

CONNECTCOM

ADVERTISING

Year-to-date: \$1,350,820

Strategy(ies):

1. To position Connectcom as one of the most technologically advanced electronics manufacturers worldwide. (Ad #'s 1 through 3)

Support:

- a) First on the market with new technology that enables users to save 35% in manufacturing time
 - b) Provided information about R & D employee credentials
 - c) Highlighted new features on electronic equipment
2. To distinguish Connectcom as the world's leading supplier of electronic components with advanced delivery capabilities. (Ad #'s 4 through 11)

Support:

- a) Factory direct prices and unsurpassed service
- b) Millions of 0402 chips and tantalums ready to ship today
- c) Guaranteed delivery times worldwide
- d) Over 14 billion surface mount components in its new 50,000 square foot facility

Miscellaneous:

- ◆ Ad numbers 4 through 11 offer a coupon for 50% off selected components through October 30, 2000.
- ◆ All ads offer a catalog and free sample pack by calling a toll-free phone number.
- ◆ Ad numbers four and five were introduced in the fourth quarter of 2000.
- ◆ All ads used the tagline, "World Leaders In Electronic Technology."
- ◆ The company ran all black and white ads.
- ◆ The company ran three distinct campaigns consisting of spreads.

PUBLICITY

Year-to-date: 294 column inches

SECOND HALF

Article(s)

- ◆ Tantalum capacitors (Designed Products: 7/00, Electronix: 8/00)

News Release(s)

- ◆ Applied computing solutions (three times in Journal of Engineering Times: 10/00)

- ◆ Machined interconnect components (Microelectronics Today: 12/00)
- ◆ DCON 5382 high density connectors (Microprocessor News: 7/00, Electronix: 9/00)

Roundups(s)

- ◆ MICRO 24 microprocessor (Microelectronics Today: 1/00)

Executive Summary

ELECTRONICS STUDY

The following advertising and publicity tracking study monitored ten companies in seven publications from January through December 2000, inclusive. A total of \$5,267,975 was spent on advertising and 1,195 column inches of publicity were received by these companies.

Advertising and Publicity By Company January Through December 2000

<u>COMPANY</u>	<u>AD</u> <u>INSERTIONS</u>	<u>AD</u> <u>DOLLARS*</u>	<u>% (\$)</u>	<u>COLUMN</u> <u>INCHES (")</u>	<u>% (")</u>
AcryloForm	13	\$1,242,040	24%	367"	31%
Connectcom	20	1,350,820	26%	294	25%
Cotronix, Inc.	14	762,255	14%	0	0%
Lantron Company	0	0	0%	0	0%
Micro Laboratories	6	390,560	7%	68	6%
Microport Electronics	0	0	0%	16	1%
Semiconductor Prod.	10	1,111,370	21%	308	26%
Spartan Electronics	5	197,800	4%	69	6%
Tensile Products	5	145,930	2%	51	4%
Willson Electr. Tech.	8	67,200	1%	22	2%
TOTAL	81	\$5,267,975		1,195"	

ADVERTISING

- ◆ **Spent the most:** Connectcom – \$1,350,820 (Up 102% from 1999). AcryloForm ranked a close second with \$1,242,040.
- ◆ **Spending leader at 1H00:** AcryloForm – \$709,840.
- ◆ **Spending leader in 1999:** Cotronix, Inc.
- ◆ **Spent the least (of those companies that advertised):** Willson Electronic Technologies - \$67,200.
- ◆ **No Ad Spending:** Lantron Company and Microport Electronics.
- ◆ **Greatest number of ads/insertions:** Connectcom placed 9 ads for a total of 20 insertions.
- ◆ **Company that ran ads in the greatest number of publications:** Connectcom placed ads in six of the seven monitored publications.

*The ad expenditures spent by each company are affected not only by the frequency of ad insertions, but also by the publication choice. Since certain publications are measurably more expensive than others, a company ranking high in ad expenditures may be a result of media choice, not necessarily frequency of insertions.

Executive Summary

- ◆ **Publication That Housed The Most Ad Dollars:** *Journal of Engineering Times* - AcryloForm spent the most ad dollars in this publication.

<u>Ad Spending Within Each Product Line</u> <u>January Through December 2000</u>		
	<u>Ad Spending</u>	<u>(% of total)</u>
Analog Circuits	\$973,735	18%
Capacitors	465,088	9%
Connectors	0	0%
Emulator Devices	578,764	11%
Microprocessors	942,017	18%
Programmable Logic Devices	796,434	15%
Semiconductor Switches	1,155,670	22%
Transformers	<u>356,267</u>	7%
TOTAL	\$5,267,975	

- ◆ **The spending leaders within each product line are as follows:**

Analog Circuits	AcryloForm	\$734,448
Capacitors	Cotronix	378,211
Connectors	N/A	0
Emulator Devices	Micro Lab.	390,560
Microprocessors	Connectcom	942,017
Programmable Logic Dev.	AcryloForm	301,691
Semiconductor Switches	Semi. Products	1,111,370
Transformers	AcryloForm	205,901

- ◆ **Change in total ad spending for all monitored companies:** up 23% from 1999

- ◆ **Miscellaneous:**

Cotronix, Inc. did not place any insertions during the months of September, October, November, and December.

Connectcom, Cotronix, Inc., and Spartan Electronics were the only competitors to have significant increases in advertising expenditures in 2H00 as compared to 1H00 (78%, 63%, and 204% respectively).

<p>This exact outline is also presented for publicity</p>
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Media Schedules

A media schedule for each competitor is presented. This illustrates the timing and frequency of the ad insertions throughout the monitored time period.

AcryloForm

Publication	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Designed Products	-	-	-	-	-	-	1	-	-	-	-	-
Electronics Specialist	-	-	-	-	-	-	-	-	-	1	-	-
Jrnl. of Eng. Times	1	-	-	1	1	-	-	-	2	-	-	-
Microelectronics Today	1	-	-	1	-	1	-	1	1	-	-	1
TOTAL: 13	2	-	-	2	1	1	1	1	3	1	-	1

Connectcom

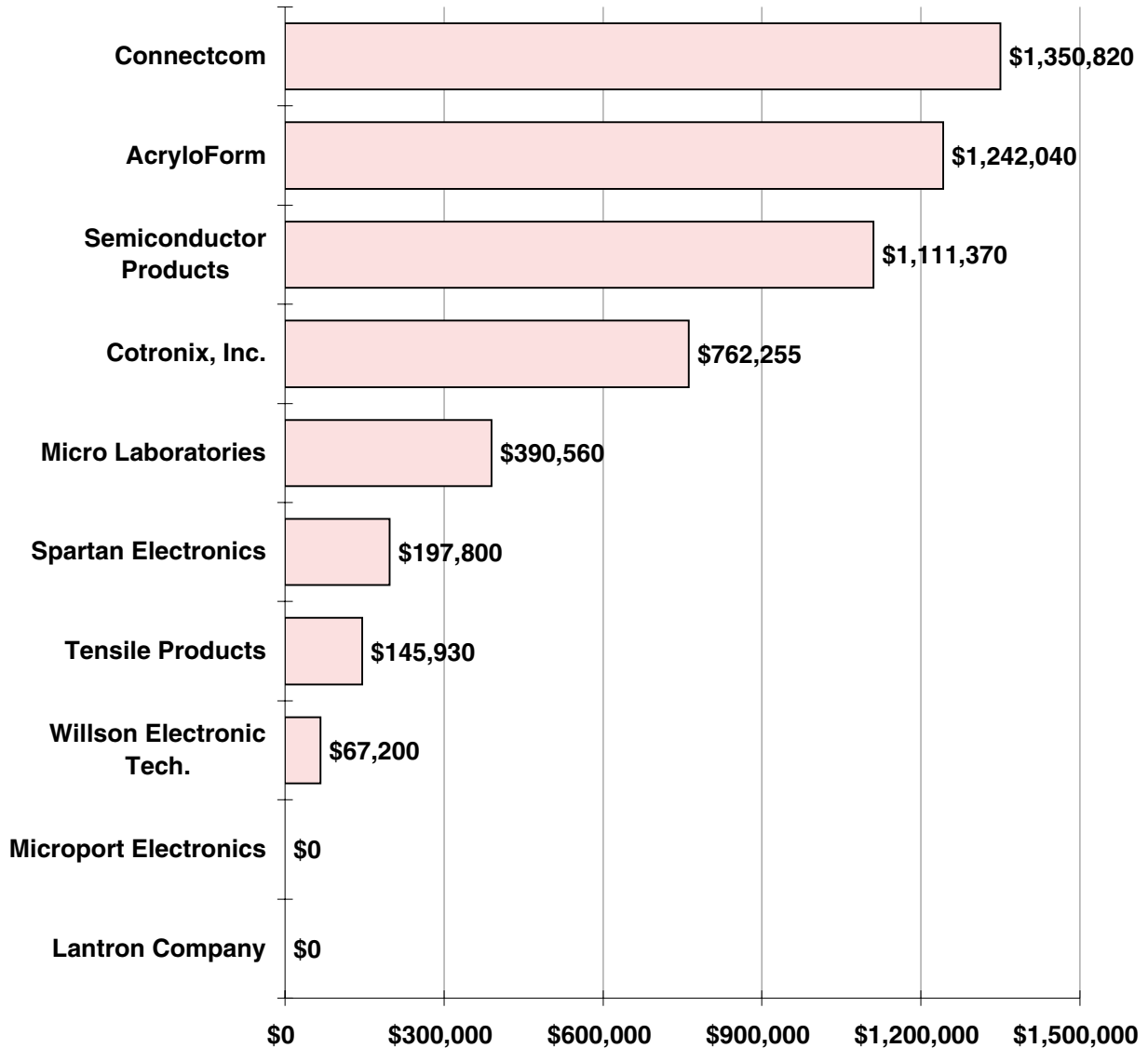
Publication	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Designed Products	1	-	1	-	-	-	1	-	-	-	-	-
Electronix	-	-	1	-	-	-	1	-	-	1	-	-
Jrnl. of Eng. Times	1	-	1	-	2	1	1	-	2	-	1	-
Microelectronics Today	1	1	-	1	-	1	-	-	-	1	-	-
TOTAL: 20	3	1	3	1	2	2	3	-	2	2	1	-

Cotronix, Inc.

Publication	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Designed Products	-	-	1	1	-	1	1	-	-	-	-	-
Electronics Specialist	-	-	-	-	1	-	-	-	-	-	-	-
Electronix	-	-	1	-	-	-	1	-	-	-	-	-
Jrnl. of Eng. Times	-	-	-	-	-	-	1	-	-	-	-	-
Microelectronics Today	-	-	-	-	-	-	-	1	-	-	-	-
Microprocessor News	1	2	-	1	-	-	1	-	-	-	-	-
TOTAL: 14	1	2	2	2	1	1	4	1	-	-	-	-

This exact chart is also presented for publicity

**Advertising Expenditures By Company
January Through December 2000**



This exact chart is also presented for publicity

Advertising Expenditures By Company By Publication

January Through December 2000

	Designed Products	Electronics Specialist	Electronix	Journal of Eng. Times	Microelec. Today	Microproc. News	Semi. Week	TOTAL
AcryloForm	\$0	\$0	\$272,790	\$653,730	\$158,580	\$156,940	\$0	\$1,242,040
Connectcom	35,470	11,885	546,180	337,560	372,925	46,800	0	1,350,820
Cotronix, Inc.	0	0	0	118,140	502,125	141,990	0	762,255
Lantron Company	0	0	0	0	0	0	0	0
Micro Laboratories	0	0	0	56,260	0	142,300	192,000	390,560
Microport Electronics	0	0	0	0	0	0	0	0
Semiconductor Products	0	0	375,690	379,180	85,160	79,340	192,000	1,111,370
Spartan Electronics	6,000	0	0	0	191,800	0	0	197,800
Tensile Products	0	45,300	0	0	100,630	0	0	145,930
Willson Electronic Tech.	31,730	0	35,470	0	0	0	0	67,200
TOTAL	\$73,200	\$57,185	\$1,230,130	\$1,544,870	\$1,411,220	\$567,370	\$384,000	\$5,267,975

This exact chart is also presented for publicity

Advertising Expenditures Comparison

1998 vs 1999 vs 2000

	1998	1999	% Change	2000	% Change
AcryloForm	\$545,896	\$785,963	44%	\$1,242,040	58%
Connectcom	307,895	669,982	118%	1,350,820	102%
Cotronix, Inc.	1,485,693	1,000,581	-33%	762,255	-24%
Lantron Company	0	0	0%	0	0%
Micro Laboratories	205,863	85,971	-58%	390,560	354%
Microport Electronics	0	0	0%	0	0%
Semiconductor Prod.	672,813	907,654	35%	1,111,370	22%
Spartan Electronics	854,067	569,877	-33%	197,800	-65%
Tensile Products	188,762	160,387	-15%	145,930	-9%
Willson Electr. Tech.	89,996	105,896	18%	67,200	-37%
TOTAL	\$4,350,985	\$4,286,311	-1%	\$5,267,975	23%