



2025 ETHERNET ALLIANCE

MEDIA KIT



MISSION



The Ethernet Alliance has a clear mission:

01

Promote the awareness, adoption, and advancement of existing and emerging Ethernet technologies.

02

Educate Ethernet technology consumers using a unified, vendor-neutral voice.

03

Drive Ethernet's multi-vendor interoperability through validation, demonstration, certification, and events.

04

Expand the market by making Ethernet technologies easier to adopt.

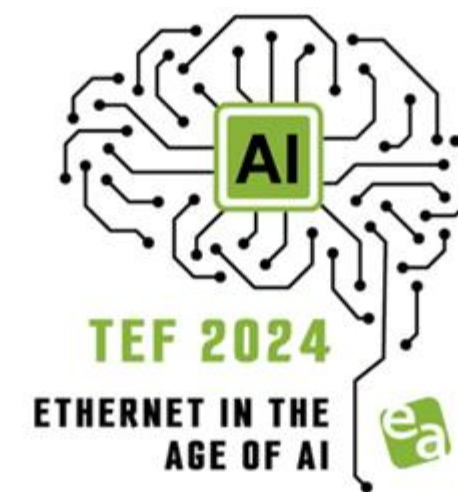




INTEROPERABILITY TESTING

The Ethernet Alliance works with its members to:

- Ensure Ethernet “just works” in the form of plugfests
- Prove Ethernet “just works” at industry events
- Explain Ethernet “just works” via blogs, webinars & more



PARTNER WITH ETHERNET ALLIANCE

Connect your brand to the **Voice Of Ethernet**



4.2K

Monthly Visitors to the
Ethernet Alliance Website

6.8K

Social Media
Followers

51

Member
Organizations



BE HEARD



BE SEEN



BE INVOLVED

NEWSLETTER SPONSORSHIP

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

This exclusive opportunity connects you with **4K Ethernet enthusiasts** interested in the latest industry news. Our audience includes Alliance members, non-member professionals & 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, with related metrics shared 30 days after distribution
- **RATES:** **\$400** for Ethernet Alliance Members / **\$800** for Non-Members

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



ethernet alliance

4K

Average Number of
Subscribers

30.9%

Average Open Rate

11.2%

Average CTR

WEBINAR SPONSORSHIP

Associate your brand with **leading Ethernet experts**



The Alliance is hosting a **Technology Webinar Series** with educational discussions on topics relevant to the Ethernet ecosystems, subjects are grouped together for a deeper dive into specific technology areas. The **45-minute sessions** feature a panel of experts and are offered **live and/or on-demand** via the Alliance website.

50-100

Average Attendance

SPONSORSHIP: up to **3 sponsors per webinar**

- **\$500** for Ethernet Alliance Members / **\$1,000** for Non-Members
- 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 a sponsor in the Alliance newsletter (4K database) and social media posts (via Ethernet Alliance channels) promoting the webinar

Previous Webinar Topics

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

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CONTACT INFORMATION

Discuss your sponsorship plan with us today!

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