

2023 MEDIA KIT

Connect Your Brand to the Voice of Ethernet

SPONSOR TODAY. ADVANCE TOMORROW.

Partner with the Ethernet Alliance

- We are the **voice of Ethernet**, the bridge between the standards & end users
- We work to advance the adoption & use of Ethernet technologies across markets
- We serve as the **premier global repository for all things Ethernet** to keep everyone aware of advancement and innovation on an ongoing basis
- We provide the industry with a forum for the open exchange of ideas and a platform for consensus building
- We participate in major industry events to help promote and advance Ethernet in existing and emerging markets, most recently we were at:

3,750

Monthly visitors to
EthernetAlliance.org

5,400

Social media
followers

62

Member organizations
worldwide



THE VOICE OF ETHERNET



ethernet alliance

Contact us to discuss your sponsorship plan.

Morgan Fricke morgan@ethernetalliance.org 503.619.0663

ethernetalliance.org

NEWSLETTER SPONSORSHIP

Connect your brand to a trusted source for Ethernet-related news

This exclusive opportunity connects you with **over 4,500 Ethernet enthusiasts** interested in the latest industry news. Our audience includes Alliance members, non-member professionals, and key stakeholders in related fields.

HIGHLIGHTS: Delivered bi-weekly, the Ethernet Alliance *digital* newsletter features industry news, events, resources, with up to **two sponsors per issue**.

SPONSORSHIP: Includes 600 x 150 banner ad with company logo, tagline and URL. Related metrics will be shared 30 days after distribution.

RATES: \$400 (Ethernet Alliance members) / \$800 (non-members)

The Ethernet Alliance reserves the right to reject materials deemed inappropriate.



4,500

Average number
of subscribers

22%

Average open rate
per newsletter

4%

Average click through rate
per newsletter

TECHNOLOGY WEBINAR SPONSORSHIP

Associate your brand with leading Ethernet experts

The Alliance is hosting a **Technology Webinar Series** with educational discussions on a topic relevant to the Ethernet ecosystem, subjects are grouped together to offer a deeper dive into specific technology areas.

These 45-minute sessions feature a panel of industry experts and are offered both live and on-demand via the Alliance's [website](#).

SPONSORSHIP: up to three sponsors per webinar

- \$500 (Ethernet Alliance members) / \$1,000 (non-members) per webinar
- Company name mention in the live webinar
- Sponsor logo on the webinar event page (for one year)
- Company name & link in webinar recording archive (while webinar is active)
- Listed as sponsor in the Alliance newsletter (sent to 4,500+ database) and social media posts (via Alliance channels) promoting the webinar

TECHNOLOGY
WEBINAR
SERIES

8-10

Webinars per year

50-100

Average number of live
attendees

Previous Webinar Topics

Single Pair Ethernet ♦ Power over Ethernet
High-Speed Networking ♦ Product Certification
Interoperability