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SupplyFrame Media Announces Todd Christenson as Asia Pacific Sales Representation for Online Advertising Leader in the Electronics Industry

Industry Veteran from EETimes-Asia and Hearst Leads Sales Expansion into APAC for SupplyFrame Media

PASADENA, Calif -- SupplyFrame Media, a leading online source of electronic component information and advertising, today announced that Todd Christenson of YMeasure will represent sales for China, Hong Kong, Korea, Taiwan, and Singapore. The addition will provide SupplyFrame Media with a local point of presence for the rapidly growing Asia Pacific customer base.

“SupplyFrame Media has a strong audience in China and the Pacific region where our customers want to grow their business,” said John Schirmer, VP of Global Sales for SupplyFrame Media. “We work closely with our advertisers to ensure their online campaigns deliver superior return on investment, and we are pleased to have Todd on board for local support. Todd understands the needs of our clients.”

SupplyFrame operates the largest and fastest growing network of websites dedicated to the information needs of design engineers and procurement professionals in the electronics industry. SupplyFrame Media reaches over 2 million unique electronics professionals each month worldwide with over 300,000 from China.

SupplyFrame Media offers performance-based advertising solutions specialized to the needs of the electronic market. SupplyFrame's unique advertising capabilities allow manufacturers, distributors and service providers to target and influence a large, high quality audience for product launch, demand generation and branding campaigns.

"Suppliers are under significant pressure to deliver measurable advertising results," said Todd Christenson, principal of YMeasure. "SupplyFrame Media's large online audience coupled with innovative advertising products solves this challenge. I'm looking forward to bringing new and innovative solutions to advertisers in Asia."

About SupplyFrame Media

SupplyFrame Media (<http://www.supplyframemedia.com>) is the media division of SupplyFrame Inc. and dedicated to delivering high-performance, measurable marketing solutions for the electronics industry. SupplyFrame Media provides advertising solutions for electronics marketers looking to introduce new products, drive engineers to their websites, and generate sales leads. SupplyFrame Media is a business built around measurable media - high-performance advertising campaigns and marketing promotions that deliver measurable results with tools to maximize return on investment.

About YMeasure, Ltd

YMeasure, Ltd (www.ymeasure.com) is a customer-focused, results-based web tools and analysis service provider. YMeasure provides representation and partnerships in Asia for web tool business expansion and development where performance and measurement matter. YMeasure is developing a web analytics analysis tool that measures a company's health and its future growth opportunities.