

DRB Partners

A Strategic Marketing Firm

Results:

- Linear Technology is viewed as the leader in the analog chip market
- Ads regularly produce 15K – 22K Data Sheet downloads from the website
- Significant reductions of marketing dollars spent on data books as the website and CD technologies became available
- 70% to 82% ad recall rates scored on a regular basis
- Dozens of Readership Awards
- Since signing with DRB, Linear has grown from a multi-million dollar company to a multi-billion dollar company
- Have gone from producing 12 ads a year to over 50 ads a year in US and International publications

Other Services:

- Trade Show Materials and Graphics
- Sales and Executive Presentation Materials
- Web Graphics
- Banner Ads with Flash Animation
- Media Services



NOW HIRING!

Attention Analog Engineers! Opportunities Inside>>
Develop State-of-the-Art Mixed Signal Solutions @ LTC World Headquarters • Milpitas, CA

Hot Swap Controllers High Resolution ΔΣ ADCs

LINEAR TECHNOLOGY

ONLINE STORE NOW OPEN
www.linear.com/linarmarket

For more information, see: www.linear.com

speedier
Ranked #1 by EDN reader!

See Our New Improved Web Site!

New Capabilities Include:

- More Powerful
- Faster Search Engine
- Multiple Servers Around The World For Increased Speed

www.linear.com

FREE ON-LINE SEMINAR
Oct 17, 2001

Hot Swap
Control power supply demands during Hot Swap
Log on to: <http://www.linear.com/seminar>

FREE ON-LINE SEMINARS
Download over 10 High Performance Analog On-Line Seminar Archives

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(Linear's Banner Ad)

LTC Seeks Applications Engineers To Join Engineering Team!

NOW HIRING!

If You Have Experience in These Product Areas, LTC Wants To Talk To You!

- Analog-to-Digital Converters
- Digital-to-Analog Converters
- Hot-Swap (In-Rush Current) Controllers
- Multi-Protocol Interfaces
- High-Speed Serial Interfaces

Other Mixed Signal Engineering Openings:

- IC Design Engineers
- Product Engineers
- Product Marketing Engineers
- Test Development Engineers

Come join LTC's high-powered Mixed Signal Engineering Team to develop state-of-the-art mixed signal solutions based on high performance data converters, hot-swap controllers, and high speed serial interface products for the telecom infrastructure, networking, process control, and factory automation industries!

Ranked the #1 WEBSITE by the readers of EDN Magazine! www.linear-tech.com

Linear Technology has high standards and generous rewards. Benefits include profit sharing (typically >30% of salary), a 401(k) retirement program and more options for qualified positions. Linear Technology Corporation is an equal opportunity employer.

E-mail cover letter and resume to: eyang@linear.com

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