

Increase engagement with the right audience by leveraging your relevant content.

Each month, millions of engineers and technical professionals rely on the GlobalSpec family of brands – including Engineering360.com, Electronics360.com, and Datasheets360.com – for content discovery at all stages of the research, design and purchasing process.

Our new **Native Advertising** gives you the ability to connect with specific audiences by topic of interest, while they are searching for information that aligns with your content offerings.

Unlike traditional ad units, the **GlobalSpec Native Advertising** places your ads within page content that corresponds with content that is relevant to your target audience. That means that your target audience will be exposed to your content while they are researching products, reading the latest news and analysis, and exploring solutions.

On average, native ad targeting delivers higher click-through rates as compared to traditional display advertising. Higher relevancy to your audience equals higher levels of engagement for your program.

Getting started with the GlobalSpec Native Advertising is simple.

1. **Define** your campaign goals, including start date and number of impressions.
2. **Select** the most relevant areas from our suite of 50+ topics.
3. **Identify** the assets you would like to promote for each topic area. This can include educational content, videos, white papers, and more.

GlobalSpec builds your native ads, places them on relevant pages across our entire suite of websites, and provides reporting on campaign performance.

Take the next step.

To take advantage of the **GlobalSpec Native Advertising**, please contact your account executive.


Aligning your message with our content.

With the GlobalSpec Native Advertising, your contextual advertisement will appear on will appear on news and analysis, products, standards and community pages on all three of our platforms.

- **Engineering360.com**
- **Electronics360.com**
- **Datasheets360.com**

This ensures that your asset will be promoted on targeted pages specific to product areas and types.

Ad Selection Criteria for IoT Edge Servers for Building Automation and Industrial Controls



Explore how a new generation of edge server platforms can build a bridge between existing management systems and new IoT and smart building technologies.

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Engineering 360 News & Analysis Search News & Analysis

RotoCube's Whiteboard Bulletin Tower
CAPTURE YOUR EMPLOYEES' ATTENTION ON THE SHOP FLOOR
17 standard panel options allow you to post continuous improvement objectives without blocking critical lines of sight.

HOME > NEWS & ANALYSIS > INDUSTRIES > ENERGY AND NATURAL RESOURCES > ARTICLE

Wind turbine giant plans carbon-free future

S. Hinnabihlin | January 05, 2020

Danish wind turbine giant Vestas plans to become a carbon-neutral company by 2030 by reducing carbon dioxide emissions throughout its operations as well as its supply chain. The company has consumed only renewable electricity to power its offices and factories since 2013 and now plans a 55% reduction in CO₂ emissions by 2025 to reach the 2030 target.



Vestas plans to become a carbon-neutral company by 2030. Source: Vestas

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Sustainability partnerships with suppliers will be structured to achieve a CO₂ emission reduction of 45% per MWh generated by 2030. Internally, the company will swap out its company cars in favor of electric vehicles, and plans to replace its light-commercial service fleet with renewable alternatives. Additional steps will be pursued to reduce heating- and transport-related CO₂ emissions.

Vestas has installed 108 GW of wind turbines in 80 countries to date, equivalent to the power output of 70 million tons/year of coal. This wind capacity is also estimated to displace 107 million tons/year of CO₂ emissions.

Native Advertising: Available Topics

50 topics available:

Consumer/Appliance

- Appliance and White Goods
- Consumer

Communications

- Networking and Computing
- Telecommunications
- Internet of Things (IoT)

Education/Legal

- Education
- Financial/Legal

Energy

- Alternative and Renewable Energy
- Oil and Gas
- Power Transmission and Distribution
- Power Generation

Fabrication

- Metals and Metal Fabrication
- Plastics and Plastic Fabrication
- Ceramics and Glass/Ceramic and Glass Fabrication

Fluid Power/Control

- Fluid Power
- Flow Control and Fluids Transfer

Food/Agriculture

- Agriculture, Forestry, Horticulture
- Food and Beverage

Government/Public Safety

- Government/Municipality
- Fire, Police/Public Safety
- Defense and Security

Manufacturing/Automation

- Automation and Robotics
- Manufacturing
- Motion and Control
- Material Handling
- Maintenance and Repair (MRO)
- Packaging

Materials

- Mining, Minerals and Ore
- Powder and Bulk Solids
- Chemicals and Chemical Processing

Paper/Fabric

- Pulp and Paper
- Fabrics and Textiles

Science/Biotech/Health

- Biotechnology
- Laboratory/Scientific Research
- Pharmaceutical
- Atmospheric and Environmental Science
- Medical/Healthcare

Transportation

- Aerospace
- Automotive
- Marine/Maritime
- Rail (Trains, Etc.)

Water and Waste

- Recycling and Waste Management
- Water and Wastewater

Other

- Building and Construction
- Electronics and Semiconductor
- HVACR
- Logistics and Supply Chain Management
- Occupational Health and Safety
- Optics and Photonics
- Testing, Measuring and Inspection