

## SUPPLYFRAME AUTHORITY PARTNER PROGRAM FOR DISTRIBUTORS

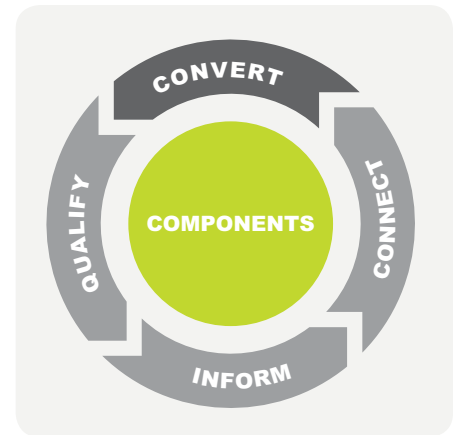
GIVING ENGINEERS FAST ACCESS TO AUTHORITATIVE INFORMATION ON  
ELECTRONIC COMPONENTS

ENGINEERS DEMAND ACCURACY AND SPEED – THEY WANT EASY ACCESS TO THE MOST UP-TO-DATE AND COMPLETE INFORMATION WHEN MAKING DESIGN DECISIONS. SUPPLYFRAME AUTHORITY PARTNER PROGRAM SHARES YOUR LATEST TECHNICAL PRODUCT INFORMATION WITH 400,000 ENGINEERS SEARCHING FOR PART DETAILS ON EDN.COM AND SUPPLYFRAME.COM.

**THE AUTHORITY PARTNER PROGRAM DELIVERS ACCURATE COMPONENT DATA TO ENGINEERS**

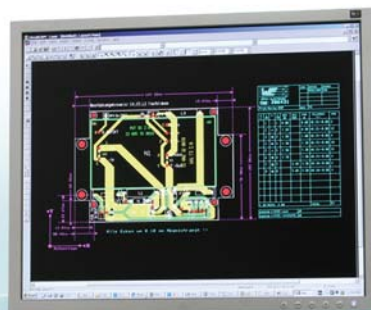
EDN and SupplyFrame are providing the most up-to-date information directly to engineers in a fast and easy way. The Authority Partner Program is a unique program that connects your latest information and related web content pages directly to search results of engineers. Unlike general-purpose search engines like Google or Yahoo, the SupplyFrame search engine within EDN.com delivers relevant, current information, not links to thousands of web sites.

Being an Authority Partner allows you to make all your component technical information instantly available to engineers through EDN.com, SupplyFrame.com, and the SupplyFrame GoPart desktop search widget. With this information, engineers can include more of your products in their new designs.



**Contact our ad team to learn more about how SupplyFrame can help you achieve your growth goals.**

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# SUPPLYFRAME AUTHORITY PARTNERS GET MORE PRODUCTS INTO ENGINEERING DESIGNS

EDN.com and SupplyFrame provide a convenient and fast way for engineers to access your latest product information. Being an Authority Partner makes sure your entire **Line Card** accessible to searching engineers, including up-to-date inventory and eventually pricing. For every component, SupplyFrame Authority gives the user access to the most current product information from your website including orderable part numbers, descriptions, RoHS compliance status, real-time inventory, lead times, mins/mults, and sources. Additionally, Authority Partners can optionally include a prominent “Buy Now” button that will populate your e-store.

## SUPPLYFRAME AUTHORITY IS AN EASY AND EFFECTIVE APPROACH TO INCREASING SALES

SupplyFrame Authority has two levels of participation to support your sales and marketing goals:

**Silver:** Distributors provide SupplyFrame with your latest quantity on hand for each part number and manufacturer. This data will be made available to engineers searching for parts across EDN.com and SupplyFrame. There is no charge to include your content as a silver level partner.

**Gold:** Web traffic will be driven to your e-store or home page from “Buy Now” links prominently displayed in the component search results. Periodic automated updates are established to keep this data fresh and maintain links. Monthly download and click-through reports are also provided. Gold level participation uses performance based pricing – you only pay for clicks that direct users into your website.

The screenshot displays the 'Authorized Distributors for LM339D' section on the SupplyFrame Authority website. At the top, a red box labeled 'YOUR COMPANY HERE' is positioned above the 'Featured Distributors' list. The list includes three entries: Avnet, Mouser Electronics, and Newark InOne. Each entry contains the distributor's logo, contact information, a brief description, and a prominent green 'BUY NOW' button. To the right of the featured distributors, a sidebar shows '5 results found' and lists additional distributors: Allied Electronics and Digi-Key, each with their phone numbers and email addresses.

Authorized Distributors for LM339D	
<b>Avnet</b> Phone: 800-332-8638 <a href="mailto:em-express@avnet.com">em-express@avnet.com</a>	Avnet is one of the world's largest technology, marketing, distribution and services companies, offering leading Design Chain services combined with world-class Supply Chain services. <b>80,295 available</b>
<b>Mouser Electronics</b> Phone: 800-346-6873 <a href="mailto:sales@mouser.com">sales@mouser.com</a>	Mouser Electronics is an electronic component distributor, focused on the rapid introduction of new products and technologies. Mouser.com features over 745,000 products from more than 300 manufacturers.
<b>Newark InOne</b> Phone: 800-463-9275 <a href="mailto:quotes@newarkinone.com">quotes@newarkinone.com</a>	Newark InOne is a market-leading, knowledge-based distributor of electronic components, stockroom management services and eProcurement solutions. Newark InOne provides customers with exceptional one-to-one services, the most appropriate selection of electronic products and unique value-added services through an understanding of individual customer needs. Customers include professionals working in design, maintenance and purchasing.

5 results found

**Allied Electronics**  
Phone: 866-433-5722

**Digi-Key**  
Phone: 800-344-4539  
[quotes@digikey.com](mailto:quotes@digikey.com)

Make your entire line card available across EDN.com and SupplyFrame quickly and easily. Contact SupplyFrame for details on getting started and to hear about other SupplyFrame programs that build sales and drive new go-to-market campaigns.