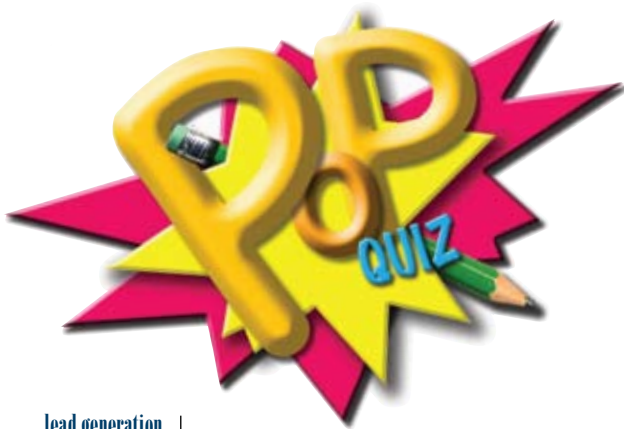


MICROWAVES & RF POP QUIZ



lead generation



pricing

1x pricing: **\$3,400**
4x pricing: **\$3,060** (10% discount)

Talk to your sales rep about discounted package pricing as part of a comprehensive, integrated campaign

advertising representatives

West
Gene Roberts
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Lead Generation with a Pop Quiz Contest

A customized online program designed to generate leads, the Pop Quiz provides a great way to interact with our engineering readership by allowing them to test their expertise with challenging questions and the opportunity to win a prize. Topics and questions for a multiple-choice test are developed jointly with the sponsoring company; contestants are required to register to participate. At the close of the Pop Quiz, sponsors receive contact information for all contest registrants. Promoted online, via email and in print, the Pop Quiz is a unique way to reach the most knowledgeable design engineers.

a Pop Quiz program includes:

- Questions written by our editors
- Online banner advertising
- Email newsletter advertising
- Print promotion
- Company logo on quiz page and all promotions