

## Media Kit

# About The Broker Forum

The Broker Forum is the leading international eMarketplace dedicated to brokers and distributors in the electronic components industry. Established in 1996, The Broker Forum is a leading online trading platform providing members a secure and neutral marketplace where they can source, buy or sell electronic components.

For both brokers and distributors, The Broker Forum's innovative products and services reduce risk, accelerate time to market, increase productivity, and help members remain competitive in today's international marketplace.

## Mission Statement

Provide buyers and vendors in the electronic components industry a global trade marketplace, dedicated to giving members the ability to make timely and well-informed decisions through innovation and leading solutions

# Why TBF?

01

We're the **most recognized eMarketplace** offering the largest online inventory of electronic components in the industry.

02

We offer the **industry's most powerful** online sourcing and advertising tools for electronic components.

03

Our **secure trading and verification services** provide peace of mind.

04

We provide **unparalleled customer care** and expertise.

05

Our **commitment to innovation** means our members benefit.

## TBF Weekly Newsletter

The Broker Forum's e-newsletter features articles on the latest industry news and updates, member highlights as well as information on upcoming industry events, TBF news and features. Become one of our **35k** industry professionals around the globe who currently subscribe to the newsletter in either English or in Chinese on a weekly basis.

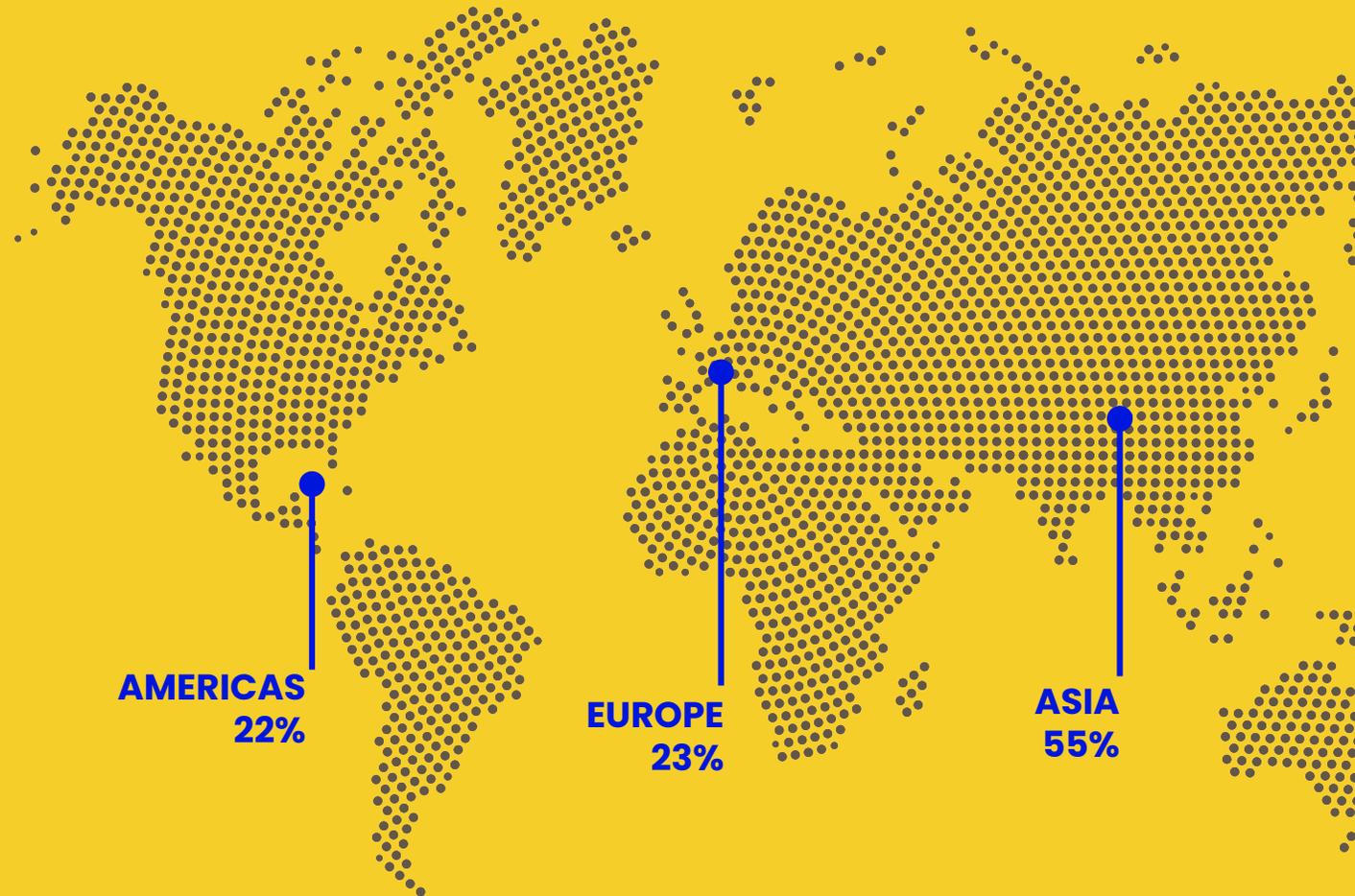
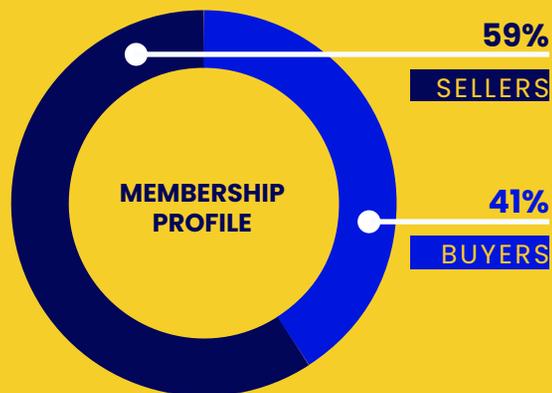
# Visibility

Increase your web visibility and reach a targeted audience of electronic component industry professionals.

- Nearly 11 million pageviews per year
- Over 845k pageviews each month
- Visitors from over 100 countries worldwide

With TBF attracting visitors from all over the world, you will profit from supreme visibility in the electronic components industry with **over 60 million unique parts in the database and over 332K part searches performed monthly**

# Audience Profile



# Banner Ad Rate Chart

based on a 4 week cycle in USD

## FORMAT

pdf, jpg, png, gif  
or animated gif

## PUBLIC PAGES

### Public page Search Results

Average page views per month: 18k

Banner ad Size: 120x240px

### Popular Parts page

Average page views per month: 11k

Banner ad Size: 728x90px

### Popular Manufacturers page

Average page views per month: 1.6k

Banner ad Size: 728x90px

### Popular Country page

Average page views per month: 1k

Banner ad Size: 728x90px

### TBF News and Events page

Average page views per month: 500

Banner ad Size: 200x200px



## NEWSLETTER BANNER AD

Subscribers: 35k+

Dimensions: 600 x 100 px

[CONTACT US FOR RATES](#)

# Banner Ad Rate Chart

based on a 4 week cycle in USD

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pdf, jpg, png, gif  
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## MEMBER PAGES

### Member homepage

Average page views per month: 73k

Banner ad Size: 234x60px

### Trading Center

Average page views per month: 124k

Banner ad Size: 234x60px

### Single PN Search

Average page views per month: 164k

Banner ad Size: 234x60px and Size: 160x600px

### PN Multi-Search

Average page views per month: 4.5k

Banner ad Size: 234x60px

### PN Multi-Search results page

Average page views per month: 1.7k

Banner ad Size: 234x60px and Size: 160x600px

### Quick escrow page

Average page views per month: 4k

Banner ad Size: 234x60px



**Contact us for pricing and  
more advertising opportunities**

**CONTACT US FOR RATES**



**Contact us today  
for a free trial**

**1-800-673-1712** North America  
**450-449-8713** Americas & Europe  
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