- Generate quality leads
- Position your company as the industry expert and a partner to design engineers
- Grow your brand

Integrated, Turnkey and Exclusive Lead Generation

Our eBook producer manages all the logistics of content creation, development, marketing, and registration. We do the work and you enjoy the leads!

Content Development

- We work with you to choose the best topic for your objectives.
- We locate and contract with respected, 3rd-party industry authors to write the eBook.
- We manage all content development, writing, editing, and production.
- OPTION: We can use content that you may already have and adapt it for an eBook.

Registration and Leads

- We host the eBook on our network and manage reader registration.
- Readers must register to access the eBook and you get full access to all registration data.

Audience Development

- Your company is branded with all email, web and print promotions and on the eBook itself.
- Email promotion to over 190,000 newsletter subscribers.
- Web promotion to over 140,000 monthly visitors to PlanetEE.
- Print promotion in the table of contents of Electronic Design, EE Product News, Wireless Systems Design, and Microwaves and RF as appropriate.
- eBook content is integrated into the PlanetEE network search engine.
- We submit your eBook to the major search engines including Google.
- Follow-up emails are sent to registered visitors when a new chapter is released.
- OPTION: Promote your eBook on your web site and convert anonymous traffic into leads.
- Your eBook stays live on the PlanetEE Network for an entire year.

Packages and Rates (NET)

Custom eBook	Repurposed eBook
Our authors and editors create custom, exclusive eBook content for you	We adapt your existing content to our eBook program and turn it into leads.
\$8,000 per chapter, 3-chapter minimum	\$5,000 per chapter, 3-chapter minimum