



# 2024 Media Kit (US)

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To ensure your brand and products receive maximum exposure, we've created specific marketing vehicles for different aspects of your business. Please browse through, to learn more about our marketing programs, that will draw traffic to your products and help grow sales.

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# Onsite Programs

- Homepage Banner Placements
- Category Banner Placements
- Sub-Category Banner Placements
- A+ Content

# Homepage Banner Placements: Leaderboard

## Above the fold

Banner promotions are an effective way to highlight your brand, new product launches and promote customer incentives in high-traffic locations within Newegg's homepage.

### Homepage Leaderboard Banners

- Rotating banner placements are available for funded reservations\*
- Banner size: 1920x660 (Custom designs subject for approval)
- Total Rotation of banners: Up to 6

Rate	Duration
\$35,000	1 week

\*Based on availability.

The screenshot displays the Newegg homepage with several promotional banners. At the top, there's a navigation bar with the Newegg logo, a search bar, and links for account management and orders. Below the navigation bar, the main content area features a grid of banners. The first row includes a large 'Game-Changing Deals' banner with a 63% off offer, a 'BEST DEAL' banner for components with up to 74% off, and a 'Group Buy' banner for a Mifaso 9 IN 1 Wall Outlet Extender. The second row contains two 'Combo up' banners for Intel and AMD processors, a 'Student Store' banner, and a 'Flash Deals' banner. The third row features an 'ABS AI PCs' banner and a 'Charge Your Lifestyle' banner. The 'Student Store' banner is highlighted with a red border.

For additional details, please contact your Newegg Merchant Team.



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# Homepage Banner Placements: Hero Bottom

## Below the fold

### Homepage Hero Bottom Banner

- 2 Banner placements available for funded reservations\*
- Banner size: 800x120 (Custom banners subject for approval)
- 100% share of voice (Does not rotate)

Rate	Duration
\$25,000	1 week

\*Based on availability.

The screenshot displays the Newegg homepage layout. At the top, there's a navigation bar with the Newegg logo, a search bar, and links for account management. Below this, a row of four product banners is visible, each featuring a different product category like gaming PCs, storage, and vacuums. The main section is titled 'Massive Mega Sale' and features a large blue banner with the text 'Massive Mega Sale' and 'Huge Savings on Notebooks & Gaming Laptops'. Below this, there are three smaller product banners for ASUS Vivobook, Lenovo gaming laptop, and ASUS FX707V gaming laptop, each with a 'Newegg Handpicked' badge and a 'Save' percentage. At the bottom, there's a red-bordered banner with two sections: 'WOWTHEWORLD' for ASUS Vivobook and 'Newegg Handpicked' for various products. The footer includes a 'New at Newegg - New Arrivals' link and an 'Old homepage' button.

Massive Mega Sale

Huge Savings on Notebooks & Gaming Laptops

SHOP NOW

ASUS

WOWTHEWORLD

Dare to perform with Vivobook

SHOP NOW

Windows 11

Make the everyday easier with Windows 11

Newegg Handpicked

We've done the screening so you can shop the best!

SHOP NOW

New at Newegg - New Arrivals

See more

Old homepage

For additional details, please contact your Newegg Merchant Team.



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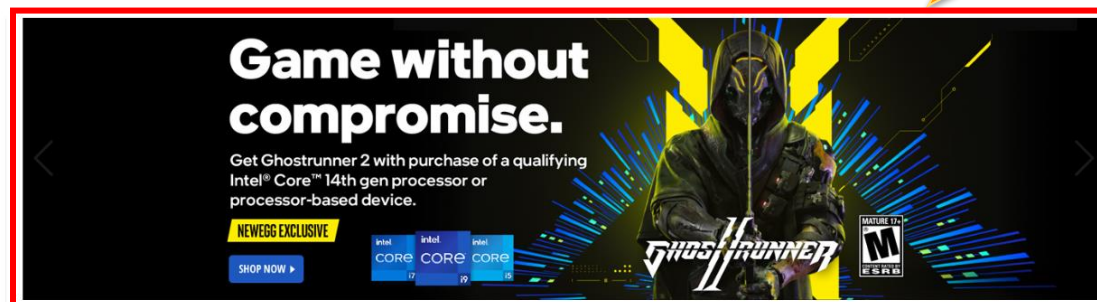
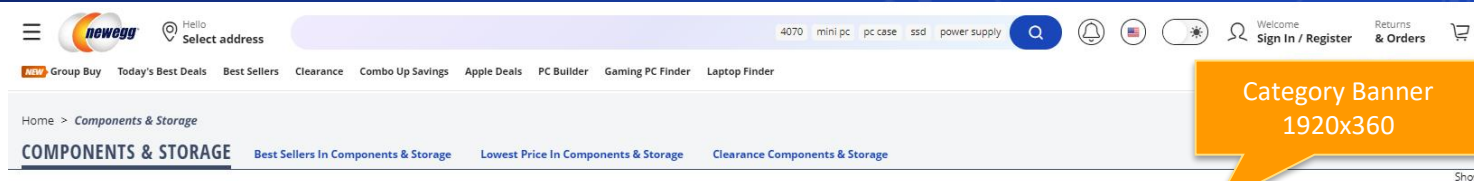
# Category Page Banner Placements

## Category Leaderboard Banners

- Banner size: 1920x360  
(Custom banners subject for approval)
- Rotates up to 9 banners\*

Size	Rate	Duration
1920x360	\$25,000	1 week
160x360	\$15,000	1 week

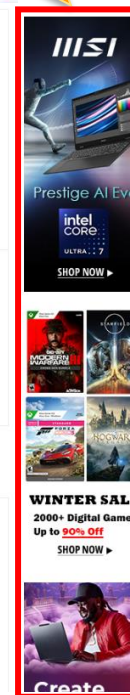
\*Based on availability.



Right Side Banners  
160x360

## Category Right Side Ban

- 100% share of voice
- Banner size: 160x360
- Up to 6 banners availab



For additional details, please contact your Newegg Merchant Team.



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# Sub-Category Page Banner Placements

## Sub-Category Leaderboard Banners

- Banner size: 1920x120
- Rotates up to 4 banners\*

## Sub-Category Right Side Banners

- 100% share of voice
- Banner size: 160x360
- Up to 6 banners available\*

Size	Rate	Duration
1920x120	\$15,000	1 week
160x360	\$10,000	1 week

\*Based on availability.

The screenshot shows the Newegg website interface for the 'KEYBOARDS' sub-category. At the top, there's a navigation bar with the Newegg logo, a search bar, and various links. Below the navigation bar, there's a breadcrumb trail: 'Home > Computer Peripherals > Keyboards & Mice > Keyboards'. A large banner at the top of the page is labeled 'Sub-Category Banner 1920x120'. On the right side of the page, there are two vertical banners: one for 'NO WIRES. NO LIMITS.' and another for 'RAZER GAIN THE COMPETITIVE EDGE'. These are labeled 'Right Side Banner 160x360'. The main content area shows a search bar, filters, and a product listing for a Logitech keyboard.

For additional details, please contact your Newegg Merchant Team.



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# Email Marketing

- Email Marketing Banners
- Customized Email Programs



# Email Marketing Banners

## Today's Best Deals Email

### Individual Banner Placements

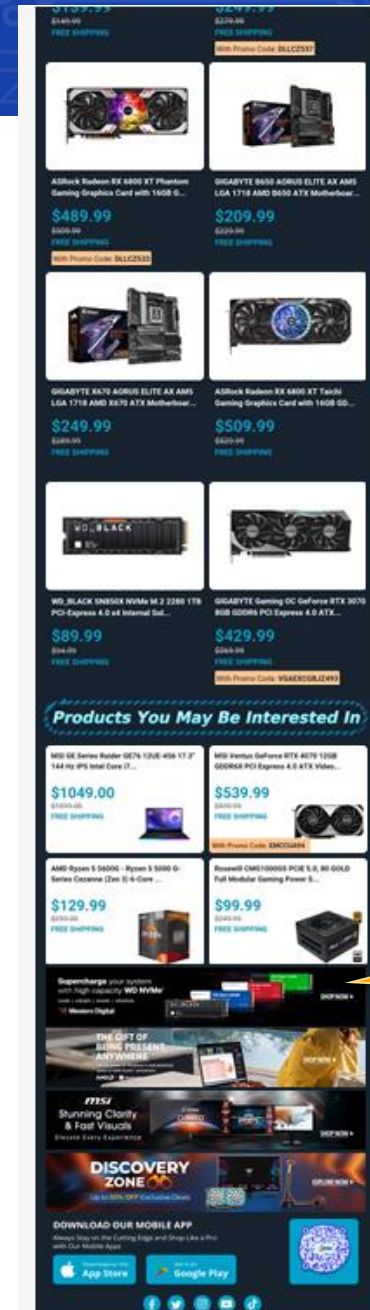
- Promotional Email Banners
- Daily opportunities
- Banner placements are available for reservation and based on first come, first serve basis with EIMS.

Type	Description	Banner Size	Rate
<b>Body Banner</b>	Featured in the middle of our promotional email.	1300x240	\$15,000
<b>Bottom Banner</b>	Featured with 5 other banners at the foot of our promotional email.	1300x240	\$8,000

For additional details, please contact your Newegg Merchant Team.

Body Banner  
1300x240

Bottom Banner  
1300x240



# Customized Email Programs

## Customized Promotional (CP) Dedicated Emails

Email Marketing offers our vendors the opportunity to send a customizable email message to an optimized group of Newegg customers focused on promoting a single brand or category.

### Customized Email Criteria

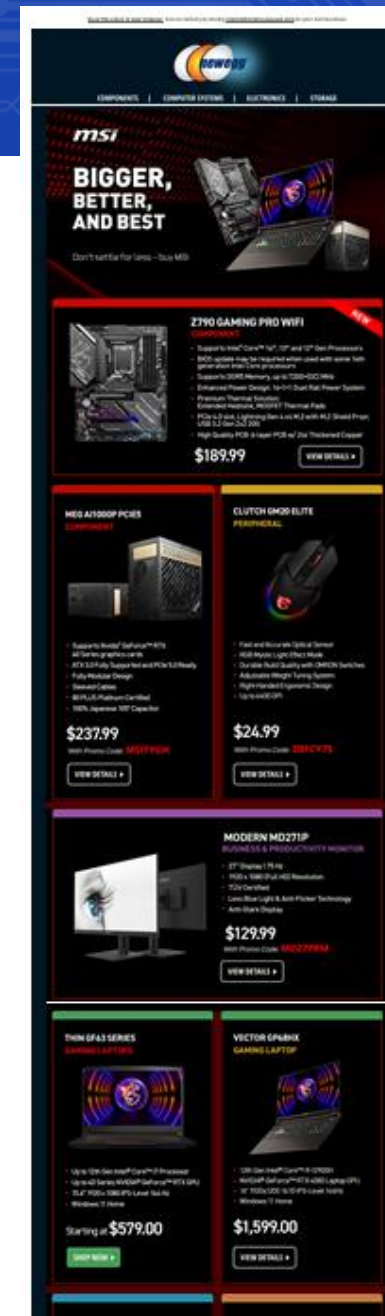
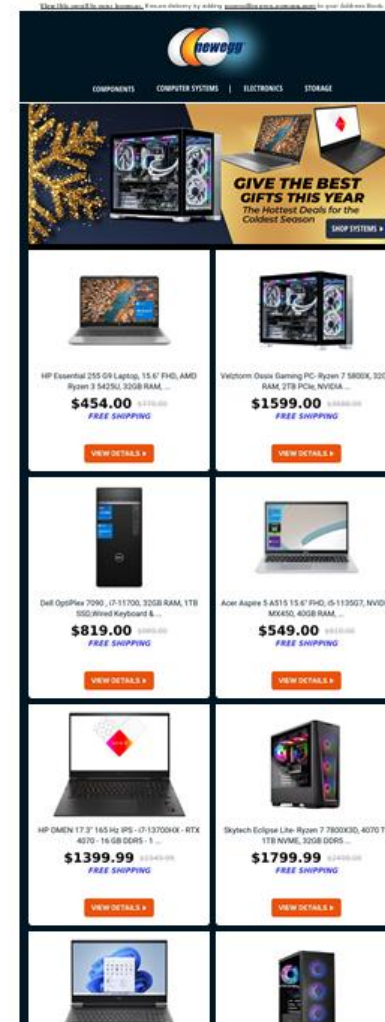
- \$25,000 minimum funding required
- Must have 15% discount off or more, with projected revenue of at least \$25k
- Promo codes must be exclusive to the select customers on the recipient list only
- Maximum of 2 sets of revisions per email
- Minimum 6 featured items, up to 8 featured items
- Completed [CP Request Form](#) must be provided at least 4 weeks in advance from preferred launch date.
- Launch date availability will vary, scheduled on first-come, first-serve basis.
- All CP requests must go through an approval process before date can be confirmed.

### CP Request Form must include

- Promotion theme and/or design assets if available
- Funding information
- Locked detail pricing
- Forecast quantity for *EACH* featured item
- Forms that are submitted incomplete will not be reviewed or approved
- Cancellations/Rescheduling Fee: \$5,000

Vendor Funding Rate	Target List Size*
\$25,000	250,000
\$30,000	300,000
\$35,000	350,000
\$40,000	400,000
\$45,000	450,000
\$50,000+	500,000+

\* Targeted list size varies based on type of email, discount, etc.



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# Offsite Programs

- Social Media Multiple Platform Posts
- Newegg Creator Program
- Mobile Push Notification
- Newegg Bot
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Affiliate Placements

# Social Media Posts

## Multiple Platform Posts bundle (FB/IG/TW)

### Platforms and Placements (@Newegg for all 3)

- Facebook paid post (1.6M followers)
- Twitter post (780K followers)
- Instagram paid ad (350K followers)

### Benefits

- Optimized paid targeting
- Custom photography (if samples are supplied)
- Tailored social copy optimized for each platform
- Native social metrics available with POP
  - Impressions/Reach
  - Social Engagements
  - Clicks

### Assets and details

- 1200x628 Banner
- Single Newegg URL destination (LP, search string, etc.)
- Promo details (product launch, sale, duration, etc.)
- Target launch date

Type	Amount (estimates)
Multiple Platform Posts	\$5,000
Avg.* Cost per 1K Impressions	\$4.49
Avg.* Cost per Click	\$1.04

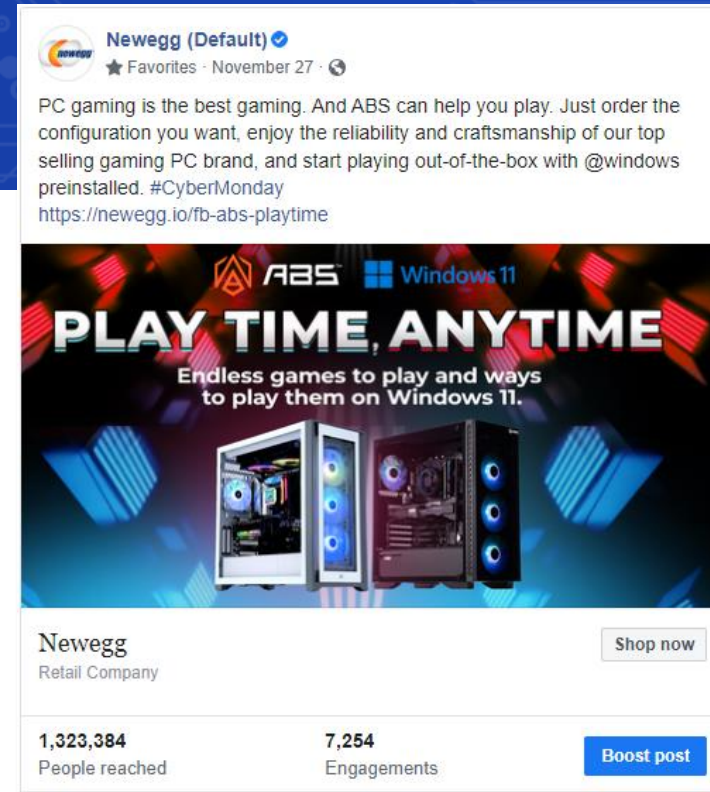
\*additional funds can be added to the paid promotion

\*Averages are not guarantees and are based off of historical data

For additional details, please contact your Newegg Merchant Team.



\*Sample TW Post



\*Sample FB Post



\*Sample IG Ad

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# Newegg Creator Offers

## Generate Content with Influencers

Newegg Creator program has access to over 1000+ Influencers with over 100 million followers

### Two Types of Sponsorships

- **Dedicated Videos** – An entire dedicated video highlighting your product or service; [Example](#)
- **Sponsored Segment** – 30 to 60 seconds advertisement in a video; [Example](#)

### What's Needed to Join

- **Budget** – Minimum \$5K
- **Products** – Required for Dedicated Videos
- **Launch Date** – Minimum 3 weeks



# Newegg Creator Offers Co-Branded Creator Content at Scale

## For...

- Established, enterprise brands looking to drive more revenue and partner to create organic creator content.

## What it is...

- Guaranteed minimum ROI on vendor investments – 2.5x for 1 month campaigns and 3.33x returns on 3 month campaigns.

## You get...

- **Guaranteed revenue and performance**
- Content from original, authentic voices
- Performance tracking
- Revenue incentives rewarding top content

## Plans

**\$30k**

## 1 month

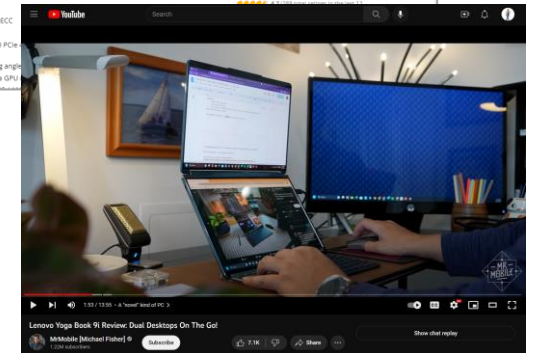
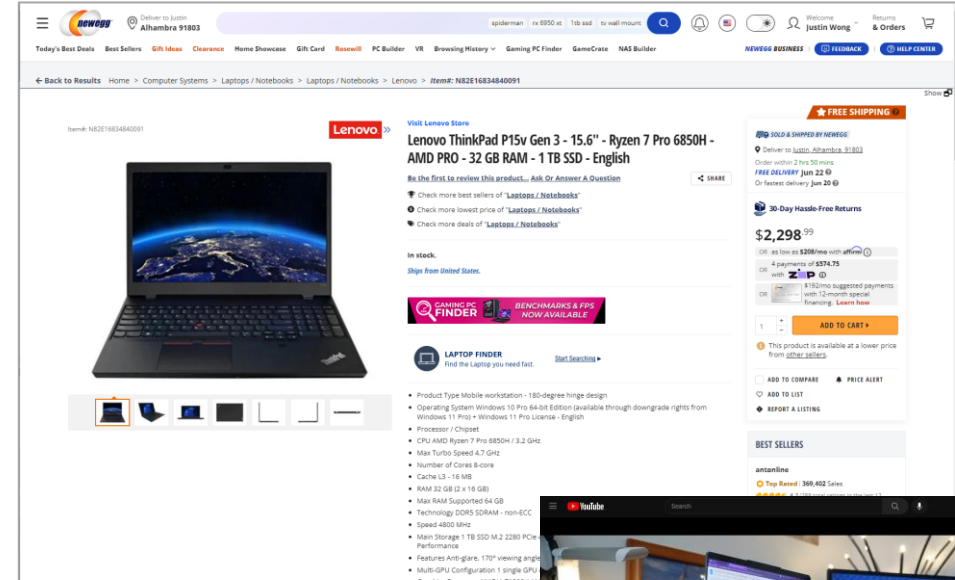
**250K Impressions**  
**\$75k-\$250k** in revenue

**\$60k**

### 3 months

**500K Impressions**  
**\$200k-\$500k** in revenue

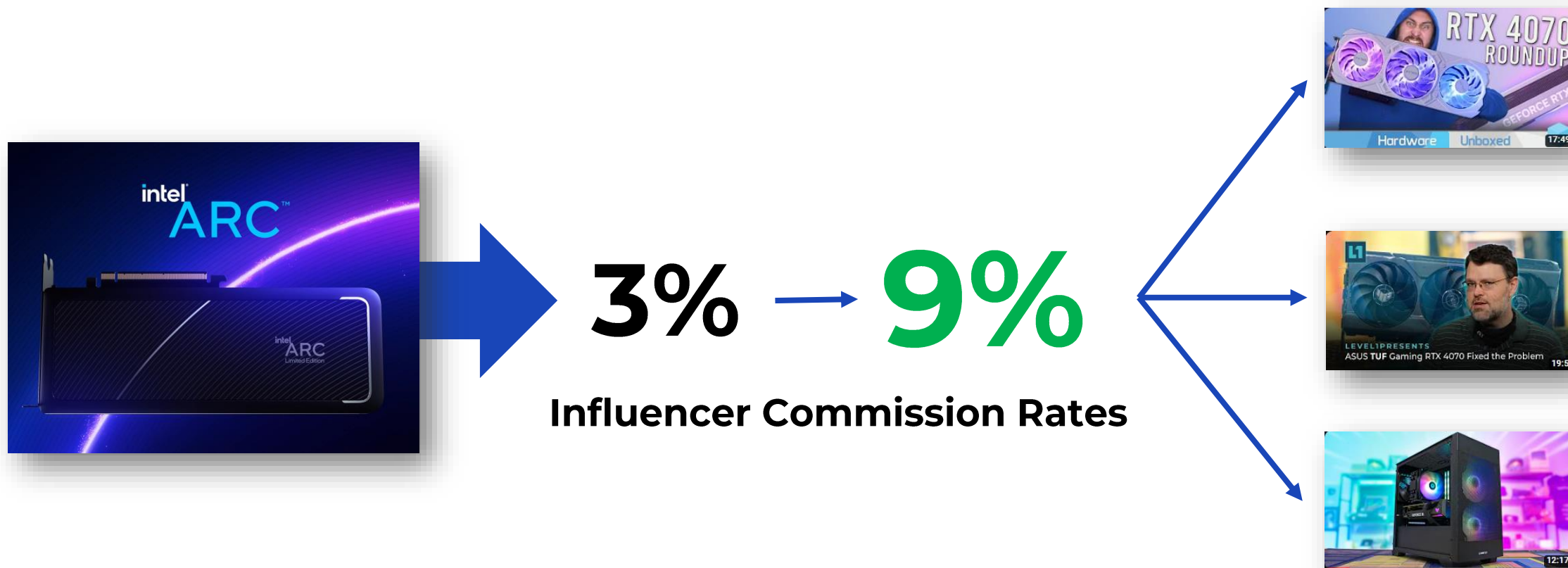
Partner vendors get dedicated **brand & reporting pages**, enabling creators to discover earning opportunities and create content





# How The Program Works

## Step By Step



**1.** Brand Advertises with Newegg Creator Program



**2.** Newegg Creator increases affiliate rates for selected products.

**3.** Influencers create more content with the selected products to earn a higher commission payout when their audience buys select products

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# Newegg Creator Offers

## Affiliate Marketing Campaign - \$30K

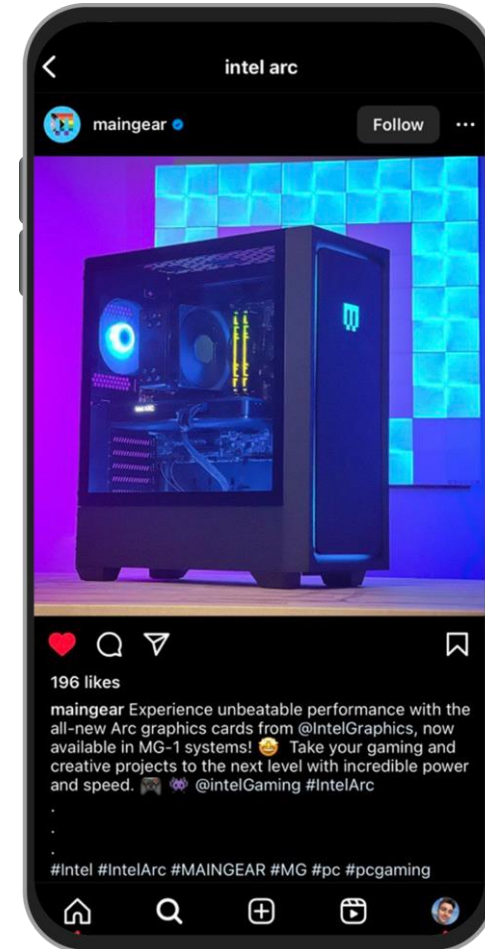
**Length** 1 Month

**Impressions** 250k

**Cost** \$30k

**Guaranteed Revenue** \$75K-\$250K

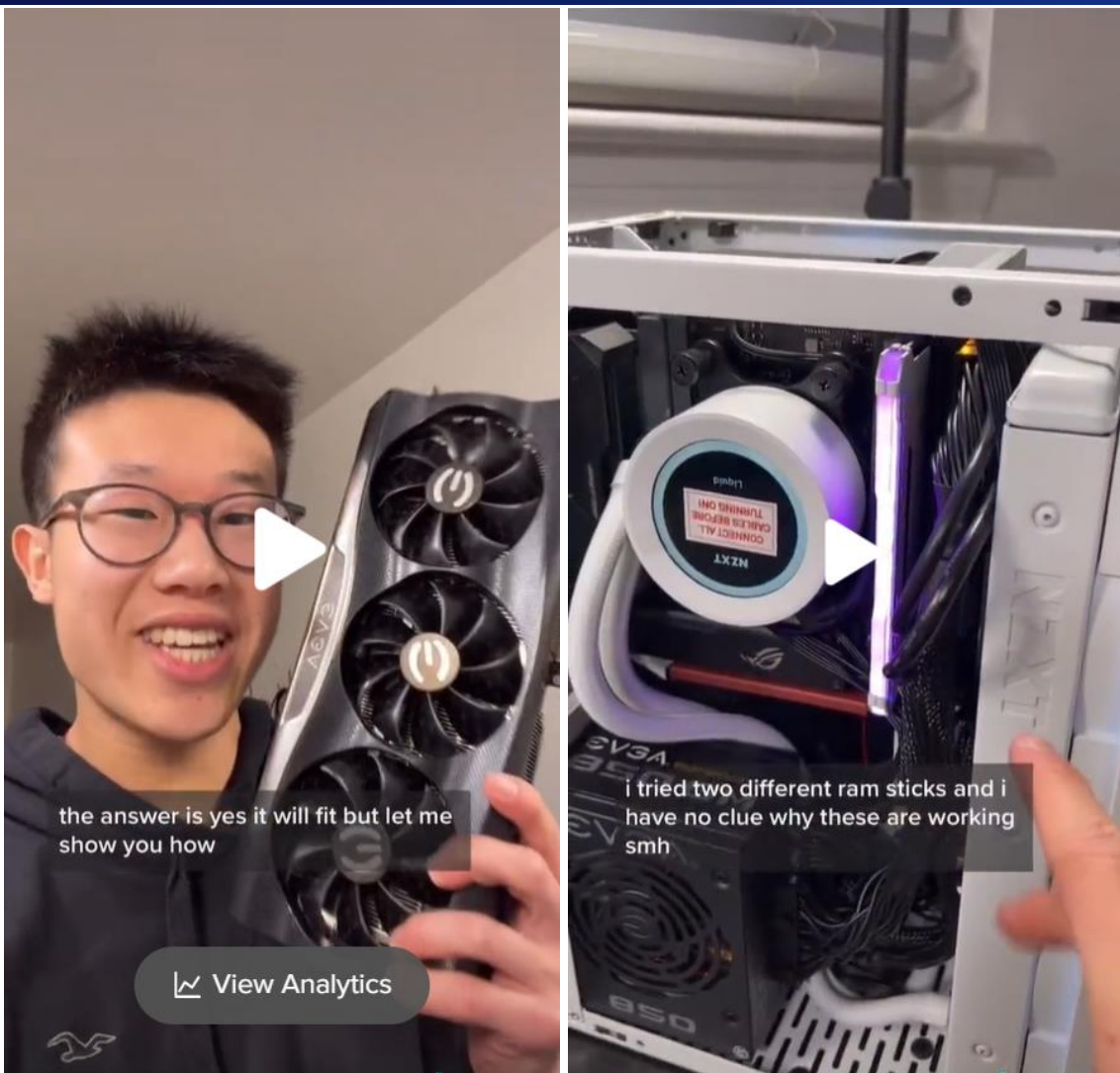
**RoAs** 2.5x-8.33x





# Featured Creators

## TikToks by TonyTechBytes on Newegg



**tonytechbytes**

Tony

Follow

420 Following 459.9K Followers 12.7M Likes



**newegg** ✓

newegg

Follow

84 Following 250.9K Followers 1.3M Likes

**Content Creator:** TonyTechBytes popular TikTok creator specializing in PC hardware who also makes content on Newegg's TikTok. Tony is 21yo, filled with positive energy, and resonates with our core audience.

**Sponsor Opportunity:** 2x TikTok Videos

- 1x TikTok on TonyTechByte's account featuring your product and TonyTechBytes.
- 1x TikTok on Newegg's account featuring your product and TonyTechBytes.
- Opportunity is contingent on product and content approval by Newegg and TonyTechBytes.

**Cost:** \$5,000 + Product



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# Featured Creators

## RobeyTech

### Who is RobeyTech?

RobeyTech is one of our top social influencers, a professional PC builder and modder, and one of the elite PC and gaming experts on the internet and has a growing fan base of 300K+

### RobeyTech Product Review Video and Social

- Full video episode including set up and quality overview
- Dedicated 10+ minute YouTube overview video of the products covering features, overview, price and where to buy
- Robeytech social: Instagram, Twitter, YouTube, Facebook
- Affiliate product links in the YouTube description
- Reporting on performance of both live streams and VoD after posting

### Newegg Promotion

- Newegg to share on Twitter
- Newegg to post on Facebook

Type	Amount
RobeyTech Video Product Overview	\$10,000 + Product
Est. Dedicated YouTube Video Views	10,000
Est. TikTok Views	20,000
Est. Total Views	30,000
Est. Total Impressions incl. social posts	1MM+

*\*additional funds can be added to the promotion*

*\*Estimates are not guarantees and are based off historical data*

For additional details, please contact your Newegg Merchant Team.



#Robeytech #Arc #Intel

Woah! This \$900 dollar laptop ran like a dream.

10,605 views • Oct 6, 2022

110 DISLIKE SHARE SAVE ...



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A NAS Easiest Enough for Anyone! Check out the Western Digital PR2100 My Cloud NAS

11K views • 3 months ago



0:00 – Intro 0:57 – Product Overview 2:48 – Unboxing 4:05 – First Time Setup 8:28 – Overall Thoughts 8:57 – Outro Check out the ...

4K

Intro | Product Overview | Unboxing | First Time Setup | Overall Thoughts | Outro

6 chapters

# Push Notifications

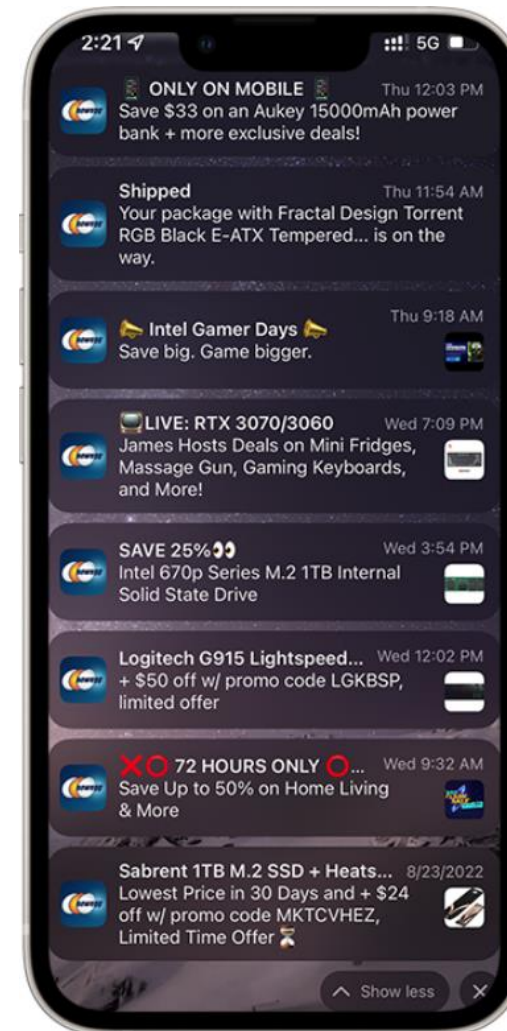
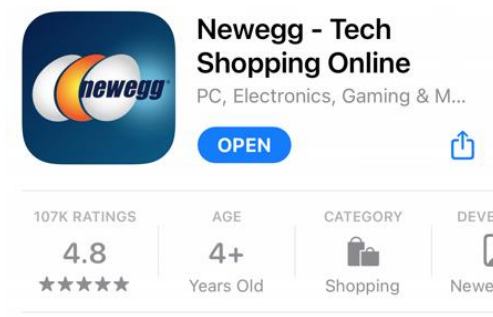
## Promote on our App

Promote your brand and campaigns to over **2 million Newegg App users** with Push Notifications

- Each Push Notification will contain
  - Subject Line
  - Preheader
  - Image
  - Tap to a Newegg URL destination
- **Cost: \$10,000 per push**

### Why Push Notifications?

Our app users are our most loyal customers, and our app is very highly rated on both iOS and Google Play Store





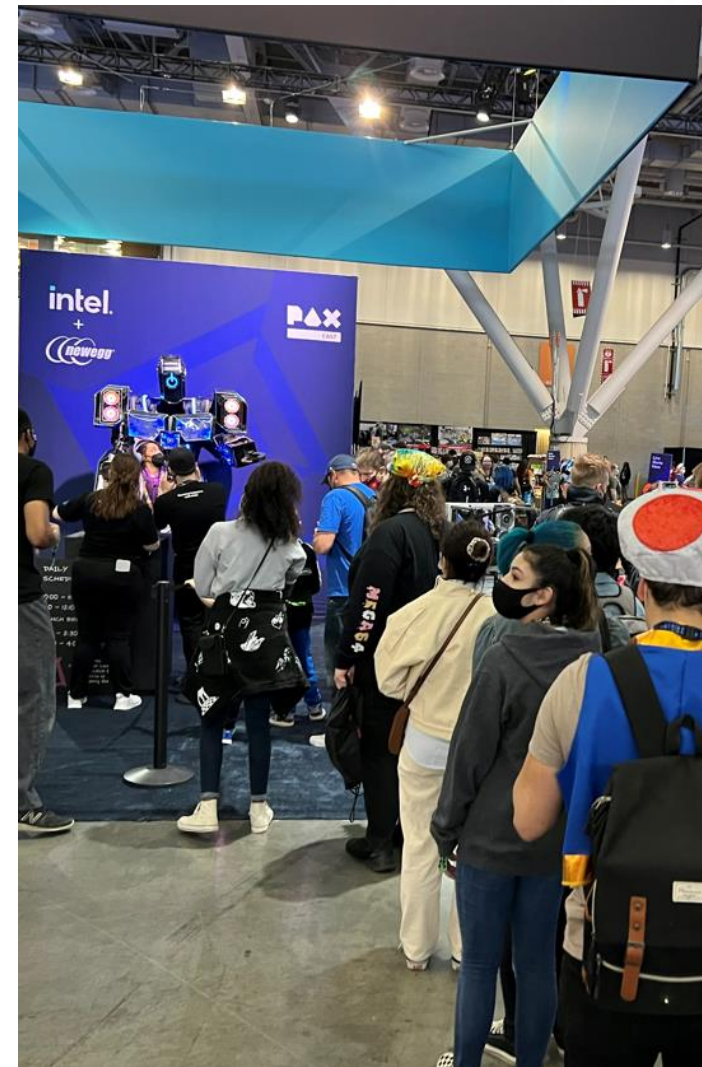
# Newegg Bot

## A Show Stopping Robot Suit

### Be the talk of the event!

#### Newegg Bot

- 8'8" tall robot costume with person inside
- 6x panels of illuminated custom signage
- Customizable lighting
- Robotic voice and sound effects
- Types of performances
  - Walking
  - Dancing (limited)
  - Standing
  - Photo Ops
- **4-day Event Fee: \$20K**
  - 2.5hr/day max
  - 30-min max per session
  - Get 4 of the 6 panels customized with your brand (2 reserved for Newegg)
  - Additional suit modifications can be negotiated



# Search Engine Optimization (SEO)

## Organic Content Marketing

Leverage Newegg's SEO team to create high-value, original content that will increase your brand's organic visibility on major search engines like Google & Yahoo!.

### SEO/Content Options:

1. Customized Infographics
2. Long-Form Article Content

### Purpose:

Improve brand visibility within verticals that have high search volume and broad reach while simultaneously increasing customer awareness and interest in the promoted product(s).



### Reach:

Content campaigns aim at reaching the broad group of individuals at the beginning or middle of the funnel and encourage them to advance.

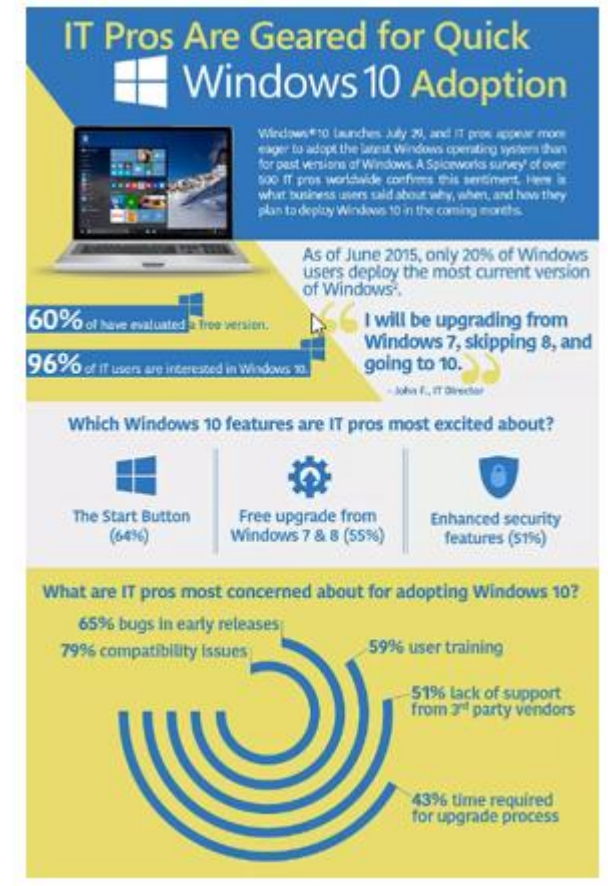
### What's Required?

1. Determine main topic / theme
2. List of Target SKUs if applicable
3. 3-4 weeks turnaround time
4. Pre-defined stats and/or sources to highlight
5. Other restrictions if applicable (exclude brand XYZ)

### Rate

Rate starts at \$2,000 for long-form article content and \$5,000 for graphics-based content such as infographics. Project cost may be higher based on complexity of the topic and chosen format.

Minimum lead-time of 3 weeks is required. Urgent projects that require a shorter lead-time may be considered but will incur additional costs.



For additional details, please contact your Newegg Merchant Team.









# Search Engine Marketing (SEM)

## Shopping and Search Ads

**SEM:** Form of digital marketing that utilizes paid advertisements on search engine platforms (Google) to increase an advertiser's visibility, traffic, and awareness of brand and/or products.

Ads · See gaming pc case

			
Rosewill ATX Mid Tower Yes, Tempered Glass...	Prebuilt Gaming PC - CLX SET AMD RYZEN 5 ESSENTIAL...	GAMDIAS Gaming ATX Mid Tower Gaming Compute...	SAMA ATX Mid Tower Sama-3D Steel/Tempered...
\$49.99	\$749.00	\$43.99	\$51.99
Newegg.com	CLXGaming.com	Amazon.com	Newegg.com
★★★★★ (216)		Free shipping	★★★★★ (37)
Free shipping			Free shipping

### Product Listing Ads (PLAs/Shopping)

**Appear on:** Google Search. Ads link to product pages

**Objective:** Capture in-market consumers via product related searches

#### **Estimations:**

- Average Cost Per Click ~\$0.80 - \$1.00
- Average Click Through Rate ~1.00%

#### **Targeting:**

- Relevant Search terms by bidding on Top SKUs

#### **Assets Needed from vendor:**

- List of SKUs (>10)



Ad · <https://www.newegg.com/>

### Now In Stock Geforce 3060 - Shop Geforce 3060

Find deals and save big on **Geforce 3060**. Find a great collection on VGA & more! Exclusive Savings. Today's Best Deals. Shop Best Sellers. Upgrade Your Tech.

★★★★★ Rating for newegg.com: 4.5 - 740 reviews - Return policy: Most items 30+ days

### Search Ads

**Appear on:** Google Search. Ads link to Newegg landing page or product page

**Objective:** Capture in-market consumers via category related searches

#### **Estimations:**

- Average Cost Per Click ~\$1.00 - \$2.00
- Average Click Through Rate ~1.00 – 1.50%

#### **Targeting:**

- General category keywords (SSD, Monitor, CPU, Computer Case, VGA Cards, etc.)

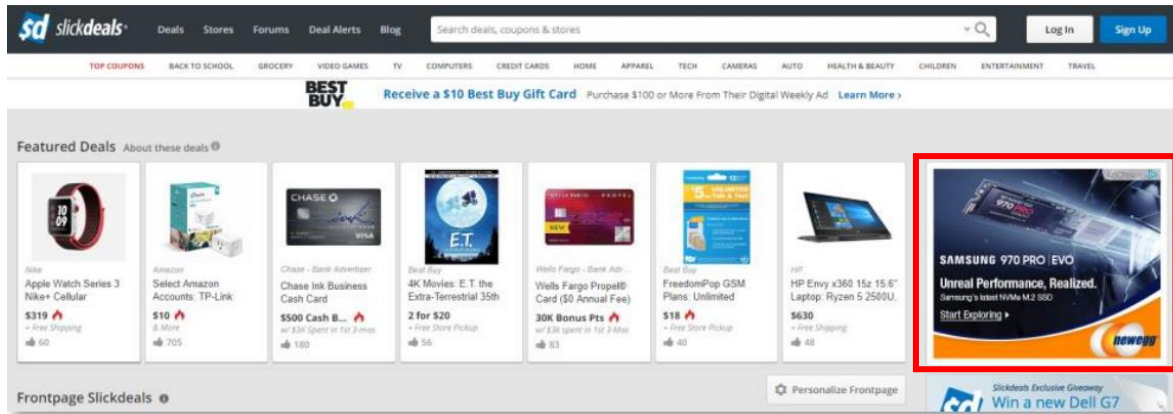
#### **Assets Needed from vendor:**

- List of features to highlight in Ad text
- Landing Page URL live on Newegg.com



# Search Engine Marketing (SEM)

## Display and Video Ads



### Display Banner Ads

**Appear on:** External (non-Newegg) websites. Ads link to product or landing page

**Objective:** To target highly visited sites, plus relevant interest/behaviors

**Estimations:**

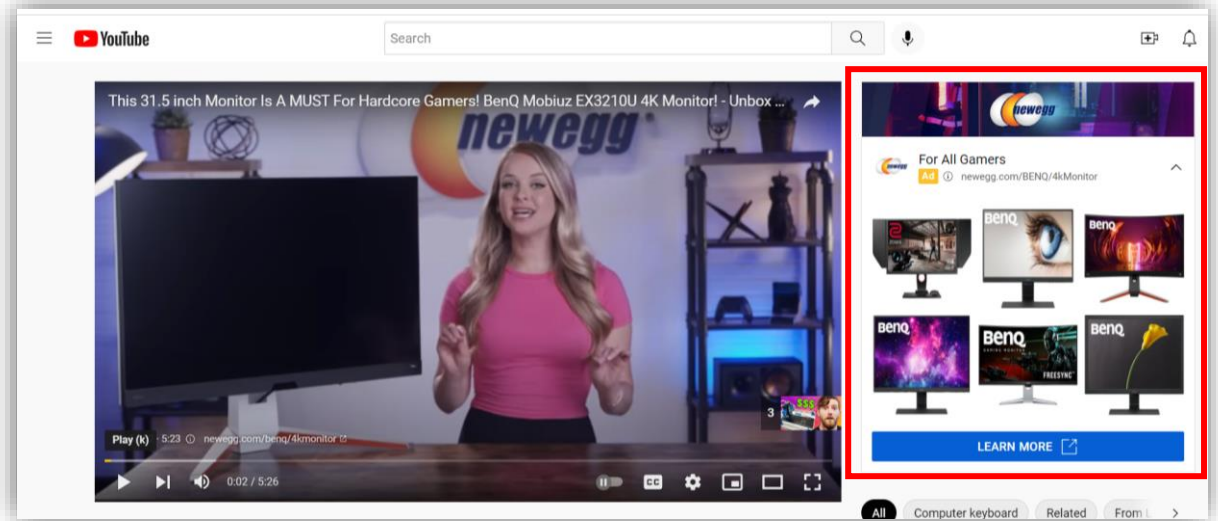
- Avg. Cost Per Click ~\$1.00 – \$2.00
- Avg. Click Through Rate ~0.10%

**Targeting:**

- Specific Category (i.e.: Computers & Peripherals)
- Site Targeting (i.e.: PCGamer.com, TomsHardware.com, SlickDeals.net, CNET.com, etc.)

**Assets Needed:**

- External Banners – Supported Sizes (728x90, 300x250, 160x600, 300x600)
- Destination link to a Landing Page
- *Optional:* List of specific sites preferred to target (must be in Google Display Network to Qualify)



### Video Ads

**Appear on:** YouTube. Ads link to product or landing page

**Objective:** Create awareness with customers that are researching a potential purchase and drive traffic toward a desired Newegg landing page

**Estimations:**

- Avg. Cost Per Click ~\$1.00 – \$2.00
- Avg. Click Through Rate ~0.10 - 0.20%

**Targeting:**

- Specific Channels
- Audience Segments

**Assets Needed:**

- YouTube Video (5-15 secs recommended)
- Newegg destination URL
- *Optional:* At least 4 SKUs to promote video shopping

# Affiliate Placements

**Affiliate placements** are the most popular deal sites on the web, powered by an avid community of deal seekers

- Homepage banner, Product listing, Email, Category posting, Influencer placements are available
- Packages starting at \$5,000 - customized on a product basis
- International Packages Available
- Over 1,800 active publishers

## Top Affiliate Sites

- Retailmenot
- CNET
- PCPartPicker
- Slickdeals
- Bing Rebates
- Capital One Shopping
- Rakuten Rewards
- TopCashBack
- Mr. Rebates
- Forbes



External Banners	
Rate	Duration
Custom Packages	Varies

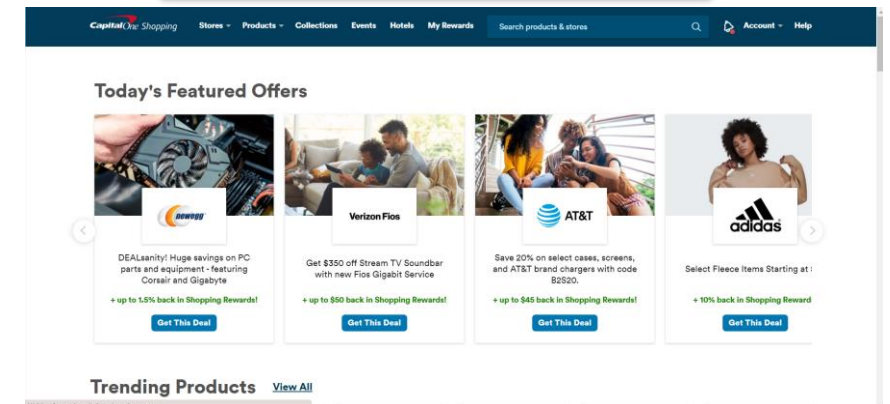


**Social Influencers** are quickly becoming a major part of the customer journey, so Newegg is committed to partnering with top names in the space

- Partial or full video sponsorships are available
- Cost is dependent on size of audience and placement prominence
- Product/review sponsorships are available
- Good for Product Launches, Evergreen Interest, & Price Drops

## Influencers

- LinusTechTips
- RobeyTech
- Paul's Hardware
- Bitwit
- Tech Deals



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# Newegg Media

- Overview
- Commercials
- Collegiate Athlete Sponsored Video
- Unbox This!
- Newegg's The Gamer Lounge
- Expert Breakdowns and Buying Guides
- SCIENCE! With Professor Science
- Newegg LIVE
- Short Form Vertical Content and Video Shopping Ad
- Custom PC Builds
- Sketches and One-Offs
- Product and Lifestyle Photography



# Break the Mold

Creative Services That Tell  
Unforgettable Stories





# Newegg Media

## Educate, Entertain and Engage with professional video content creation



**Newegg Media** tells the story of your brand and products with state-of-the-art video equipment, talented hosts, and experienced writers and directors.

We operate a 10,000-sq. ft studio space inside the Newegg headquarters in Greater Los Angeles.

Our clients include top-tier tech companies like Asus, Intel, and Nvidia,—plus upstart brands looking to break into the US market.

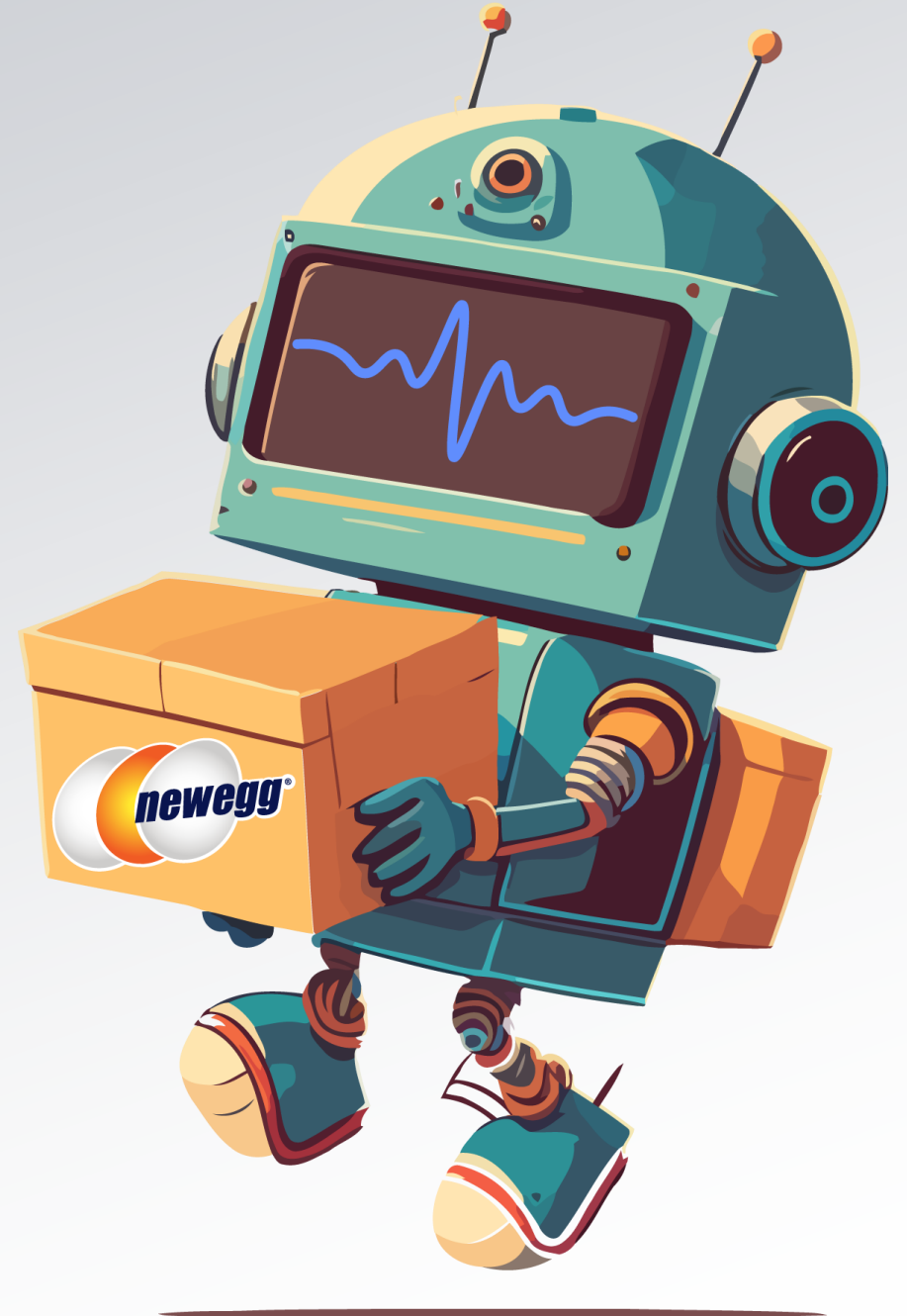
It all starts with a conversation about your goals and budget. From there we work up concepts for approval and then schedule the deliverables.

Let's look at some of the things we can do for your brand and products.





**4.3 Million Fans**





# In House Talent Reach: 12M Followers



Tori Vasquez  
**@justxtori**



Ricky Perez  
**@youtubetechguy**



Ben Tibbels  
**@thebisco**



Vivi  
**@vivi2br**



# Full-Service Capabilities



Commercials



Social Content



Photography



Live Shopping



YouTube &  
Video Content



TikTok Service  
Provider

# Commercials



- Tell your brand story in a professionally produced video
- Broadcast ready commercial format
- 1 minute, 30 seconds, 15 seconds options & cutdowns available



# College Athlete Sponsored Video

For the last two years, Newegg created marketing campaigns featuring NCAA basketball players to promote Newegg March Madness sales featuring partners' products.

Last year, National Best Defensive Player of the Year, Jaylen Clark was featured in photos and videos with brand partners.

In 2022, Newegg worked with top women's basketball player Cate Reese.

Newegg plans to collaborate with a top college basketball player for video, photos, social media content and a press release for a March launch.



ON NIL NIL SPORTS BUSINESS ELITE NIL VALUATION NEWSLETTER EVENTS

## UCLA star Jaylen Clark scores NIL deal with Newegg, MSI and Seagate Technology



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tucson.com Search Arizona Daily Star  
E-edition News Elections Obituaries Opinion Wildcats Life & Entertainment Newsletters Comics & Puzzles Wiretires Jobs 68° Sunny

CATE REESE NIL DEAL

## Arizona's Cate Reese signs NIL deal with online tech company Newegg

Alex White Mar 14, 2022 Updated Mar 15, 2022





# Unbox This

Giving Customers a Closer Look



- Our **live unboxing show** captures the excitement and anticipation of opening a new product.
- Offers a hands-on experience to give the viewer a **closer look and feel of your product**.
- Influencers present key selling points, specs, and ideal use cases
- Creates a memorable experience that grows brand awareness and builds trust.





# THE GAMER LOUNGE

A Reality Competition Show  
With Awesome Prizes



- Each episode features four gamers competing for prizes in a living room set
- Show content captures the thrill of competition, fun and unique challenges, and engaging banter between contestants
- Sponsorship opportunities for product giveaways & gaming-related peripherals
- Talent accommodates brand talking points in an unscripted format



# Expert Breakdowns & Buying Guides

The Customer Journey Starts Here

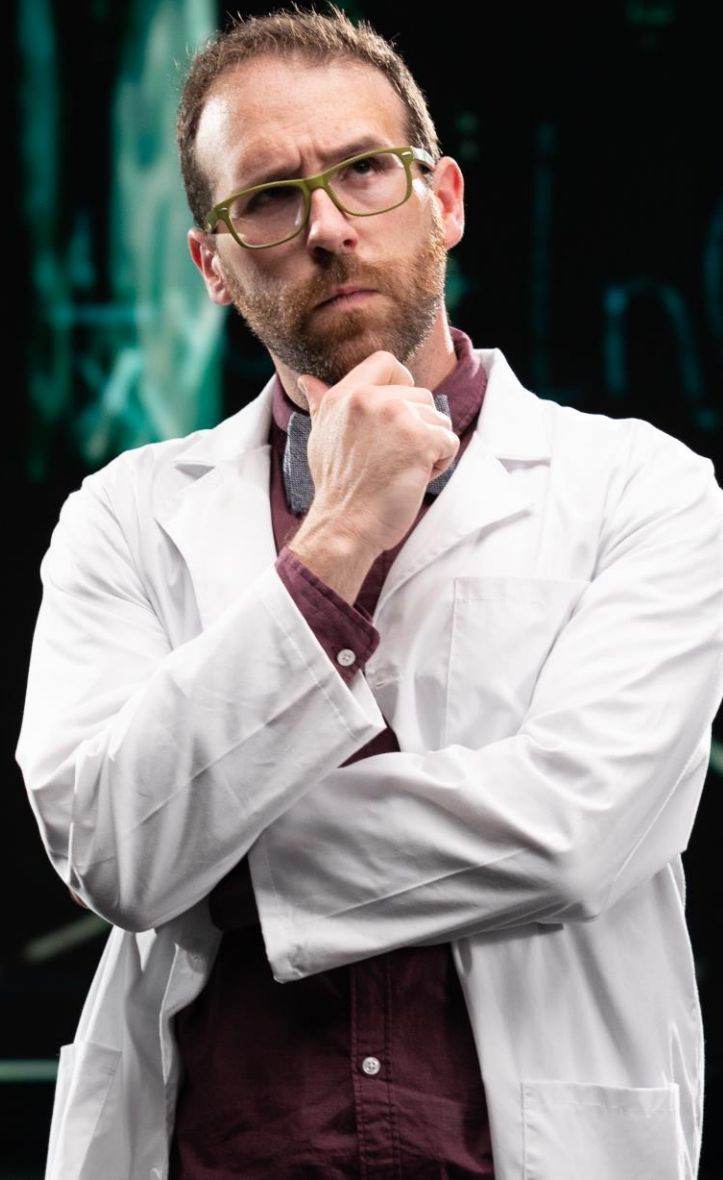


- Content geared toward audiences that are buying their “first” product in a category
- May include an interview-style discussion with a brand representative about a product or product line
- High quality production includes B-roll footage and video captured at different sets and locations
- Producers work closely with you—this is our most flexible format tailored to the business objectives of the brand



# PROFESSOR SCIENCE Fun Technical Deep-dives

- Explores the “why” and “how” questions behind consumer technology.
- Presented with an air of **wit and visual humor**.
- Shows have a **flexible product focus**—can be a single product, or an entire product line or category.
- Fast-paced presentation **extends watch time and engagement**.





# Newegg Live

## Brand Interaction In A Shoppable Livestream

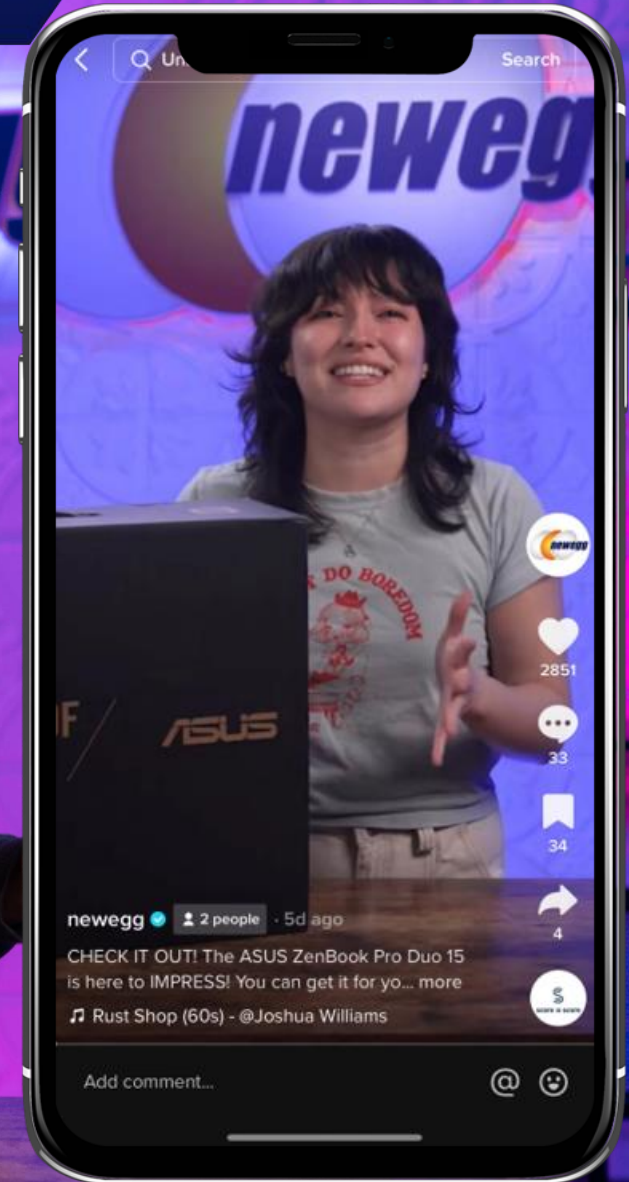
- **Updating the televised home shopping concept**, livestream shopping is the next biggest trend in ecommerce.
- Studio talent **demonstrates key specs and features** while responding to questions and comments in a live chat
- Encourages customers to **make purchasing decisions** quickly and confidently.
- **Maximizes visibility** with broadcasts viewable across several channels.



# Short Form Content

Social Media & Video Shopping Ads

- Short shoppable content on Newegg's Socials
- TikTok w/ 1-click add to cart feature
- Instagram, YouTube Shorts, Facebook, and Twitter (average 100K views)





# Custom PC Builds Showcase Your “Wow” Factor



- Content targets our core audience of computer enthusiasts and power users
- Documentary-style format shows the assembly of an eye-grabbing custom gaming PC from start to finish.
- Contains discussion about the different parts and components involved in the build.
- Instructional in nature and geared toward novice builders
- May feature one-of-a-kind PC cases fabricated by our in-house Production Design team



# Sketches & One-offs

Stand Apart From The Competition

- Content communicates your brand message in a unique sketch comedy format.
- Incorporates talking points of your choosing
- Team pitches several prospective ideas for your brand; you pick your favorite.
- Creative open canvas—from musical numbers and visual effects, to stage props, wardrobe and more.





# Photography

Newegg Studios photos are some of the best in the industry and we have the capability to create different variations with color/lighting schemes and lifestyle environments. We can provide these photos for use on any sales channel: Social Media Platforms, A+ Content, and other marketing purposes

Once a product sample is provided, we turn around professional photos within two weeks.

**Benefits**  
A set of 5-10 high-quality, professionally shot and edited product photos with eye-catching background accents and/or in a lifestyle environment.

# Rate Card

Service	Starting Price	Description
<b>Commercials</b>	\$40,000	Tell your brand story in a professionally produced video format
<b>Collegiate Athlete Sponsored Video</b>	\$9,000	NIL Contracted Talent promoting your products or brand
<b>Unbox This!</b>	\$7,000	Unbox a closer look at your product
<b>Newegg's The Gamer Lounge</b>	\$12,000	An influencer gaming competition show featuring trending games and tech
<b>Expert Breakdown or Buying Guide</b>	\$10,000	Expert analysis of trending tech
<b>Science with Professor Science</b>	\$7,000	Science up your product with high-level comedy
<b>Newegg Live</b>	\$1,500	1 hour of shoppable live stream content; full day brand takeovers available from \$8,000
<b>Short Form Vertical Content / VSA</b>	\$1,500	Short shoppable content on Newegg's Socials – TikTok w/ 1-click add to cart feature, Instagram, YouTube Shorts, Facebook, and Twitter ( <i>average 100K views</i> )
<b>Custom PC Builds</b>	\$8,000 (+Cost of Components)	Custom designed and built PC. Build includes one video featuring the custom build from start to finish and three short, shoppable pieces of content
<b>Sketches and One-Offs</b>	\$10,000	Stand apart from the competition with custom content in a comedic tone
<b>Product Photography</b>	\$2,500	Clean images for any PDP or Social page. Single SKU (up to 5 professionally edited photos)

Contact Us Today: [letsconnect@neweggmedia.com](mailto:letsconnect@neweggmedia.com)



# Vendor Programs

- Newegg Vendor Portal
- Seasonal Campaign Sponsorships
- Brand Days
- Brand Stores
- New Product Launch Program
- Box Inserts
- Brand Champion at Newegg

# Newegg Vendor Portal

## What is the Newegg Vendor Portal?

Newegg Vendor Portal is a sophisticated online product and order management entry for various industry manufacturers, distributors and dropship vendors who has or willing to have partnership with Newegg.com and its affiliates. Take advantage of our award-winning reputation that shoppers know and trust, and let Newegg to be your virtual storefront, reaching over 30 million customers worldwide.

Newegg Vendor portal are ideal for providing better service, more efficiently and for less operating cost. Most importantly, vendors have access to the portal 24 x 7 via secure login.

## Benefits

The portal offers you a variety of tools, to help manage your business with Newegg.



### Order Management

Rich and convenient user interface of order, shipnotice and invoice manipulation



### Batch Process

List products, manage orders, shipnotices and invoices in a batch manner



### Customer Reviews

Get feedback from customer directly and reply questions on the fly



### Report Center

Better insight of business data from various aspects, enhance operation and increase sales



### Self Service

Set up your EDI with Newegg, including connections and business transactions



### Contract Management

Centralized contract review and e-signature templates

For additional details, please contact your Newegg Merchant Team.



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## Newegg Vendor Portal

# YOU MAKE IT. WE SELL IT.

APPLY NOW >

OR

## More Ways to Sell on Newegg

If you're not already a Newegg Vendor, you may be interested in selling through Newegg Marketplace. Newegg is the #1 Global Tech Marketplace with over **40 Million Customers**. Click here to apply.



### Sell Your Tech

We accept products in Computer Hardware, Consumer Electronics, Software, and more.



### No Hidden Fees

Our contracts are based on the idea that a happy vendor makes for the best business partner.



### Getting Started Is Easy

Get started by just filling out one simple form.



Watch later Share

## About Newegg

Founded in 2001, Newegg began selling PC components and helped popularize the PC-building movement, and in doing so, developed a cult following among PC and DIY enthusiasts. Since then, Newegg Inc. is the leading tech-focused e-retailer in North America, with a global reach in Europe, South America, Asia Pacific and the Middle East. Today, millions of customers turn to Newegg to shop for the latest PC components, consumer electronics, smart home and gaming products. Newegg is consistently ranked as one of the best online shopping destinations, and the company regularly earns industry-leading customer service ratings.

- Partner with Newegg, a 20+ years influential industry
- e-Commerce leader
- Sell your products to millions of interested buyers worldwide
- Take advantage of effective promotional marketing and media

## What Our Customers Are Saying

Customer evaluation determines the value of products, and customer feedback is always our motivation.



Kyle Packett

“Newegg rocks. Have used them for years. Fast shipping. Great service. Easy RMAs. Can't go wrong here.”



Kyle Sundberg

“Excellent customer service, went into the back and retrieved item even though it wasn't ready at the time, nice product displays.”



Chris Umali

“Easy online ordering and will call pickup. Check holidays hours, closest on Saturday and Sunday.”

<https://vendorportal.newegg.com/login>



# Seasonal Campaign Sponsorships

Throughout the year, we build specialty campaigns that highlight the biggest Newegg seasonal promotions. Customers can shop our themed programs for: Gaming or Non-Gaming PC Systems, Components, Electronics, Home Appliances, Drones and many other tech gadgets.

Our specialty campaigns provide sponsorship placements to help promote your newest product line, or for brand exposure:

## **Campaigns:**

- Newegg Anniversary Sale (Jan)\*
- Brand Days (TBD)\*
- Fantastech (July)\*
- Back-to-School (July-Sept)\*

## **Placements:\*\***

- Landing Page Sponsors
- Banner Sponsors
- Promo Store Sponsors

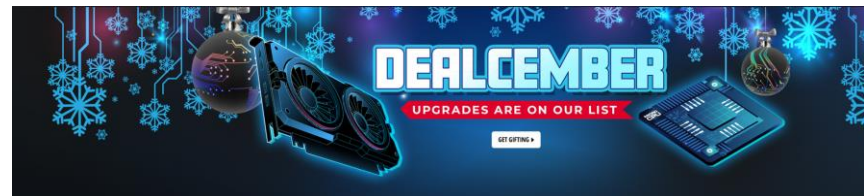
*\*Duration and creative are subject to change or promo may be canceled at any time.*

*\*\*Placements are subject to change*

*For additional details, please contact your Newegg Merchant Team.*



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# Brand Days

Our dedicated Brand Day packages, allow you to promote your brand site wide on a corporate level. What does this mean?

This means as a Brand Day sponsor, you'll get full activation on select channels, for 2-3 days:

- #1 Homepage Leaderboard placement\*
- Dedicated custom landing page
- Free Social Media and Email banner placement for the same timeframe
- External banners for affiliates
- Banner placements on select category level stores
- In-house design provided to match brand theme

Rate	Program
\$10,000	Brand Day Package

*\*Placement is based on availability*



For additional details, please contact your Newegg Merchant Team.

### FEATURED DEALS FROM INTEL

<p>CyberpowerPC Gaming Desktop Gamer Xtreme 9765XT Intel Core i7 9th Gen 9700KF (3.60 GHz) 16 GB DDR4 512 GB SSD AMD Radeon RX 5700 XT Windows</p> <p>was: \$1,499.99</p> <p><b>\$1,299.99</b></p> <p>after \$200.00 instant savings</p> <p>Save: 12%</p>	<p>MSI MEG Z390 ACE LGA 1151 (300 Series) Intel Z390 SATA 6Gb/s USB 3.1 ATX Intel Motherboard</p> <p>was: \$289.99</p> <p><b>\$259.99</b></p> <p>after \$30.00 instant savings</p> <p>Save: 10%</p> <p>\$239.99 after \$20.00 Mail-in Rebate Card</p>	<p>Intel Core i7-9700K Coffee Lake 8-Core 3.6 GHz (4.9 GHz Turbo) LGA 1151 (300 Series) 95W BX80684I79700K Desktop Processor Intel UHD Graphics 630</p> <p><b>\$364.99</b></p>
<p>HP OMEN 17-AN120NR 17.3" 120 Hz IPS Intel Core i7 8th Gen 8750H (2.20 GHz) NVIDIA GeForce GTX 1060 16 GB Memory 128 GB SSD 1 TB HDD Windows</p> <p><b>\$1,249.99</b></p>	<p>ASUS PRIME Z370-P II LGA 1151 (300 Series) Intel Z370 HDMI SATA 6Gb/s USB 3.1 ATX Intel Motherboard</p> <p>was: \$114.99</p> <p><b>\$99.99</b></p> <p>after \$15.00 instant savings</p> <p>Save: 13%</p>	<p>Intel Core i9-9900K Coffee Lake 8-Core, 16-Thread, 3.6 GHz (5.0 GHz Turbo) LGA 1151 (300 Series) 95W BX80684I99900K Desktop Processor Intel UHD Graphics</p> <p><b>\$484.99</b></p>

### GAMETOBER

A MONTH OF DEALS FOR GAMERS

FEATURING intel OCT. 25-28

[Shop Now](#)



# Brand Stores

## Standard Store

- 1 top feature banner 960x256
- Custom selection of skus that can be maintained.
- Vendor Portal access

Rate	Duration
\$100,000	Annually

## Premium Store

- 8 banner placements for more category focuses
- Custom selection of skus that can be maintained.
- Vendor Portal access

Rate	Duration
\$200,000	Annually

## Custom Store

- Built to accommodate brands look and feel
- Video placement(s) capability
- Vendor Portal access

Rate	Duration
\$300,000+ (by quote)	Annually



The Netgear Inc. Store at Newegg

NETGEAR

Easy to use. Powerful. Smart.  
And designed just for you.

All Netgear Inc. Featured Netgear Inc. Products



The WD Store at Newegg

WD

All WD Featured WD Products



The Apple Store at Newegg

Apple



For additional details, please contact your Newegg Merchant Team.

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# New Product Launch Program

The New Product Launch programs are built to provide the best results that will help you drive sales and promote your brand in the most efficient way.

Your merchant team along with our marketing team, can create a tailor-made package that will help best fit your needs.

This campaign includes various placements through activations within our wide selection of marketing platforms, offering ample visual impact.

## A few Marketing Vehicle examples\*

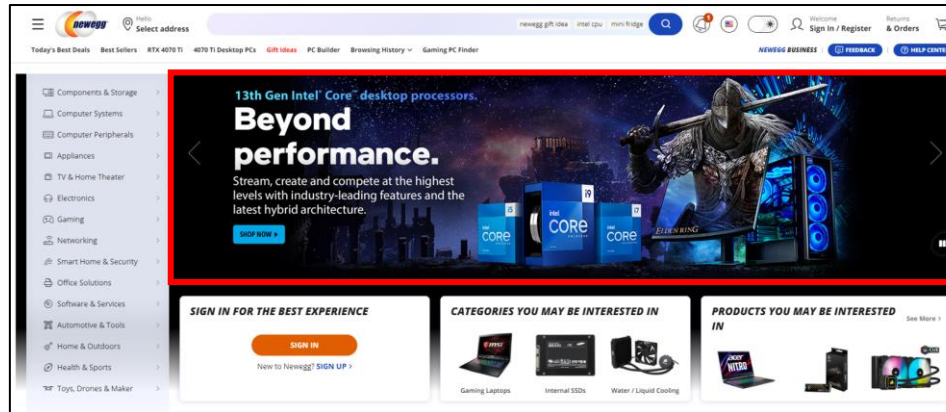
- Homepage placement
- Category Page Leaderboard Banner
- Newegg Studio Video
- Social Media promo posting on multiple platforms
- Mobile Push Notification
- E-mail Banner
- Press Release/Media Alert

*\*Placement is based on availability*

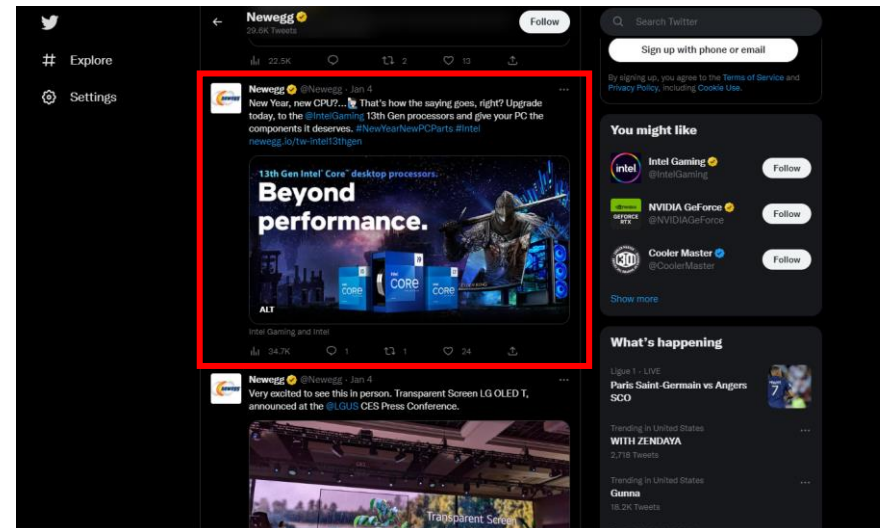
For additional details, please contact your Newegg Merchant Team.



## Homepage



## Social Media



## E-mail



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# Box Inserts

Get your message in front of active Newegg customers.

Printed box inserts can be placed in orders that ship from our Newegg warehouses. This marketing vehicle effectively generates additional exposure, and drives awareness to new products, sales, discounts and seasonal events. Past campaigns have shown increased QR code scans of package inserts and offer redemptions vs. QR codes printed on customer order receipts.

## Box Insert Sizes

- 8" x 5.5" (standard)
- Or, anything smaller than 5.5" x 7.5"
- Single or double sided ok

Rate
By Quote
Quantity
200,000
500,000
1,000,000



**TAKE 30% OFF**  
H&R BLOCK TAX SOFTWARE



To receive 30% off, complete the following steps:

- 1 Visit Newegg.com and purchase one of the following products by 4/15/18.<sup>1</sup>  
**RETAIL PACKAGE (WINDOWS & MAC)**  
32-732-078 H&R Block Deluxe  
32-732-079 H&R Block Deluxe + State  
32-732-080 H&R Block Premium  
32-732-081 H&R Block Premium & Business  
**WINDOWS DOWNLOAD**  
32-732-086 H&R Block Deluxe  
32-732-088 H&R Block Deluxe + State  
32-732-090 H&R Block Premium  
32-732-092 H&R Block Premium & Business  
**MAC DOWNLOAD**  
32-732-087 H&R Block Deluxe  
32-732-089 H&R Block Deluxe + State  
32-732-091 H&R Block Premium
- 2 During checkout, enter Promo Code: **HRSAVE30**
- 3 Discount awarded instantly.

 TAX SOFTWARE



**THE GUARDIAN SERIES**  
SHOP NEWEGG.COM



For additional details, please contact your Newegg Merchant Team.



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# Brand Champion at Newegg

Now you can maximize your company's influence, impact, & market share by sponsoring your own **BRAND CHAMPION** inside the Newegg Product Management Team.

This is an unprecedented opportunity to grow your brand's business, by taking a powerful and influential position inside one of the world's strongest marketers.

## Advantages Include:

- 100% focus on the importance of your brand at Newegg 24/7
- Creative, overall brand and multi-category development
- Instant, direct communication with Newegg decision makers
- Access to first hand customer feedback & demand analysis
- Expedited coordination of shared marketing efforts
- High priority for pilot-run marketing opportunities
- Limited number of Brand Champion positions available



*For additional details, please contact your Newegg Merchant Team.*



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# Brand Champion Key Responsibilities

To advance your company's objectives, your **BRAND CHAMPION** will be the PIC:

- Develop, enhance & maintain programs to support your current and new business requirements
- Develop short & long-term strategies for overall growth and profitability
- Directly focus on customer acquisition, and satisfaction
- Work directly with Category & Marketing Managers to develop and execute marketing campaigns and promotional programs
- Troubleshoot supply chain challenges including; low inventory turns, excessive customer returns, inventory balancing, out-of-stocks, aging inventory, etc.
- Work cross-functionally with other categories and business units to maximize cross merchandising opportunities
- Work directly with the Newegg Web Management team to maintain content accuracy, enhance product presentation, optimize SEO and SEM opportunities
- Be responsible for maintaining appropriate share of voice for Manufacturer's products throughout Newegg websites
- Liaise between your company & Newegg on any accounting issues
- Conduct business and customer data analysis as needed

**Investment**  
Only **\$150,000**  
incremental  
MDF per annum

*For additional details, please contact your Newegg Merchant Team.*



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# Brand Champion Key Benefits

- 100% Brand Focus at Newegg
- Overall brand and multi-category development



- Effective communication between Vendor and Newegg
- First hand customer feedback collection and customer demand analysis



- First hands on available marketing opportunities
- High Priority for pilot run marketing programs



For additional details, please contact your Newegg Merchant Team.





# Additional Newegg Programs

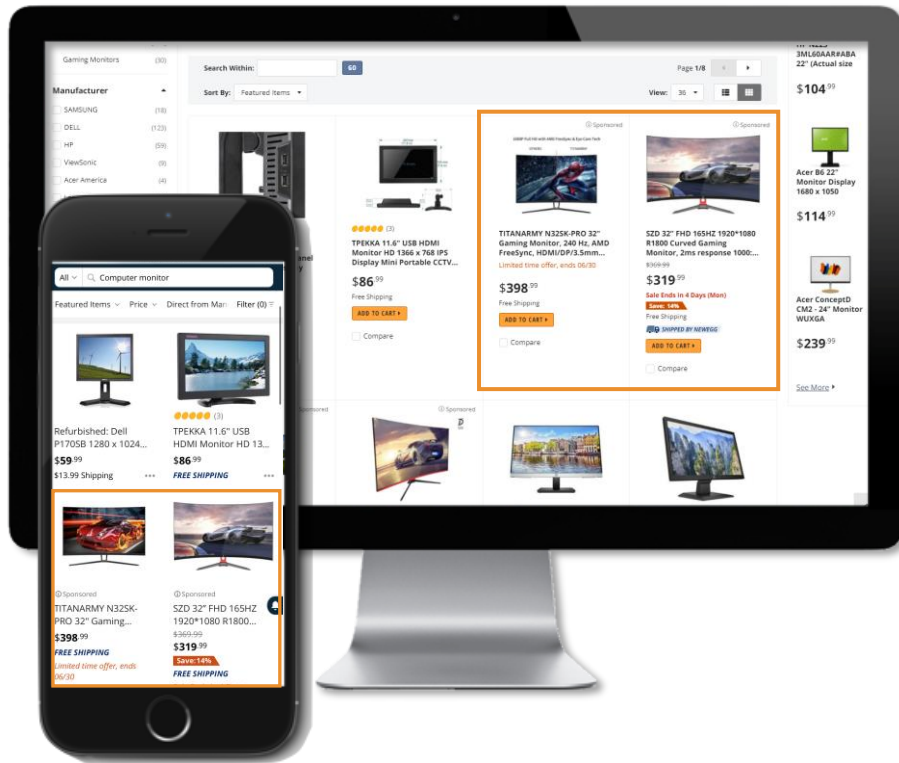
- Promote IQ
- EggPoints
- Subscription Program

# Retail Media

## Sponsored Products Powered by PromotelQ

Sponsored Products are Product Listing Ads that feature your products across highly trafficked pages on Newegg.com

**Boost awareness, increase shopper engagement, and drive sales for your brand and products!**



### Sponsored Products Benefits:



#### Targeted Reach

Get your SKUs in front of thousands of valuable shoppers ready to buy products like yours



#### Cost-effective

Only pay when a shopper clicks on your products, ensuring your campaign is working



#### Results-driven

View total product views, clicks, and sales from your campaigns every day through our robust reporting tools

Sign up to activate an account using the [Newegg New Access Form](#)

For additional details, please contact your Newegg Merchant Team.



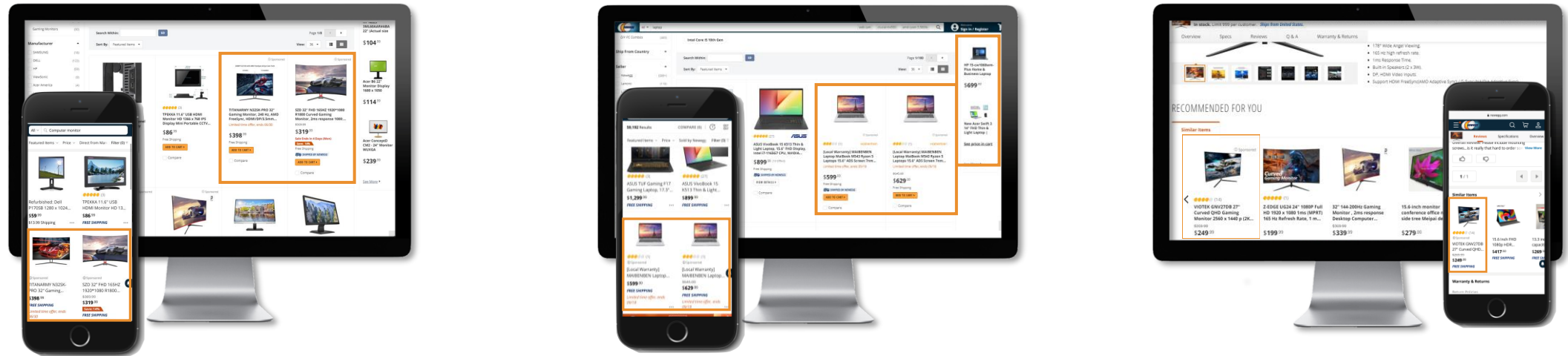
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# Retail Media

## Sponsored Products Inventory

Sponsored Products display on the following highly trafficked pages, giving you the power to boost your products above your competitors, influence shopping behavior in competitive categories, and drive more sales.



	Search and Browse Results Pages	Store, Category, and Sub- Category Pages	Product Detail Pages
Device	<ul style="list-style-type: none"> <li>Desktop</li> <li>Mobile Web</li> </ul>	<ul style="list-style-type: none"> <li>Desktop</li> <li>Mobile Web</li> </ul>	<ul style="list-style-type: none"> <li>Desktop</li> <li>Mobile Web</li> </ul>
Location	<ul style="list-style-type: none"> <li>In-Grid Carousel</li> <li>Top Carousel</li> <li>Bottom Carousel</li> <li>Right-Side Vertical Carousel (Search Only)</li> </ul>	<ul style="list-style-type: none"> <li>In-Grid Carousel</li> <li>Vertical Carousel</li> <li>Bottom Carousel</li> </ul>	<ul style="list-style-type: none"> <li>In-Grid Carousel</li> <li>Bottom Carousel</li> </ul>
Targeting	Relevant search products in category	Relevant products in category	Relevant and complementary products

For additional details, please contact your Newegg Merchant Team.



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# Retail Media

## How to Activate

**PromoteIQ is a self-service platform, giving you complete control over your campaigns**

*Simply sign up, activate your account, and launch a campaign following these easy steps:*

### **1. Sign up using the [Newegg New Access Form](#)**

After submitting the form you'll receive an email invitation to create your account within 48 hours of your submission.

### **2. Log in to PromoteIQ and Launch Campaigns**

Once you gain access to the platform you can create and launch a campaign in minutes. Follow the campaign setup guide to easily set your campaign budget and parameters, select products to promote, assign bids, and choose categories to target. Sponsored Products campaigns can be launched same day and go live on site with in 1-2 hours.

### **3. Review Performance and Optimize Your Campaigns**

Leverage the robust reporting tool and performance dashboards in PromoteIQ to access and monitor campaign metrics including:

- Impressions
- Clicks
- Click-Through-Rate
- Cost-Per-Click
- Spend
- Sales
- Return on Ad Spend
- SKU-level insights

*For additional details, please contact your Newegg Merchant Team.*





# Appendix

- Price Match Guarantee
- Creative Guidelines

# Price Match Guarantee

## Buy with Confidence!

- Items with the Price Match Guarantee come with a one-time price match guarantee
- Lowest Price Guarantee by Newegg or a major retailer, for 14 days from the purchase date
- Difference is credited in the form of a Newegg Customer Care Card
- Eligible items only



Find the Price Match Guarantee detail page here:

[www.newegg.com/pricematch](http://www.newegg.com/pricematch)

Keywords, Model # or Item #

Today's Best Deals Email Deals

Home > Components > Video Cards & Video Devices > Desktop Graphics Cards > GIGABYTE > Item#: N82E16814125869

**Price Match Guarantee Badge**

**GIGABYTE**

**GIGABYTE GeForce GTX 1080 G1 Gaming GV-N1080G1 GAMING-8GD Video Card**

OC mode Boost Clock 1860 MHz, Gaming mode Boost Clock 1835 MHz

Write a Review See 34 Questions | 123 Answers

SHARE

In stock. Limit 5 per customer. Ships from United States.

Sold and Shipped by Newegg

Option: GV-N1080G1 GAMING-8GD

1080XTREME Water cooling 1080XTREME-8GD Premium Pack

Founders Edition **GV-N1080G1 GAMING-8GD**

GV-N1080WF30C-8GD GV-N1080XTREME WaterForce

GV-N1080XTREME-8GD N1080TTOC-8GD Turbo Fan

8GB 256-Bit GDDR5X  
Core Clock 1721 MHz in OC Mode

**FREE SHIPPING AVAILABLE**

**price match guarantee**

~~\$639.99~~  
**\$599.99**

**Sale Ends in 8 Hours**  
Save: \$40.00 (6%)

**PREMIER - FREE 3 DAY or faster shipping**

Sold and Shipped by: Newegg

☐ 1 Year Extended Coverage Plan \$25.00  
(more options)

1 + -

**ADD TO CART**

☐ ADD TO COMPARE ☐ PRICE ALERT

☐ ADD TO WISH LIST

**Best Service Sellers**

For additional details, please contact your Newegg Merchant Team.



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# Brand Toolkit

Please refer to our **Brand Toolkit** for banners and landing pages creation.

Within our Brand Toolkit, you will find:

- Banners, Landing Page & Email Guidelines
- Banners, Landing Page & Brand Store Template
- Logos, Banners Example & More

<https://www.newegg.com/brand-toolkit>

For additional details, please contact your Newegg Merchant Team.





## Brand Toolkit

Graphic Resources for Our Partners

Style Guides

### Newegg Brand Style Guide

[Download](#)

### Newegg Business Brand Style Guide

[Download](#)

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The background of the slide is a light gray with a complex, abstract pattern of blue and white lines that resemble a circuit board or a network diagram. The lines are of varying thickness and form a dense, interconnected web, particularly concentrated on the right side of the image. Some lines are solid blue, while others are white or light gray, creating a layered effect.

# Thank You.

For additional details, please contact your  
Newegg Merchant Team.