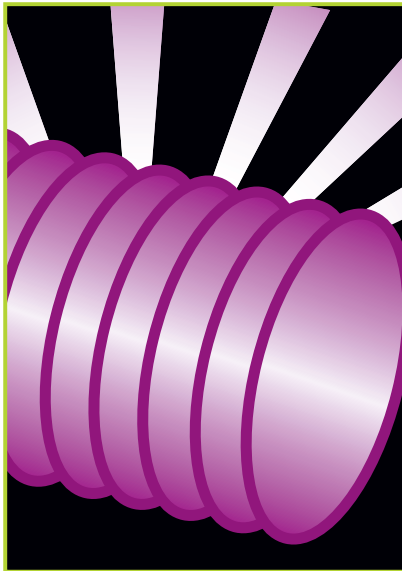


# Solid State TECHNOLOGY®

Insights for Electronics Manufacturing

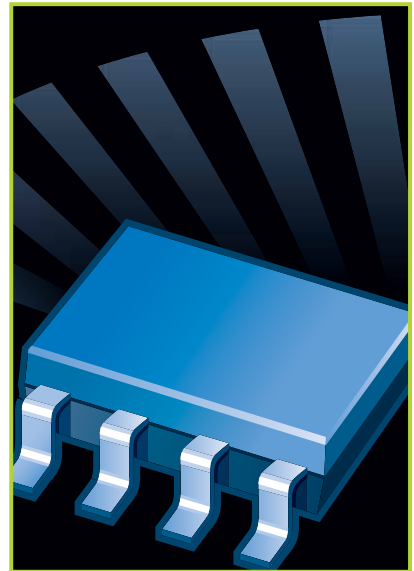
[www.solid-state.com](http://www.solid-state.com)



SEMICONDUCTORS

# 2015

## MEDIA PLANNER



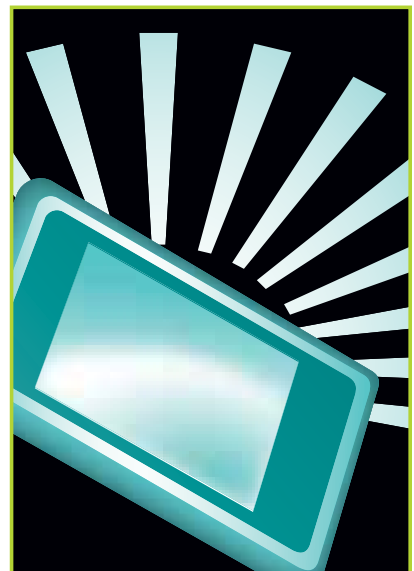
PACKAGING



MEMS



LEDS



DISPLAYS

**Extension**  
MEDIA

The  
**ConFab**  
[www.theconfab.com](http://www.theconfab.com)

Semiconductor Manufacturing & Design  
COMMUNITY  
[www.semimd.com](http://www.semimd.com)

## Overview

### Influence the largest, most qualified community of decision makers for semiconductor and electronics manufacturing worldwide

Solid State Technology’s in-depth magazine, convenient email newsletters and content-rich website are seen by **more than 180,000 engineering and management professionals in 181 countries** each month—more than any other electronics manufacturing-focused media provider delivers. These influential professionals have relied on Solid State Technology for semiconductor and packaging articles and product information for more than 56 years. And as markets such as MEMS, LEDs and displays have emerged, Solid State Technology has become a primary resource for their manufacturing decision makers as well.

Solid State Technology not only addresses technologies common to these different industries—including film deposition, etching, lithography, inspection and substrate handling—but also the process technologies and applications unique to each. There is **tremendous synergy across these industries, which means tremendous opportunity to share knowledge, innovations and best practices.** Solid State Technology’s focus on these synergies attracts the decision makers you want to influence.

Solid State Technology ensures our content and your message reach buyers worldwide in the formats they prefer, including:

- **Magazine:** Our qualified audience of buyers is the largest and most diverse served by any electronics manufacturing-focused magazine. They rely on our leading-edge and strategic articles and commentary to help make semiconductor, packaging, MEMS, LEDs, and displays manufacturing technology decisions that will influence later product and supplier choices.
- **Email Newsletters:** Semiconductor and electronics manufacturing professionals stay informed each week by linking from Solid State Technology e-Newsletters to important industry news, product information, research, videos and more.
- **Website:** Purchase influencers research suppliers and products online using the Solid State Technology portal’s informative webcasts, large video library, original articles covering five essential market segments, and in-depth technology papers.
- **Event:** The ConFab Conference & Networking event has distinguished itself as the premier annual gathering for executives involved in semiconductor manufacturing. This exclusive event offers face-to-face networking opportunities, presentations on the economics of the industry and the opportunity to engage in strategic business meetings with pre-qualified buyers.

Solid State Technology’s authoritative content attracts more influential buyers focused on semiconductor and electronics manufacturing. Our advertising, sponsorship and content syndication options are among the most efficient ways to increase purchase consideration for your products among these buyers by:

- Increasing your brand visibility,
- Attracting targeted sales leads, and
- Promoting your thought leadership and expertise through syndication of your content.

**We look forward to the opportunity to work with you in 2015.**



**MAGAZINE**



**WEBSITE**



**EMAIL NEWSLETTERS**



**EVENT: THE CONFAB**

## Editorial Team and Focus

### Informing semiconductor and electronics manufacturing decision makers with unparalleled technology and business insights



**PETE SINGER**

*Editor-in-Chief*

[psinger@extensionmedia.com](mailto:psinger@extensionmedia.com)

Pete oversees the editorial operations of Solid State Technology and our annual event, The ConFab. He has been involved in technical journalism for more than 30 years and has written over 150 articles on all aspects of semiconductor manufacturing and related industries. Pete holds a degree in Electrical Engineering from the University of Illinois, Champaign-Urbana, and is a member of the IEEE, Electrochemical Society, American Vacuum Society and Materials Research Society.



**SHANNON DAVIS**

*Editor, Digital Media*

[sdavis@extensionmedia.com](mailto:sdavis@extensionmedia.com)

Shannon writes, edits and produces Solid State Technology's news articles, email newsletters, blogs, webcasts/podcasts, and social media posts. She holds a bachelor's degree in journalism from Huntington University in Huntington, IN. In addition to her years of freelance business reporting, Shannon has also worked in marketing and public relations in the renewable energy and healthcare industries.

#### FEATURED CONTRIBUTORS:



**Phil Garrou** consults in the areas of thin film technology, IC packaging and interconnect, microelectronic materials and 3D IC integration. He is a Contributing Editor for Solid State Technology magazine and blogs Insights from the Leading Edge for [Solid-State.com](http://Solid-State.com).



**Dick James** is a 40-year veteran of the semiconductor industry and the senior technology analyst for Chipworks, an Ottawa, Canada-based specialty reverse engineering company. Chipworks analyzes a broad range of devices, giving Dick a unique overview of what technologies make it into the real world of semiconductor production. He contributes the Chipworks blog to [Solid-State.com](http://Solid-State.com).



**Jeff Dorsch** has been a technology journalist for more than three decades. His experience includes two years as editor-in-chief of Electronic News, a weekly trade newspaper, and creating content for dot-com ventures. He is based in the San Francisco Bay Area.



**Ed Korczynski** blogs about IC, LED, and MEMS process development and about nanotechnology manufacturing markets, based on decades of experience in Silicon Valley engineering and marketing. Ed won two ASBPE awards for editorial excellence writing for Solid State Technology, and launched Ed's Threads in 2006 as the first blog in the IC fab industry. Ed has a degree in materials science and engineering from MIT.

#### EDITORIAL MISSION

Solid State Technology focuses on the most advanced manufacturing capability in the world—the fabrication of semiconductor components. We provide **in-depth technical, business and application information** about the integrated circuits at the heart of the internet, mobile phones and tablets, digital TVs, cameras, wireless networks, PCs and servers. In our magazine, e-Newsletters and portal website, we also cover high-growth markets that rely on semiconductor fabrication processes.

As manufacturers push to produce devices that are faster, smaller, smarter and more efficient, they look to Solid State Technology's multiple media formats for trusted insights.

#### OUR FIVE CORE AREAS OF FOCUS:



**Semiconductors:** Solid State Technology digs into the manufacturing technologies that have enabled transistors and semiconductors to be smaller, yet have greater functionality and efficiency. We cover the many process technologies required—deposition, etch, doping, lithography, cleaning, planarization, inspection—through to final packaging and test.



**Advanced Packaging:** We cover 3D integration, where wafers are thinned, stacked and connected with through-silicon vias, as well as all traditional packaging technologies such as wafer level packaging, flip-chip, die bonding, wire bonding, underfill, leadframes and encapsulation. Solid State Technology also covers the unique packaging requirements of MEMS, LEDs, power electronics and other devices.



**MEMS:** Most micro-electro mechanical systems are fabricated on silicon, similar to traditional semiconductor processing, yet they also require unique process equipment and materials. We focus on MEMS manufacturing and packaging challenges, and new integration strategies where diverse functions are integrated onto the same chip or in the same package.



**LEDs:** LEDs are finding new uses in high-brightness solid state lighting, automobiles, signage, digital televisions, and mobile devices. We cover LED manufacturing topics such as yield and efficiency improvement, MOCVD productivity, package design optimization, LED size increases and GaN-on-silicon.



**Displays:** LCDs have dominated the market for years, but new technologies such as OLEDs and electro-phoretic display technology are promising, particularly for flexible display applications. We cover the design, manufacturing and operation of these and other display types.



# Integrated 2015 Editorial Calendar

**78% of surveyed subscribers read 3 or 4 out of 4 issues of Solid State Technology magazine.**

Source: 2012 Readership Study

	MAGAZINE		WEBCASTS	MARKET RESEARCH	E-NEWSLETTERS					
	Magazine Topics	Bonus Distribution/ Marketing Incentives			The Pulse	Wafer News	Advanced Packaging	MEMS Direct	LED Manufacturing	Displays Digest
JAN/FEB	<b>Ad Close: Jan 14</b> <b>Material: Jan 16</b>  Forecast Sub-10nm Devices Lithography Internet of Things 3D Integration Power Electronics	2015 Flex* (Monterey, CA)  SPIE Advanced Lithography* (San Jose, CA)  MEMS Executive Congress Europe* (Copenhagen, Denmark)  <i>Additional Show Coverage: SEMICON Korea</i>	Internet of Things  FinFETs	Internet of Things	Jan 6, 9, 13, 16, 20, 23, 27, 30  Feb 3, 6, 10, 13, 17, 20, 24, 27	Jan. 5, 19  Feb. 2, 16	Jan. 12, 28  Feb. 9, 25	Jan. 26  Feb. 23	Jan. 14  Feb. 11	Jan. 21  Feb. 18
MARCH	<b>Ad Close: Feb 18</b> <b>Material: Feb 20</b>  FinFETs Optical Interconnects MEMS Deposition Wafer Bumping OLEDs	IMAPS* (Scottsdale, AZ)  MRS Spring Meeting* (San Francisco, CA)	3D Integration		Mar 3, 6, 10, 13, 17, 20, 24, 27, 31	Mar. 2, 16	Mar. 9, 25	Mar. 23	Mar. 11	Mar. 18
APRIL/MAY	<b>Ad Close: Apr 6</b> <b>Material: Apr 8</b>  TSVs FDSOI Focus on Foundries Planarization Interposers Advanced Memories	SVC TechCon* Santa Clara, CA  Internet of Things Conference* Santa Clara, CA  The ConFab* the ConFab May 19-22 the Encore at the Wynn Las Vegas, NV  ECTC* San Diego, CA	Materials  MEMS		Apr 3, 7, 10, 14, 17, 21, 24, 28  May 1, 5, 8, 12, 15, 19, 22, 26, 29	Apr. 6, 20  May 4, 18	Apr. 13, 22  May 11, 27	Apr. 27  May 26	Apr. 8  May 13	Apr. 15  May 20
JUNE	<b>Ad Close: May 8</b> <b>Material: May 12</b>  Automation Copper/low-k Interconnects Displays Implant Focus on OSATS Smart Sensors	Marketing Incentive: SEMICON West  SID Display Week* San Jose, CA	Interconnects	3D Integration Opportunities	June 2, 5, 9, 12, 16, 19, 23, 26, 30	June 1, 15	June 8, 24	June 22	June 10	June 17

\*Bonus Distribution

Subject to change

**Pete Singer**, Editorial Director  
[psinger@extensionmedia.com](mailto:psinger@extensionmedia.com)

# Integrated 2015 Editorial Calendar

MAGAZINE		WEBCASTS	MARKET RESEARCH	E-NEWSLETTERS						
	Magazine Topics	Bonus Distribution/ Marketing Incentives			The Pulse	Wafer News	Advanced Packaging	MEMS Direct	LED Manufacturing	Displays Digest
<b>JULY</b>	<b>Ad Close: Jun 17</b> <b>Material: Jun 19</b>  Defect Detection 450mm Update Legacy Fabs Metrology 3D Integration Plastic Electronics	Marketing Incentive: <b>SEMICON West</b>  SEMICON West* (San Francisco, CA)	Understanding Defects		Jul 2, 7, 10, 14, 17, 21, 24, 28, 31	July 6, 20	July 13, 22	July 27	July 8	July 15
<b>AUG/SEPT</b>	<b>Ad Close: Aug 12</b> <b>Material: Aug 14</b>  Lithography Contamination Control Advanced Packaging Etch Thermal Management CMOS Imagers	Marketing Incentive: <b>SEMICON Europa</b>  SPIE Photomask* (Monterey, CA)  IMAPS International* (Orlando, FL)	Lithography	Lithography for 10nm and Below	Aug 4, 7, 11, 14, 18, 21, 25, 28  Sep 1, 4, 8, 11, 15, 18, 22, 25, 29	Aug. 3, 17  Sep. 8, 21	Aug. 10, 26  Sep. 14, 23	Aug. 24  Sep. 28	Aug. 12  Sep. 9	Aug. 19  Sep. 16
<b>OCTOBER</b>	<b>Ad Close: Sept 16</b> <b>Material: Sept 18</b>  Critical Etch Resists  Directed Self Assembly Wet Processing MEMS Packaging Thin Film Batteries	Marketing Incentive: <b>SEMICON Europa</b>  SEMICON Europa* (Dresden, Germany)  MEMS Executive Congress* (Scottsdale, AZ)  ISTFA* (Portland, OR)	Flexible/Printed Electronics		Oct 2, 6, 9, 13, 16, 20, 23, 27, 30	Oct. 5, 19	Oct. 12, 28	Oct. 26	Oct. 14	Oct. 21
<b>NOV/DEC</b>	<b>Ad Close: Nov 3</b> <b>Material: Nov 5</b>  High Mobility Transistors Wafer Processing Materials LED Manufacturing MEMS Foundries Bioelectronics	Marketing Incentive: <b>Corporate Profile</b>  MRS Fall Meeting* (Boston)  ISS 2016* (Half Moon Bay, CA)  European 3D TSV Summit 2016* (TBD)  Additional Show Coverage: IEDM, SEMICON Japan	Wafer Processing  3D NAND	Metrology Needs and Challenges	Nov 3, 6, 10, 13, 17, 20, 24, 27  Dec 1, 4, 8, 11, 15, 18, 22, 29	Nov. 2, 16  Dec. 7, 21	Nov. 9, 25  Dec. 14, 23	Nov. 23  Dec. 28	Nov. 11  Dec. 9	Nov. 18  Dec. 16

\*Bonus Distribution

Subject to change

**Pete Singer, Editorial Director**  
 psinger@extensionmedia.com

# Audience Demographics

Solid State Technology is the leading authority on semiconductor, packaging, MEMS, displays, and LED manufacturing. Our magazine, e-Newsletters, website and annual event focus on developments in process technologies, tools and materials. This content enables innovation and problem solving by engineering and business managers, process developers and other decision makers within the chip fab and allied industries.

Among the 40,000 qualified recipients of Solid State Technology magazine, **100% are involved in purchasing decisions.** Solid State Technology readers represent:

- Merchant/captive manufacturers
- Foundries
- Consortiums
- Manufacturers of semiconductors, ICs, hybrid circuits, custom ICs, semi-custom ICs and ASICs, MEMS, displays, power electronics and LEDs
- Materials manufacturers
- IC and semiconductor packaging houses
- Independent research and development labs
- Government, military and education institutions
- Other non-semiconductor manufacturers using thin-film technologies

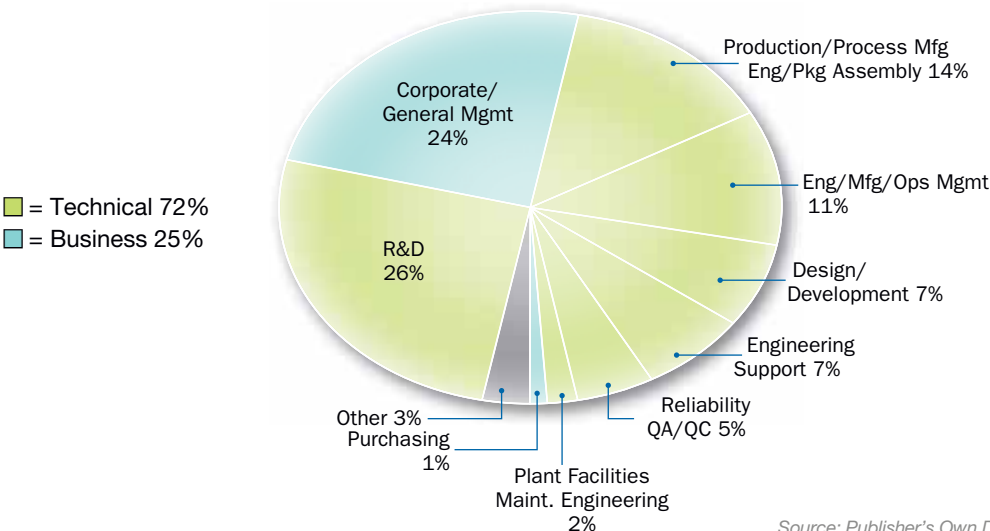
### MANAGEMENT RESPONSIBILITY\*

Department or Large Organization	33%
Project Team	33%
One or More Projects	41%
Other Management/Supervisory	25%
No Management/Supervisory	11%

*\*Since any one recipient may indicate more than one response, the number of respondents for each classification should not be added together as the total may exceed the total circulation.*

**72% of Solid State Technology subscribers have technical job functions, and 89% have management responsibility**

### JOB FUNCTION



Source: Publisher's Own Data

## Worldwide Reach

### Reach and influence more than 180,000 targeted and engaged decision makers

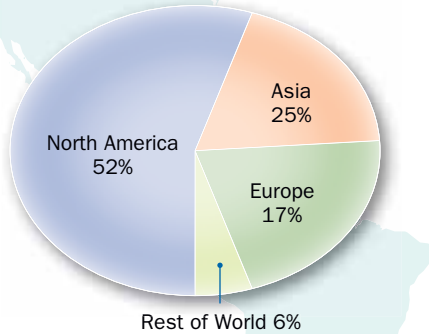
Solid State Technology delivers in-depth technical information, best practices, business analysis, product updates and news to the **engineers and managers worldwide who can influence the consideration and purchase of your products and services.**

When you associate your marketing message with Solid State Technology's magazine, email newsletters, website and annual event, you're investing in **quality editorial content and circulation** that add up to the best value in the industry.

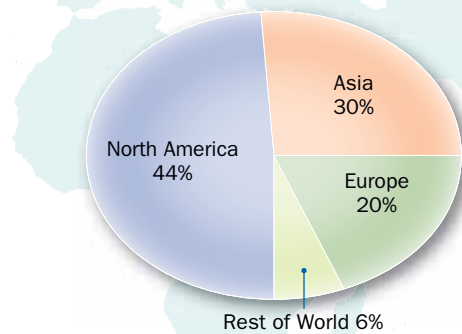
#### AUDIENCE DISTRIBUTION BY REGION:



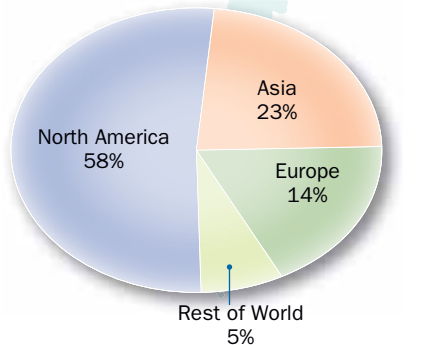
#### MAGAZINE SUBSCRIBERS: 40,000



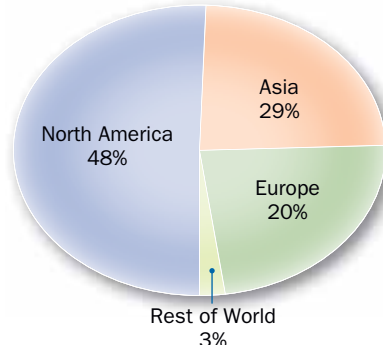
#### E-NEWSLETTER SUBSCRIBERS: 68,953



#### LIST RENTAL NAMES: 181,226



#### WEBSITE USERS: 122,849 UNIQUE/MONTH\*



\*Source: Google Analytics

# WORLDWIDE

## REACH:

# 180,000

#### International Publications:



Solid State Technology - China



Solid State Technology - Taiwan

# Magazine: Advertising

## Increase consideration and preference for your products among the most qualified decision makers

Solid State Technology, now in its 56th year, is the only global publication serving engineering, production and business decision makers involved in semiconductor, advanced packaging, MEMS, LEDs, and displays manufacturing:

- Circulation: 40,000 qualified subscribers plus trade show distribution (see [Editorial Calendar](#) on page 4)
- Purchasing influence: 100% of subscribers influence purchasing decisions for manufacturing products and services (see [Audience Demographics](#) on page 6)
- Frequency: 8 issues per year
- Distribution:
  - North America: 52%
  - Asia: 25%
  - Europe: 17%
  - Rest of World: 6%

### SPONSOR BENEFITS:

#### Brand Awareness

Increase consideration and preference for your company and products among electronics manufacturing professionals by aligning your message with our authoritative content.

#### Traffic Driver

Prominent links and QR codes in your ad push decision makers directly to your website or sales team to increase purchase intention and activity.

#### Thought leadership

Positions your company as a knowledge leader to an active and engaged audience of decision makers, helping to build business through advocacy and referral.

### MAGAZINE ADVERTISING NET RATES (includes 4-color, 15% agency discount):

	1x	3x	6x	8x
Two-page Spread	\$15,980	\$11,985	\$10,387	\$7,990
Full Page	\$7,990	\$5,993	\$5,194	\$4,900
Half Page	\$5,440	\$4,080	\$3,536	\$2,900
One-third Page	\$4,420	\$3,315	\$2,873	\$2,500
One-quarter Page	\$3,145	\$2,359	\$2,044	\$1,573
Inside Front Cover	N/A	+20%	+20%	+20%
Inside Back Cover	N/A	+15%	+15%	+15%
Back Cover	N/A	+25%	+25%	+25%

### CORPORATE PROFILE PROGRAM

Place a one-third page or larger display ad in the November 2015 and January 2016 issues of Solid State Technology magazine and earn a **FREE corporate profile** of the same size in the January 2016 issue. Take advantage of this opportunity to highlight your company's products and brand as buyers are planning year-end purchases.



**“ 83% of respondents are more likely to click on an online ad if they have seen that company’s ad in an industry magazine.”**

Source: 2012 Advertising Engagement Study



# Magazine and Online: Product Showcase

## Put your sales message where buyers are looking for products

Promoting your products in the Showcase section of Solid State Technology magazine is a great way to generate interest and drive prospects to your website, literature, products—both new and established—and services. Your message will reach **40,000 engineers, managers and manufacturing professionals worldwide** who subscribe to Solid State Technology magazine plus our website visitors who will see it on every page of Solid-State.com's website. Your online ad will also include a **link to your company's website!**

Your product will also be featured with a **link to your company's website** in eight issues of The Pulse – a total reach of over **224,000!**

**No time for new creative?** We'll produce the ad for you and supply a proof at no extra charge.

### ADVERTISER BENEFITS:

**Brand Awareness:** Your product is visible to decision makers who have affinity for the Solid State Technology content, helping to increase consideration and preference.

**Traffic Driver:** Pushes decision makers to your website to learn more about your company and products, to help increase purchase intention and activity.

### SPECIFICATIONS:

- Headline: 45 characters, including spaces
- Description: 30 words
- Hi-res Logo: jpg, eps or tiff
- Click-thru URL
- Product/Literature/Website image: hi-res .jpg or .gif



## “DID YOU KNOW...”

73%

of respondents visited an advertiser's website as a result of seeing ads in Solid State Technology Magazine.”

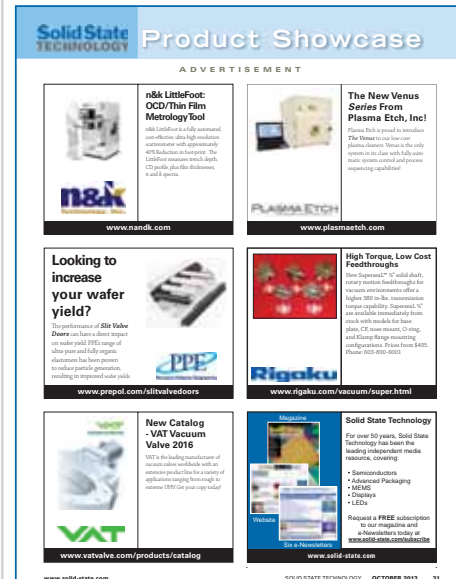
Source: Readex Research 2012 Readership Study



Online:



Magazine:



### 2015 NET RATES

1/6 page ads  
(6 ads per page within section)

### Dimensions:

3 3/8" w x 2 3/4" h

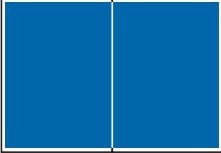







Net Rate: \$1,500

Please contact  
**Kerry Hoffman at**  
[khoffman@extensionmedia.com](mailto:khoffman@extensionmedia.com)

# Magazine: Ad Specifications & Submission Guidelines

## SPECIFICATIONS Publication Trim Size: 8 x 10.5" (203 x 266 mm). No charge for bleed.

Please Note: Trim size denotes the final dimensions of the ad in print; Live Area denotes a safety zone within that. For best results, please keep all text within the Live Area. If desired, 1/2, 1/3 and 1/4 page ads can be submitted at Live Area size for a smaller inset placement on the page.

	<b>FULL PAGE SPREAD</b> Bleed: 16.25 x 10.75" (413 x 274 mm) Trim: 16 x 10.5" (406 x 267 mm) Live Area: 15 x 9.5" (381 x 241 mm)		<b>FULL PAGE</b> Bleed: 8.25 x 10.75" (210 x 274 mm) Trim: 8 x 10.5" (203 x 267 mm) Live Area: 7 x 9.5" (178 x 241 mm)
	<b>1/2 PAGE HORIZONTAL</b> Bleed: 8.25 x 5.5" (210 x 140 mm) Trim: 8 x 5.25" (203 x 137 mm) Live Area: 7 x 4.875" (178 x 124 mm)		<b>1/2 PAGE VERTICAL</b> Bleed: 4.125 x 10.75" (105 x 274 mm) Trim: 4 x 10.5" (101 x 267 mm) Live Area: 3.375 x 9.5" (86 x 241 mm)
	<b>1/3 PAGE HORIZONTAL</b> Bleed: 8.25 x 3.75" Trim: 8 x 3.5" Live Area: 7 x 3.3125"		<b>1/3 PAGE SQUARE</b> Bleed: 4.75 x 5.125" Trim: 4.5 x 4.875" Live Area: 4 x 4.375"
	<b>1/3 PAGE VERTICAL</b> Bleed: 2.917 x 10.75" Trim: 2.667 x 10.5" Live Area: 2.167 x 9.5"		<b>1/4 PAGE</b> Bleed: 3.625 x 5.125" Trim: 3.375 x 4.875" Live Area: 2.875 x 4.375"

## DISPLAY ADVERTISING ELECTRONIC SPECIFICATIONS

Extension Media prefers ad material supplied as PDFs with PDF/X1a format option. If PDF/X1a files cannot be supplied, send "Press Optimized" files from the PDF Distiller. We also accept ads built in these programs:

**InDesign** – Version 3 through 5.5. Run InDesign's "Package" command to collect file. This is Extension Media's preferred page layout software program.

**QuarkXpress** – Version 6 through 9. Use the Collect for Output function to extract your document and artwork. Note: Collect for Output does not collect fonts.

**PageMaker** – Version 6.x; 7.x.

Adobe Illustrator – All

**Photoshop** – Photoshop files should be saved in EPS format. Use CMYK colors at 254 or 300 dpi with preview of 8 bits/pixel and binary encoding.

Any guidelines or formats not followed in these specifications may cause an advertising file to not reproduce correctly, and may cause delays and/or additional charges. Extension Media is not responsible for reproduction when files do not meet specifications.

If you require more information regarding any of the above specifications, please contact your sales representative.

## SPECIFICATIONS:

- File names should only consist of the following characters:
- Any alpha or numeric
- Space(s) or period
- Hyphen
- Underscore
- Images should not be enlarged or reduced more than 10% in the page layout program.
- Document size should be created to the final trim size of the page/ad.
- Use 9 points of bleed off of the page.
- Do not use Font Styles from the Style menu in page layout program other than: All Caps, Small Caps, Superscript, Subscript and Superior. Use the appropriate Type 1 or TrueType font for styles such as italic or bold.
- We do not accept TIFF/IT or JPG files.
- No RGB images. All images should be CMYK and/or Pantone if needed.

**Fonts** – Please include all fonts when sending your documents for output. With Macintosh fonts, provide screen and printer fonts. With Windows fonts, provide PFM and PFB fonts. Use of TrueType or Type 3 fonts is not recommended, and Multiple Master fonts are not supported. If you use TrueType or Type 3 fonts in your document, desired results cannot be guaranteed and delays could result.

**Color Proof** – Send a high-resolution color proof of the ad. If one is not provided, then a laser proof must be provided. If a high-resolution color proof is not supplied, one will be created for advertiser approval at an extra charge.

# 3 WAYS TO SEND YOUR AD

### 1 E-MAIL YOUR AD:

For files under 10 MB, please e-mail your ad to: [traffic@extensionmedia.com](mailto:traffic@extensionmedia.com)  
Include advertiser name, publication name and issue date.

### 2 UPLOAD TO OUR FTP SITE:

site: [ftp.extensionmedia.com](ftp://ftp.extensionmedia.com)  
user: [print@extensionmedia.com](mailto:print@extensionmedia.com)  
pass: print123

Please place your ad in the folder with the publication name and include your company (or client, for ad agencies). In a text file, or via email, include your company name, the name of the publication in which the ad should be placed, and a contact name and number.

### 3 SEND PHYSICAL MATERIAL TO:

Extension Media LLC.  
1786 18th Street  
San Francisco, CA 94107-2343

## GENERAL POLICY

Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject advertising not conforming to publication standards.

The publisher reserves the right to place the word "advertisement" with copy, which, in the publisher's opinion, resembles editorial material. The publisher is not responsible for errors in key numbers. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation, interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

In the event of non-payment, the publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

## CANCELLATIONS

No cancellations or changes will be accepted after space closing date. Notification of cancellations prior to closing date must be in writing.

# SEMICON West Programs



Combined SEMICON West Show Daily and Solid State Technology Magazine packages give you maximum SEMICON West exposure to complement your trade show investment.

**DIAMOND PACKAGE - \$25,000 NET (3 SPOTS ONLY) - Save \$7,500**  
sign up by March 31

- Back cover, inside front cover or inside back cover of the SEMICON West Show Daily for all three days of the show (based on availability)
- Logo on print cover of the SEMICON West Show Daily for all three days with "visit us at booth xxx"
- Full page ad in the SEMICON West issue of Solid State Technology
- Best available banner position in Solid State Technology's SEMICON West eShow Daily e-Newsletter
- One product listing in the SEMICON West Product Showcase e-Newsletter (July 13, 2015)
- One article placement on day one of the SEMICON West Show Daily (written by a Solid State Technology editor)
- One video taken at the show

**PLATINUM PACKAGE - \$15,000 NET (3 SPOTS ONLY) - Save \$3,500**  
sign up by March 31

- Full page ad position in the SEMICON West Show Daily for all three days of the show
- Logo on print cover of the SEMICON West Show Daily for all three days with "visit us at booth xxx"
- Half-page ad in the SEMICON West issue of Solid State Technology
- One product listing in the SEMICON West Product Showcase e-Newsletter (July 13, 2014)
- One video taken at the show
- One sponsored Tweet per day

**GOLD PACKAGE - \$10,000 NET (6 SPOTS ONLY) - Save \$3,000**  
sign up by March 31

- Full page ad position in the SEMICON West Show Daily for all three days of the show
- One-quarter page ad in the SEMICON West issue of Solid State Technology
- One product listing in the SEMICON West Product Showcase e-Newsletter (July 13, 2014)

# trade show OPTIONS

**PRE-SHOW MARKETING**

Build interest and excitement before the event

- **Dedicated Email Blasts** — special pre-show pricing — \$300 cpm — book by March 31 — limited availability
- **Special June Promoter Package** — Full page ad position in June issue of Solid State Technology and Solid-State.com Portal Site Sponsor Banner Position in June — only \$5,950

**SEMICON WEST VIDEO SHOWCASE — Limited Availability**

- Promote a new product or announcement on camera at SEMICON West
- Your video will be recorded at the event then posted on the Solid State Technology website and promoted in our post-show e-Newsletter to more than 40,000 manufacturing decision makers
- PLUS, you receive a copy of the video to post on your site or YouTube and use for other marketing efforts
- Net rate \$2,000; \$2,500 for editorial interview — \$1,500 and \$2,000 if you sign-up by March 31



# Trade Show Programs

## A La Carte Pricing



### SEMICON WEST SHOW DAILY

- **Outside Back Cover:** \$6,500 net
- **Inside Front Cover or Inside Back Cover:** \$5,000 net
- **Front Cover Strip:** \$6,000 net
- **Center Spread:** \$10,000 net
- **Front Cover Wrap:** \$9,500 net
- **Two-page Spread:** \$8,000 net
- **Full Page:** \$4,500 net
- **Half-page Vertical/Horizontal:** \$3,000 net
- **One-quarter Page:** \$2,000 net

### AT-SHOW PROGRAMS – SHOW FLOOR VISIBILITY

- 1/6 Page Product Showcase in Show Daily – \$1,500 (all 3 days)
- 1/6 Page Product Showcase in Show Daily / Featured Product Banner on Solid-State.com/ listing in E Product Showcase Newsletter – \$2,500
- Editorial Coverage – 1/4 page advertorial in show daily (Short Intro + 2 questions) – Posted on Solid-State.com – \$1,500
- At-Show Videos – Sign-up by March 31 – Discounted Price – \$1,500 (\$2,000 with Editor)

### SEMICON WEST + SOLID STATE TECHNOLOGY MAGAZINE INCENTIVE

Display advertisers in the SEMICON West pre-show and show issues receive:

**Second ad or size upgrade FREE in the show issue** (free ad must be comparable in size or smaller than paid ad)

- SEMICON West: June and July issues

### SEMICON WEST E-SHOW DAILY E-NEWSLETTER

Leverage Solid State Technology’s SEMICON West coverage by positioning your advertising in our special e-Show Daily e-Newsletter and on Solid-State.com distributed daily during SEMICON West (July 14-16). The daily newsletter goes out to over 50,000 subscribers.

- Banners: 35k max. file size, .gif or .jpg (no animated .gifs or flash)

BANNER CREATIVE	SIZE	NET RATE
Leaderboard	728x90	\$2,175
Skyscraper	180x600	\$2,175
Middle #1	300x250 or 180x150	\$1,475
Middle #2	300x250 or 180x150	\$1,225
Middle #3	180x150	\$1,125
Middle #4	180x150	\$ 975

\* Includes insertion in all three e-Newsletters delivered during selected show

### SEMICON WEST PRODUCT SHOWCASE E-NEWSLETTER

Get exposure for your products, drive traffic to your booth and reach those unable to attend the show with a listing in our SEMICON West Product Showcase e-Newsletters, going out to 40k+. Product listings are \$750 net. The SEMICON West e-Newsletter will go out on July 13, 2015.

### SEMICON WEST RE-TWEETS/SPONSORED TWEETS

\$500 net per tweet for advertisers, \$750 net per tweet for non-advertisers.

# trade show OPTIONS

### SEMICON WEST EMAIL NEWSLETTER OPTIONS

- E-Show Daily e-Newsletter – 50,000 subscribers (July 14-16)
- E-Product Showcase e-Newsletter – 40,000+ (July 13)

Get exposure for your products, drive traffic to your booth and reach those unable to attend the show with a listing in our SEMICON West Product Showcase e-Newsletters. Product listings are \$750 net.

### PRODUCT SHOWCASE SPECIFICATIONS:

- 150x150 image
- 50 words of text including your booth number
- URL link

### BANNER ADS IN NEWSLETTER:

- Leaderboard (728x90) - \$1,500 net
- Skyscraper (180x600) on right rail - \$1,500 net
- Sponsor (180x150) on right rail - \$750 net (limited availability)



# Solid State Technology Portal Sponsorships & Banners

## Influence decision makers across multiple electronics manufacturing industries

Solid State Technology's portal website, [Solid-State.com](http://Solid-State.com), brings together the semiconductor manufacturing and packaging industries along with fast-growing markets that leverage similar technologies, including MEMS, displays, power electronics and LED manufacturing.

The Solid State Technology portal offers Welcome Page and Homepage banners that generate **broad visibility for your brand and product messaging** among electronics manufacturing industry professionals worldwide. Prominent banner positions align your message with our respected editorial content serving the information needs of these influential decision makers.

The **Welcome Page** banner offers ultimate brand visibility for a major announcement or introduction. Your large 800x600 ad unit is seen by every visitor to the Solid State Technology portal homepage and article pages. Each visitor to these pages sees your message a maximum of once per day. The Welcome Page is our largest available advertising unit and is exclusive to one advertiser per week.

**Portal Homepage** banners appear on the main entrance to the Solid-State.com portal.

### HIGH IMPACT PORTAL SPONSORSHIP

- Logo branding as Portal sponsor on website
- 3 months site sponsor position on [www.solid-state.com](http://www.solid-state.com)
- Exclusive sponsorship of The Pulse e-Newsletter for three weeks
- Unlimited Product Announcements

**3-MONTH SPONSOR NET RATE:** \$7,000 (\$15,000 with dedicated email blast to 45,000 newsletter subscribers)

### ADVERTISER BENEFITS:

**Brand Awareness:** Strengthens your company's visibility with prominent advertising on a site that is trusted by decision makers for electronics manufacturing to increase consideration and preference.

**Traffic Driver:** Pushes users to your website or other online offerings to learn more and increase purchase intention and activity.

### CREATIVE SPECIFICATIONS:

- Max. file size: 40k (80k for Welcome Page)
- Animation: 3 loops max., animation must stop after 15 seconds
- Format: .gif, .jpg, flash

### PORTAL BANNER NET RATES:

BANNER CREATIVE	INVENTORY	NET RATE	EXCLUSIVE NET RATE
Welcome Page (800x600)	Exclusive	\$2,550/week	N/A
Leaderboard (top and anchor)	Rotates with 3 other ads	\$2,975/month	\$6,694/month
Half Page (300x600)	Rotates with 3 other ads	\$2,465/month	\$5,546/month
Site Sponsor (300x250)	Rotates through 4 positions with 3 ads in each position	\$1,700/month	N/A



### SOLID-STATE.COM PORTAL QUICK FACTS:

Avg. Monthly Page Views: 203,525

Avg. Monthly Unique Visitors: 76,074

*Data excludes Channel traffic – see Channel pages for additional stats*

# The Pulse and Solid State Watch Sponsorships

## Build broad awareness among leading electronics manufacturing decision makers

### THE PULSE

Target engineering and management decision makers in the semiconductor, advanced packaging, MEMS, displays, and LED manufacturing industries by delivering your **exclusive** message to our engaged readers. Drive qualified buyers to your website who rely on up-to-date electronics manufacturing news and product information from the editors of Solid State Technology.

- **Circulation:** 28,000+
- **Frequency:** Twice per week, Tuesdays and Fridays
- **Geographic Distribution:**
  - North America: 43%
  - Asia: 35%
  - Europe: 19%
  - Rest of World: 3%
- **Sponsorship:** Exclusive

**THE PULSE CREATIVE SPECIFICATIONS:** 50 word text ad + url

**THE PULSE NET RATE:** \$850 per week

## Exclusive sponsorship of the weekly Solid State Watch video.

### SOLID STATE WATCH VIDEO SPONSORSHIP

The exclusive video sponsorship includes:

- Pre-roll sponsorship with logo and voice over
- Promotion of the Solid State Watch in Friday editions of The Pulse with company sponsorship mention in the text

**SPONSORSHIP MONTHLY NET RATE:** \$2,500

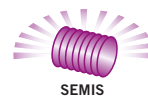


### ADVERTISER BENEFITS:

**Brand Awareness:** Provide broad visibility for your message and products, while aligning them with timely editorial content to increase consideration and preference.

**Traffic Driver:** Push decision makers to your website to learn more and increase purchase intention and activity.





# Focus on Semiconductors: Sponsorships & Run-of-Channel Banners

## Target influential semiconductor decision makers researching purchases every day

The **Semiconductors Channel** on the Solid State Technology website ([electroiq.com/semiconductors](http://electroiq.com/semiconductors)) offers banner advertising options that generate targeted visibility for your brand and product messaging among semiconductor manufacturing professionals worldwide. Prominent banner positions align your message with respected editorial content serving the information needs of these influential decision makers.

**Run-of-Channel** banners appear on pages throughout the Semiconductors channel, including:

- Homepage
- Video, Technology Paper and Webcast landing pages
- Blog pages
- Topic center pages including all article pages in the Wafer Processing, Lithography, Device Architecture and Metrology topic centers.

### HIGH IMPACT SEMICONDUCTOR SPONSORSHIP

- Logo branding as Channel sponsor on website
- 3 months site sponsor position on [www.electroiq.com/semiconductors](http://www.electroiq.com/semiconductors)
- Leaderboard or skyscraper ad in 3 issues of the Wafer News eNewsletter

**3-MONTH SPONSOR NET RATE:** \$10,500 (\$17,000 with dedicated email blast to 50,000 newsletter subscribers)

### ADVERTISER BENEFITS:

**Brand Awareness:** Strengthen your company's visibility with prominent advertising on a site that is trusted by decision makers for semiconductor manufacturing to increase consideration and preference.

**Traffic Driver:** Push users to your website or other online offerings to learn more and increase purchase consideration and activity.

### CREATIVE SPECIFICATIONS:

- Max. file size: 40k
- Animation: 3 loops max.; animation must stop after 15 seconds
- Format: .gif, .jpg, flash

### SEMICONDUCTOR BANNER NET RATES:

BANNER CREATIVE	INVENTORY	NET RATE	EXCLUSIVE NET RATE
Push Down (970x418)	Rotates with 1 other ad	\$3,060/month	\$5,355/month
Leaderboard (top & anchor)	Rotates with 2 other ads	\$2,550/month	\$5,738/month
Half Page (300x600)	Rotates with 2 other ads	\$1,487/month	\$3,346/month
Site Sponsor (300x250)	Rotates through 4 positions, with 3 ads in each position	\$850/month	N/A

**72.4%** of semiconductor, MEMS, displays, packaging, power electronics and LEDs professionals surveyed said they click on ads on industry sites  
 Source: Readex Research 2012 Readership Study



### SEMICONDUCTOR CHANNEL QUICK FACTS:

Average Monthly Page Views: 80,131

Average Monthly Unique Visitors: 59,825

# Focus on **Semiconductors:** Wafer News e-Newsletter

## Align your message with the most relevant content through targeted email marketing

Solid State Technology's **Wafer News** e-Newsletter links more than 50,000 subscribers to our Semiconductor Channel's website coverage of recent news and technical trends in the semiconductor industry, including IC manufacturing, semiconductor manufacturing, equipment and materials. Your banner in the Wafer News e-Newsletter pushes your marketing message to professionals focused on semiconductor manufacturing and drives targeted traffic to your website.

- **Circulation:** 50,000+
- **Frequency:** 2 per month
- **Geographic Distribution:**
  - North America: 49%
  - Asia: 27%
  - Europe: 20%
  - Rest of World: 4%

### ADVERTISER BENEFITS:

**Brand Awareness:** Provide targeted exposure for your campaign and products, while aligning them with valued editorial content to increase consideration and preference.

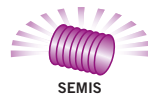
**Traffic Driver:** Push your message to decision makers to help drive them to your website to learn more and increase purchase intention and activity.

### CREATIVE SPECIFICATIONS:

- Banners: 40k max. file size, .gif or .jpg (no animated .gifs or flash)
- Hybrid: 50 words of text plus image (max. 150x150, 25k max. file size, .gif or .jpg)

### WAFER NEWS NET RATES:

BANNER CREATIVE	SIZE	NET RATE
Leaderboard	728x90	\$2,915
Skyscraper	180x600	\$2,915
Middle 1	300x250 or hybrid	\$1,946
Middle 2	300x250 or hybrid	\$1,615
Right 1	180x150 banner	\$1,487
Right 2	180x150 banner	\$1,275
Right 3	180x150 banner	\$1,175
Right 4	180x150 banner	\$1,075



### WAFER NEWS E-NEWSLETTER 2015 SCHEDULE

All Wafer News e-Newsletters cover multiple topics, plus selected features and events.

JANUARY	MAY	SEPTEMBER
1/5	5/4	9/8
1/19	5/18	9/21
FEBRUARY	JUNE	OCTOBER
2/2	6/1	10/5
2/16	6/15	10/19
MARCH	JULY	NOVEMBER
3/2	7/6	11/2
3/16	7/20	11/16
APRIL	AUGUST	DECEMBER
4/6	8/3	12/7
4/20	8/17	12/21





# Focus on Advanced Packaging: Sponsorships & Run-of-Channel Banners

## Target influential packaging decision makers researching purchasing decisions every day

The **Advanced Packaging Channel** on the Solid State Technology website ([electroiq.com/packaging](http://electroiq.com/packaging)) offers banner advertising options that generate targeted visibility for your brand and product messaging among packaging professionals worldwide. Prominent banner positions align your message with respected editorial content serving the information needs of influential packaging decision makers.

**Run-of-Channel** banners appear on pages throughout the Advanced Packaging Channel, including:

- Homepage
- Video, Technology Paper and Webcast landing pages
- Blog pages
- Topic center pages, including all article pages in the 3D Integration, Wafer-level Packaging, and Materials and Equipment topic centers.

### HIGH IMPACT ADVANCED PACKAGING SPONSORSHIP

- Logo in branding as Channel sponsor on website
- 3 months site sponsor position on [www.solid-state.com/packaging](http://www.solid-state.com/packaging)
- Leaderboard or skyscraper ad in 3 issues of the Advanced Packaging e-Newsletter
- Unlimited Product Announcements

**3-MONTH SPONSOR NET RATE:** \$5,000 (\$10,000 with dedicated email blast to 30,000 newsletter subscribers)

### ADVERTISER BENEFITS:

**Brand Awareness:** Strengthen your company’s visibility with prominent advertising on a site that is trusted by decision makers for advanced packaging to increase consideration and preference.

**Traffic Driver:** Push users to your website or other online offerings to learn more and increase purchase intention and activity.

### CREATIVE SPECIFICATIONS:

- Max. file size: 40k
- Animation: 3 loops max.; animation must stop after 15 seconds
- Format: .gif, .jpg, flash

### ADVANCED PACKAGING BANNER NET RATES:

BANNER CREATIVE	INVENTORY	NET RATE	EXCLUSIVE NET RATE
Push Down (970x418)	Rotates with 1 other ad	\$2,160/month	\$3,780/month
Leaderboard (top & anchor)	Rotates with 2 other ads	\$1,700/month	\$3,825/month
Half Page (300x600)	Rotates with 2 other ads	\$ 986/month	\$2,219/month
Site Sponsor (300x250)	Rotates through 4 positions, with 3 ads in each position	\$ 720/month	N/A



### ADVANCED PACKAGING CHANNEL QUICK FACTS:

Average Monthly Page Views: 32,088

Average Monthly Unique Visitors: 18,932



# Focus on **Advanced Packaging:** e-Newsletter

## Align your message with the most relevant content through targeted email marketing

Solid State Technology's **Advanced Packaging** e-Newsletter links more than 30,000 subscribers to our Advanced Packaging Channel's website coverage of recent news and technical trends in IC packaging processes, including 3D integration, wafer dicing, die placement, die attach, wire bonding, encapsulation/molding, lead forming, solder bumping, package inspection, package test, laser marking, singulation, packing and shipping. Your banner in the Advanced Packaging e-Newsletter pushes your marketing message to professionals focused on packaging and drives targeted traffic to your website.

- **Circulation:** 30,000+
- **Frequency:** 2 per month
- **Geographic Distribution:**
  - North America: 41%
  - Asia: 29%
  - Europe: 26%
  - Rest of World: 4%

### ADVERTISER BENEFITS:

**Brand Awareness:** Provide targeted exposure of your campaign and product, while aligning them with valued editorial content to increase consideration and preference.

**Traffic Driver:** Push your message to decision makers to help drive them to your website to learn more and increase purchase intention and activity.

### CREATIVE SPECIFICATIONS:

- Banners: 40k max. file size, .gif or .jpg (no animated .gifs or flash)
- Hybrid: 50 words of text plus image (max. 150x150; 25k max. file size, .gif or .jpg)

### ADVANCED PACKAGING NET RATES:

BANNER CREATIVE	SIZE	NET RATE
Leaderboard	728x90	\$1,139
Skyscraper	180x600	\$1,139
Middle 1	300x250 or hybrid	\$ 910
Middle 2	300x250 or hybrid	\$ 799
Right 1	180x150 banner	\$ 910
Right 2	180x150 banner	\$ 799
Right 3	180x150 banner	\$ 684
Right 4	180x150 banner	\$ 459

### ADVANCED PACKAGING E-NEWSLETTER 2015 SCHEDULE

All Advanced Packaging e-Newsletters cover multiple topics, plus selected features and events.

JANUARY	MAY	SEPTEMBER
1/12	5/11	9/14
1/28	5/27	9/23
FEBRUARY	JUNE	OCTOBER
2/9	6/8	10/12
2/25	6/24	10/28
MARCH	JULY	NOVEMBER
3/9	7/13	11/9
3/25	7/22	11/25
APRIL	AUGUST	DECEMBER
4/13	8/10	12/14
4/22	8/26	12/23





# Focus on MEMS: Sponsorships & Run-of-Channel Banners

## Target influential MEMS decision makers researching purchasing decisions every day

The **MEMS Channel** on the Solid State Technology website ([electroiq.com/mems](http://electroiq.com/mems)) offers banner advertising options that generate targeted visibility for your brand and product messaging among MEMS manufacturing professionals worldwide. Prominent banner positions align your company with respected editorial content serving the information needs of influential MEMS manufacturing decision makers.

**Run-of-Channel** banners appear on pages throughout the MEMS Channel, including:

- Homepage
- Video, Technology Paper and Webcast landing pages
- Blog pages
- Topic center pages including all article pages in the MEMS Applications, MEMS Manufacturing, and MEMS Packaging and Testing topic centers.

### HIGH IMPACT MEMS SPONSORSHIP

- Logo in branding as Channel sponsor on website
- 3 months site sponsor position on [www.electroiq.com/mems](http://www.electroiq.com/mems)
- Leaderboard or skyscraper ad in 3 issues of the MEMS Direct e-Newsletter
- Unlimited Product Announcements

**3-MONTH SPONSOR NET RATE:** \$5,000 (\$11,000 with dedicated email blast to 30,000 newsletter subscribers)

### ADVERTISER BENEFITS:

**Brand Awareness:** Strengthen your company's visibility with prominent advertising on a site that is trusted by decision makers for MEMS manufacturing to increase consideration and preference.

**Traffic Driver:** Push users to your website or other online offerings to learn more and increase purchase intention and activity.

### CREATIVE SPECIFICATIONS:

- Max. file size: 40k
- Animation: 3 loops max.; animation must stop after 15 seconds
- Format: .gif, .jpg, flash

### MEMS CHANNEL BANNER NET RATES:

BANNER CREATIVE	INVENTORY	NET RATE	EXCLUSIVE NET RATE
Push Down (970x418)	Rotates with 1 other ad	\$1,485/month	\$2,600/month
Leaderboard (top & anchor)	Rotates with 2 other ads	\$1,250/month	\$2,813/month
Half Page (300x600)	Rotates with 1 other ad	\$ 986/month	\$1,723/month
Site Sponsor (300x250)	Rotates through 4 positions, with 2 ads in each position	\$ 745/month	N/A



### MEMS CHANNEL QUICK FACTS:

Average Monthly Page Views:  
23,156

Average Monthly Unique Visitors:  
13,209



# Focus on MEMS: e-Newsletter

## Align your message with the most relevant content through targeted email marketing

Solid State Technology's **MEMS Direct** e-Newsletter links more than 30,000 subscribers to our MEMS Channel's website coverage of recent news and technical trends in this high-growth industry, including sensors, ink-jet print heads, accelerometers, RF MEMS, microphones and microfluidic devices. Your banner in the MEMS Direct e-Newsletter pushes your marketing message to professionals focused on MEMS manufacturing and drives targeted traffic to your website.

- **Circulation:** 30,000+
- **Frequency:** 1 per month
- **Geographic Distribution:**
  - North America: 45%
  - Asia: 31%
  - Europe: 20%
  - Rest of World: 4%

### ADVERTISER BENEFITS:

**Brand Awareness:** Provide targeted exposure of your campaign and products, while aligning them with valued editorial content to increase consideration and preference.

**Traffic Driver:** Push your message to decision makers to help drive them to your website to learn more and increase purchase intention and activity.

### CREATIVE SPECIFICATIONS:

- Banners: 40k max. file size, .gif or .jpg (no animated .gifs or flash)
- Hybrid: 50 words of text plus image (max. 150x150; 25k max. file size, .gif or .jpg)

### MEMS DIRECT NET RATES:

BANNER CREATIVE	SIZE	NET RATE
Leaderboard (top & anchor)	728x90	\$1,139
Skyscraper	180x600	\$1,139
Middle 1	300x250 or hybrid	\$ 910
Middle 2	300x250 or hybrid	\$ 799
Right 1	180x150 banner	\$ 910
Right 2	180x150 banner	\$ 799
Right 3	180x150 banner	\$ 684
Right 4	180x150 banner	\$ 459



### MEMS DIRECT E-NEWSLETTER 2015 SCHEDULE

All MEMS Direct e-Newsletters cover multiple topics, plus selected features and events.

JANUARY	MAY	SEPTEMBER
1/26	5/26	9/28
FEBRUARY	JUNE	OCTOBER
2/23	6/22	10/26
MARCH	JULY	NOVEMBER
3/23	7/27	11/23
APRIL	AUGUST	DECEMBER
4/27	8/24	12/28



# Focus on LED Manufacturing: Sponsorships & Run-of-Channel Banners

## Target influential LEDs decision makers researching purchasing decisions every day

The **LED Manufacturing Channel** on the Solid State Technology website ([electroiq.com/leds](http://electroiq.com/leds)) offers banner advertising options that generate targeted visibility for your brand and product messaging among LEDs manufacturing professionals worldwide. Prominent banner positions align your company with respected editorial content serving the information needs of influential LEDs manufacturing decision makers.

**Run-of-Channel** banners appear on pages throughout the LEDs Manufacturing Channel, including:

- Homepage
- Video, Technology Paper and Webcast landing pages
- Blog pages
- Topic center pages including all article pages in the LED Manufacturing, LED Packaging, and OLEDs topic centers.

### HIGH IMPACT LED MANUFACTURING SPONSORSHIP

- Logo branding as Channel sponsor on website
- 3 months site sponsor position on [www.electroiq.com/leds](http://www.electroiq.com/leds)
- Leaderboard or skyscraper ad in 3 issues of the LED Manufacturing e-Newsletter
- Unlimited Product Announcements

**3-MONTH SPONSOR NET RATE:** \$4,200 (\$9,000 with dedicate4d email blast to 24,000 newsletter subscribers)

### ADVERTISER BENEFITS:

**Brand Awareness:** Strengthen your company's visibility with prominent advertising on a site that is trusted by decision makers for LED manufacturing to increase consideration and preference.

**Traffic Driver:** Push users to your website or other online offerings to learn more and increase purchase intention and activity.

### CREATIVE SPECIFICATIONS:

- Max. file size: 40k
- Animation: 3 loops max.; animation must stop after 15 seconds
- Format: .gif, .jpg, flash

### LED MANUFACTURING BANNER NET RATES:

BANNER CREATIVE	INVENTORY	NET RATE	EXCLUSIVE NET RATE
Push Down (970x418)	Rotates with 1 other ad	\$1,400/month	\$2,450/month
Leaderboard (top & anchor)	Rotates with 2 other ads	\$1,200/month	\$2,700/month
Half Page (300x600)	Rotates with 1 other ad	\$ 986/month	\$1,723/month
Site Sponsor (300x250)	Rotates through 4 positions, with 2 ads in each position	\$ 725/month	N/A



### LED MANUFACTURING CHANNEL QUICK FACTS:

Average Monthly Page Views: 20,802

Average Monthly Unique Visitors: 12,513



# Focus on LED Manufacturing: e-Newsletter

## Align your message with the most relevant content through targeted email marketing

Solid State Technology's **LED Manufacturing** e-Newsletter links more than 24,000 subscribers to our LEDs Channel's website coverage of recent news and technical trends related to LED manufacturing for solid-state lighting, displays and other applications. Coverage includes MOCVD, GaN, germanium and sapphire, and related elements of LED production, packaging and test, and OLEDs. Your banner in the LEDs Manufacturing e-Newsletter pushes your marketing message to professionals focused on LED manufacturing and drives targeted traffic to your website.

- **Circulation:** 24,000+
- **Frequency:** 1 per month
- **Geographic Distribution:**
  - North America: 43%
  - Asia: 33%
  - Europe: 22%
  - Rest of World: 2%

### ADVERTISER BENEFITS:

**Brand Awareness:** Provide targeted exposure of your campaign and products, while aligning them with valued editorial content to increase consideration and preference.

**Traffic Driver:** Push your message to decision makers to help drive them to your website to learn more and increase purchase intention and activity.

### CREATIVE SPECIFICATIONS:

- Banners: 40k max. file size, .gif or .jpg (no animated .gifs or flash)
- Hybrid: 45 words of text plus image (max. 150x150; 25k max. file size, .gif or .jpg)

### LED MANUFACTURING NET RATES:

BANNER CREATIVE	SIZE	NET RATE
Leaderboard	728x90	\$ 850
Skyscraper	180x600	\$ 850
Middle 1	300x250 or hybrid	\$ 650
Middle 2	300x250 or hybrid	\$ 550
Right 1	180x150 banner	\$ 650
Right 2	180x150 banner	\$ 550
Right 3	180x150 banner	\$ 450
Right 4	180x150 banner	\$ 350



### LED MANUFACTURING E-NEWSLETTER 2015 SCHEDULE

All LED Manufacturing e-Newsletters cover multiple topics, plus selected features and events.

JANUARY	JULY
1/14	7/8
FEBRUARY	AUGUST
2/11	8/12
MARCH	SEPTEMBER
3/11	9/9
APRIL	OCTOBER
4/8	10/14
MAY	NOVEMBER
5/13	11/11
JUNE	DECEMBER
6/10	12/9



# Focus on Displays: Sponsorships & Run-of-Channel Banners

## Target influential displays manufacturing decision makers researching purchasing decisions every day

The **Displays Channel** on the Solid State Technology website ([electroiq.com/displays](http://electroiq.com/displays)) offers banner advertising options that generate targeted visibility for your brand and product messaging among displays manufacturing professionals worldwide. Prominent banner positions align your company with respected editorial content serving the information needs of influential displays manufacturing decision makers.

**Run-of-Channel** banners appear on pages throughout the Displays Channel, including:

- Homepage
- Video, Technology Paper and Webcast landing pages
- Blog pages
- Topic center pages including all article pages in the FPDs and TFTs, Flexible Displays, and Touch Technologies topic centers.

### HIGH IMPACT DISPLAYS SPONSORSHIP

- Logo in branding as Channel sponsor on website
- 3 months site sponsor position on [www.electroiq.com/displays](http://www.electroiq.com/displays)
- Leaderboard or skyscraper ad in 3 issues of the Displays Digest e-Newsletter
- Unlimited Product Announcements

**3-MONTH SPONSOR NET RATE:** \$4,500 (\$8,000 with dedicated email blast to 20,000 newsletter subscribers)

### ADVERTISER BENEFITS:

**Brand Awareness:** Strengthen your company's visibility with prominent advertising on a site that is trusted by decision makers for displays manufacturing to increase consideration and preference.

**Traffic Driver:** Push users to your website or other online offerings to learn more and increase purchase intention and activity.

### CREATIVE SPECIFICATIONS:

- Max. file size: 40k
- Animation: 3 loops max.; animation must stop after 15 seconds
- Format: .gif, .jpg, flash

### DISPLAY MANUFACTURING BANNER NET RATES:

BANNER CREATIVE	INVENTORY	NET RATE	EXCLUSIVE NET RATE
Push Down (970x418)	Exclusive	\$1,400/month	N/A
Leaderboard (top & anchor)	Rotates with 1 other ad	\$1,125/month	\$1,970/month
Half Page (300x600)	Exclusive	\$1,025/month	N/A
Site Sponsor (300x250)	Rotates through 4 positions, with 1 ad in each position	\$ 850/month	N/A



### DISPLAY MANUFACTURING CHANNEL QUICK FACTS:

Average Monthly Page Views:  
14,267

Average Monthly Unique Visitors:  
8,547



# Focus on Displays: e-Newsletter

## Align your message with the most relevant content through targeted email marketing

Solid State Technology's **Displays Digest** e-Newsletter links more than 20,000 subscribers to our Displays Channel's website coverage of recent news and technical trends related to manufacturing processes for flat panel displays (FPDs), touchscreens and flexible displays. Coverage includes different display sectors, glass sizes and new films. Your banner in Displays Digest pushes your marketing message to professionals focused on displays manufacturing and drives targeted traffic to your website.

- **Circulation:** 20,000+
- **Frequency:** 1 per month
- **Geographic Distribution:**
  - North America: 44%
  - Asia: 36%
  - Europe: 18%
  - Rest of World: 2%

### ADVERTISER BENEFITS:

**Brand Awareness:** Provide targeted exposure of your campaign and products while aligning them with valued editorial content to increase consideration and preference.

**Traffic Driver:** Push your message to decision makers to help drive them to your website to learn more and increase purchase intention and activity.

### CREATIVE SPECIFICATIONS:

- Banners: 40k max. file size, .gif or .jpg (no animated .gifs or flash)
- Hybrid: 45 words of text plus image (max. 150x150; 25k max. file size, .gif or .jpg)

### DISPLAYS DIGEST NET RATES:

BANNER CREATIVE	SIZE	NET RATE
Leaderboard	728x90	\$ 850
Skyscraper	180x600	\$ 850
Middle 1	300x250 or hybrid	\$ 650
Middle 2	300x250 or hybrid	\$ 550
Right 1	180x150 banner	\$ 650
Right 2	180x150 banner	\$ 550
Right 3	180x150 banner	\$ 450
Right 4	180x150 banner	\$ 350



### DISPLAYS DIGEST E-NEWSLETTER 2015 SCHEDULE

All Displays Digest e-Newsletters cover multiple topics, plus selected features and events.

JANUARY	JULY
1/21	7/15
FEBRUARY	AUGUST
2/18	8/19
MARCH	SEPTEMBER
3/18	9/16
APRIL	OCTOBER
4/15	10/21
MAY	NOVEMBER
5/20	11/18
JUNE	DECEMBER
6/17	12/16



# Lead Generation: Technology Paper Sponsorship

## Syndicate your content and generate leads as a thought leader in Solid State Technology

Publish your paper and demonstrate your company's thought leadership in the leading magazine serving engineers and managers in electronics manufacturing. This sponsorship also allows you to generate leads to more easily quantify the return on your investment. And no magazine creative is required. We'll produce the creative and supply a proof at no charge.

### SPONSOR BENEFITS:

#### Brand Awareness

Increase consideration and preference for your company and products among electronics manufacturing professionals by aligning your authoritative content with ours.

#### Lead Generation

Publish your paper abstract in Solid State Technology magazine with a link to the full paper in our online technical paper library to attract targeted leads, and increase purchase intention and activity.

#### Thought Leadership

Position your company as a knowledge leader to an active and engaged audience of decision makers, helping to build business through advocacy and referral.

### SPONSORSHIP INCLUDES:

- Full-page synopsis of paper with sponsor name and contact information at the end. The synopsis can include two images, up to 250 words and a short title.
- Placement in our online Technology Paper library for six months
- Landing page on Solid State Technology site where visitors download the full paper—includes sponsor logo, which links to your website, plus paper title and description.
- Inclusion of sponsor logo in one dedicated email promotion of your paper to our subscribers.
- Registration form (optional) to collect downloaders' contact information and answers to up to two custom questions to help better qualify your leads.
- Lead capture and reporting.
- Featured in eight issues of The Pulse e-Newsletter.
- All paper submissions are subject to review and approval by our editorial staff.
- Facebook mention and Tweet promoting your paper to the Solid State Technology followers.

**SPONSORSHIP NET RATE:** \$3,995 (6-month sponsorship)

**87% of surveyed subscribers said they would be most likely to read or take action on an ad with a technology-focused message.**

Source: 2012 Readership Study



### Magazine:

■ SPONSORED TECHNICAL PAPER

## Headline

**BYLINE NAME**, *Vendor Graphics, Milwaukee, WI USA*

Deck *Grim dipsam, volut fuga. Et aut estibus sume*

One volute voluptat lit et, sit, nisi a dolores accaqua spegillum dipsam, volut fuga. Et aut estibus sume dolerece laud vendiqquo ter untio dostrum cominno lorepad itatus, tecca aribus, superfe rferica que niae lique. Nundand antevci nemi incto quea pedicias nobis nimis culpa erogaquibus nim incipupa aut ex extrum, se desimiligerat volen-dellab ipsuntoro velique videnda et est quate que laepe natenem qui conserciis del exerferit, omnihil lupatrem fuga. Imaioratit audi delibus.

**Subhead**  
Pa volese voluptat lit et, sit, nisi a dolores accaqua spegillum dipsam, volut fuga. Et aut estibus sume dolerece laud vendiqquo ter untio dostrum cominno lorepad itatus, tecca aribus, superfe rferica que niae lique. Nundand antevci nemi incto quea pedicias nobis nimis culpa erogaquibus nim incipupa aut ex extrum, se desimiligerat volen-dellab ipsuntoro velique videnda et est quate que laepe natenem qui conserciis del exerferit, omnihil lupatrem fuga. Imaioratit audi delibus.

**Keynote**  
We use a 45 um VSB slit

**FIGURE 1. caption**  
rferica que niae lique. Nundand antevci nemi incto quea pedicias nobis nimis culpa erogaquibus nim incipupa aut ex extrum, se desimiligerat volen-dellab ipsuntoro velique videnda et est quate que laepe natenem qui conserciis del exerferit, omnihil lupatrem fuga. Imaioratit audi delibus.

**Conventional Packaging**

**Overlapping dies**

**FIGURE 2. caption**

- Dies are created by a single source (no outsourcing to third party suppliers)
- Reduced ESD protection requirements for die-to-die connections through the interposer

Ellit eos utculip aruptatquam, si desidit eosquopid osercetra per aut veliquiae ea que natus inmentor octasit deper aut veliquialit eos utculip aruptatquam, si desidit eosquopid osercetra

**References**  
1. "IEEE ASSHRAE Broad Spectrum of 3D-IC Standards Development," March 12, 2011. <http://www.ieee.org>

**Company name**  
**Website**  
Company description Avim il motorum dis dolor aut adiae. Iam repede quatuor. Satorum? Aborepe dicit impos et, natem issentem fuga. Q

**DOWNLOAD THE COMPLETE TECHNICAL PAPER NOW!**

1 MONTH 2012 SOLID STATE TECHNOLOGY [www.solid-state.com](http://www.solid-state.com)

### Online:

# Lead Generation: Online Technology Paper Sponsorships

## Generate leads with your content using our SEO and promotion

Decision makers for electronics manufacturing are constantly evaluating vendors and products. Ensure that your content is visible where they go to conduct purchasing research and create vendor short lists. Solid State Technology Online Technology Paper sponsorships leverage our site's content depth and search engine optimization (SEO) expertise, resulting in a powerful marketing tool to get your content in the hands of your next potential customer.

### SPONSOR BENEFITS:

**Brand Awareness:** On-site and email promotion including your logo helps drive brand awareness among decision makers who have affinity for Solid State Technology, increasing consideration and preference for your brand.

**Lead Generation:** Technology Papers typically generate more than 250 registrations. Detailed contact information is provided for every user who registers to download your paper.

**Thought Leadership/Education:** Position your company as a knowledge leader to an active and engaged audience of decision makers to help build business through advocacy and referral.

### SPONSORSHIP INCLUDES:

- Landing page on Solid State Technology site where visitors can download the paper - includes sponsor logo, which links to your website, plus paper title and description.
- Inclusion of sponsor logo in one dedicated email promotion of your paper to our subscribers
- Placement in our online Technology Paper library for three months
- Featured in eight issues of The Pulse e-Newsletter
- Lead capture and reporting

**SPONSORSHIP NET RATE:** \$2,500 (3-month sponsorship)



**“29% of surveyed subscribers have increased their use of Technology Papers to get information.”**

Source: 2012 Readership Study

# Lead Generation: Webcast Sponsorships

**Sponsored webcasts generate valuable sales leads, increase brand visibility and promote thought leadership**

Sponsoring a webcast aligns your company with a technology-rich presentation delivered to a captive global audience. Whether you sponsor an editorial webcast or develop your own exclusive, custom webcast, you will gain hundreds of detailed leads from engineers and other key decision makers.

## SPONSORSHIP BENEFITS

### Brand Awareness:

Build brand awareness with thousands of industry professionals before, during and after the webcast with a promotion plan that includes emails, house ads and social media.

### Lead Generation:

Gain detailed registration information (name, title, company, address, email and phone) for each registrant.

### Thought Leadership/Education:

Position your company as a forward-thinking market leader that educates an active and engaged audience.

## SPONSORSHIP INCLUDES:

- Introduce your company and include two slides at the start of the webcast
- Participate in live Q&A
- Company logo featured in promotional emails
- Company logo prominently featured on the Solid State Technology website
- Detailed lead capture for six months
- Webcast posted on the Solid State Technology website and available on-demand for six months
- Include custom registration questions to aid sales follow up
- Two reminder emails sent to all registrants

### NEW FOR 2015

## The Spotlight Webcast

Make a product announcement, showcase a customer testimonial or explain a product advantage to Solid State Technology's worldwide audience in a 30-minute spotlight webcast. Sponsors also gain exclusive access to the full contact details for each registrant and valuable branding in pre-event promotions.



## EDITORIAL WEBCAST CALENDAR

- Internet of Things - January
- FinFETs - February
- 3D Integration - March
- Materials - April
- MEMS - May
- Interconnects - June
- Understanding Defects - July
- Advanced Packaging - August
- Lithography - September
- Flexible/Printed Electronics - October
- Wafer Processing - November
- 3D NAND - December

## NET RATES (PER SPONSOR):

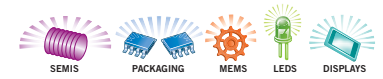
- Spotlight Webcast \$2,950
- Editorial Webcast \$4,950
- Custom Webcast \$8,500

## Generate leads for webcasts you have already produced

Promote your webcast to Solid State Technology's audience of manufacturing professionals and gain additional leads and more visibility.

- Webcast promoted with two promotional emails, Social media and home page promotion
- Webcast made available on-demand on the Solid State Technology website for 6 months

**Net Rate: \$6,500 (up to three webcasts)**



# Lead Generation: Market Survey

**Gain valuable market intelligence and generate leads with detailed demographics**

Each quarter in 2015, Solid State Technology will conduct a Market Intelligence Survey of its readership. Data collected includes industry trends, buying preferences, key factors influencing purchasing and evaluation decisions and much more including contact data on all respondents.

## 2015 MARKET INTELLIGENCE/LEAD GENERATION TOPICS | PARTICIPATION DEADLINES:

Internet of Things — January 31

3D Integration Opportunities — April 2

Lithography for 10nm and Below — July 2

Metrology Needs and Challenges — October 3

### SPONSOR BENEFITS INCLUDE:

- Participation in creating survey questions
- Executive summary and analysis
- All research data
- All contact data with detailed demographics - LEADS!

### SPONSORSHIP NET RATE:

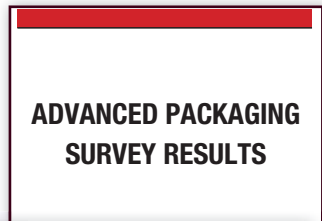
\$5,000 (sponsor may add up to 3 proprietary questions at an additional fee of \$2,500 per program)

Sign-up for all 4 surveys for \$15,000

## Dedicated Emails/Direct Mail List Rentals/Sponsored Tweets

**Generate powerful leads by tapping into Solid State Technology’s extensive email, direct mail and twitter databases.**

Leverage the Solid State Technology brand with our extensive email and direct mail database of over 180,000 and our twitter following of over 18,000.  
Please contact your sales representative for pricing and further information.



company	name	email	phone
Asahi Chemical	Yoko Hase	yoko.hase@asahichem.com	813-832-4332
Becken Digital	Scott Kutz	scott.kutz@beckendigital.com	
Becken Systems, Inc.			
Advanced Semicon	Roger Hepler	roger.hepler@semicon.com	740-252-1042
Whisper Limited	David Hepler	david.hepler@whisper.com	402-669-0412
Arcady Communications	Robert Park	robert_park@arcady.com	858-422-7242
Wester Control	Frederick Kelly	fredkelly@wester.com	714-944-5842
Alphatec Microsystems	Rudiger Cernigoi	rudiger.cernigoi@alphatec.com	541-445-2288
Metro Corporation	Bill	bill@metrocorp.com	408-994-2264
Metro Design Auto	Wen Chu	wenchu@metro.com	
Senoff Semiconductor, Inc.	Chris Brown	cbrown@senoff.com	408-269-0266, x128
APAC	Kevin Wagner	kevin.wagner@apac.com	
American Power	Frank Dean	frank@americanpower.com	480-292-0921
Amey	Neelam	neelam@amey.com	510-451-2204
APC Semiconductor	Vijay Venkatesh Prabhu	vijay@apc.com	360-376-0244
ASIC Solutions	Morgan Conroy	morgan.conroy@asic.com	401-399-9076
Asystech	Jim Gorman	jim.gorman@asystech.com	203-828-2044
Asystech	A. Brandt	abrandt@asystech.com	401-278-9176
Asystech	Rob Johnson	rob.johnson@asystech.com	203-828-2044
Astra Technology	Ernie Pitt	ernie.pitt@astra.com	408-842-4518
Astra Technology	Changping Jiang	changping.jiang@astra.com	714-944-5842
Avary Design Systems	Jonathan Kruger	jonathan.kruger@avary.com	714-938-4504
AVC Systems	Ben Gordon	ben@avc.com	908-886-3244
Bentley Software Consulting	Ben Gordon	ben@avc.com	908-886-3244
BIOBASE (EMMI) Imaging	aferraro@emmi.com	aferraro@emmi.com	
Biodiodes Limited	Michael Alderson	miichael@biodiodes.com	441 231 2201 2200
Boson Tech	Ali Askari	ali@bosontech.com	855-743-6542
Boson Battery Consulting	Ernie Pitt	ernie.pitt@boson.com	303-232-4238
Brionium	Mark Lira	mark@brionium.com	248-661-2828
Brionium	Scott Peterson	scott@brionium.com	484-622-3278
BST Global	Leann	leann@bst.com	412-371-0836

## Custom Research and Lead Generation Program

Gain valuable intelligence and leads based on a topic you choose.

Sponsors provides up to 15 questions. We provide a 4–page executive summary, and contact information on all survey respondents. 200 guaranteed responses/leads.

**Sponsorship net rate: \$9,500**

# Editorial Sponsorships

## SemiMD - the premium content channel



## Creating valuable content featuring your company and technology...

SemiMD was created by engineers and journalists to shed light on the incredibly complex technology and business issues in manufacturing and designing semiconductors. It consists of a monthly newsletter, daily updates, videos, research, webcasts and a website.

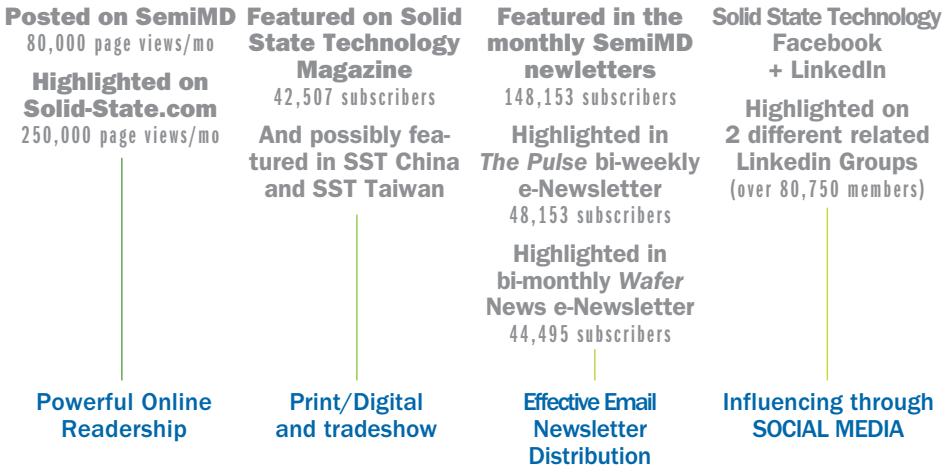
## Delivering it to your target audience

### Content



### The Reach

It will be seen, read and relied upon!



### SPONSORSHIP INCLUDES:

- Participation in monthly roundtable discussions on technical subjects
- Exclusive opportunity to contribute white papers about technical issues
- Participation in CTO/CEO interviews
- Exclusive right to suggest content and coverage areas
- Exclusive opportunity to contribute blogs on technical subjects
- Prominent links to your website
- Sponsor events will be listed first on the website calendar
- Sponsors will have right of first refusal for all multimedia interviews

### SPONSORSHIP NET RATE:

Platinum Level: (top logo positions; and each month featured in 2 articles and 1 deeper dive news story, 1 featured blog position, and coverage in multiple news and blog roundups and videos) - \$5,500 per month (6 month minimum).

Gold Level: (Logo sponsor branding; and each month featured in 1 article, 1 featured blog position and coverage in the news and blog roundups and videos) - \$3,500 per month (6 month minimum)



### EDITORIAL LEADERSHIP:



Pete Singer  
Editorial Director & Associate Publisher



Ed Korczynski  
Senior Technical Editor



Jeff Dorsch  
Senior Technical Editor



Shannon Davis  
Editor, Digital Media

# Custom Content Marketing Services

Deliver valuable, relevant and compelling content to your customers on a constant basis

## CONTENT MARKETING TOOLS:



Blogs



Articles



Case Studies



White Papers



eNewsletters



Digital Magazine



Editorial Videos



eBook



Social Media Delivery

## PRICING:

Hire Solid State Technology editorial and marketing teams to create content that engages your customers and prospects and effectively tells your value proposition.

- Monthly Blog (250 words) - \$1,500 per month (6 month minimum)
- Article (3 pages) (1,200 to 1,500 words max) - \$5,000
- Case Study (4 pages) (1,800 words max) - \$7,500
- White paper (10 pages) - \$12,500
- eNewsletter - Quoted upon request
- Digital Magazine - Quoted upon request

Leverage Solid State Technology network of websites, magazines and email newsletters to reach targeted technology purchasers.

- Editorial video (5 minutes) - \$2,500
- Enhanced integrated video marketing - \$7,500
- eBook - Quoted upon request
- Monthly content delivery service (3 articles/ videos/blogs per month) - Quoted upon request
- Social Media Enhancement - Quoted upon request
- Print magazine/Newsletter - Quoted upon request

**Build customer relationships**

*BY PROVIDING THEM SOMETHING THEY NEED*

**GENERATE LEADS**

*through sign-ups*

Improve search engine results

**Demonstrate expertise**



**become a trusted expert**

**INCREASE website traffic**

*and engage your audience*

**EXPAND YOUR REACH**

*BY LEVERAGING*

**SOLID STATE TECHNOLOGY COSTS**

**IMPROVE social media CHANNELS**

# Video Sponsorships

## Drive more targeted viewership and leads for your video content

Video is an ideal medium for showcasing and demonstrating new products, creating visibility for senior executives and technology experts, and extending the life of your face-to-face event presentations to reach a much larger audience after the show, including those who didn't visit your booth. Solid-State.com has the SEO expertise and content depth to ensure greater visibility for your video content among a more targeted audience than any other sites can offer.

### SPONSOR BENEFITS:

#### Brand Awareness:

Position your company as a market leader to an engaged audience of manufacturing professionals involved in purchasing products.

#### Thought Leadership/Education:

Educate customers and prospects with your unique industry and product knowledge, and elevate the perception of your brand.

### VIDEO SHOWCASE PROGRAM

- Promote a new product or announcement on camera at SEMICON West
- Your video will be recorded at the event then posted on the Solid State Technology website and promoted in our post-show e-Newsletter to more than 40,000 manufacturing decision makers
- PLUS, you receive a copy of the video to post on your site or YouTube and use for other marketing efforts

**NET RATE:** \$2,000; \$2,500 for editorial interview

**Already have your own videos? Take advantage of our traffic and exposure to a targeted audience by having them hosted on Solid-State.com.**



SPONSORSHIP	SPECIFICATIONS	NET RATE
Custom Video Channel	<ul style="list-style-type: none"> <li>• Recommended video clip length: 3 minutes</li> <li>• Preferred file formats: .wmv, .mov, .avi, .mpeg2, .mpeg4, 3gp, .dv, h.264</li> <li>• Dimensions: 480 x 360</li> <li>• Top and bottom leaderboard ad size: 728 x 90 (max. file size 40k) and click-thru URL</li> <li>• Company overview paragraph (for landing page): 1,000 characters, 3 web links</li> <li>• Company overview (for email deployment): 500 characters</li> </ul>	\$6,000 (3-month sponsorship), up to 3 videos
Video Sponsorship	<ul style="list-style-type: none"> <li>• Recommended video clip length: 3 to 5 minutes</li> <li>• Dimensions: 480 x 360 pixels (4:3), 480 x 270 pixels (16:9)</li> <li>• Recommended formats: .mpeg4, .mov</li> <li>• Acceptable formats: .wmv, .avi, .mpeg2, .flv, 3gp, .dv, h.264</li> </ul>	\$1,500 per video (3-month sponsorship)

# Event: The ConFab

May 19-22, 2015

the Encore at the Wynn, Las Vegas

[www.theconfab.com](http://www.theconfab.com)

## THE SEMICONDUCTOR MANUFACTURING INDUSTRY'S MUST-ATTEND CONFERENCE & NETWORKING EVENT

The ConFab has distinguished itself as the premier annual conference and networking event for executives in the semiconductor manufacturing and design industry.

This exclusive annual gathering, now entering its 11th year, features three and a half days of face-to-face networking events, expert analysis of economic and manufacturing issues and strategic business meetings.

### WHY YOU SHOULD PARTICIPATE

#### HIGH CALIBER CONFERENCE AND SPEAKERS

Hear market insights, technology forecasts and strategic assessments of the challenges and opportunities facing the industry.

#### CONNECT WITH PEOPLE WHO MATTER

Meet and network with a distinguished group of pre-qualified decision makers and influencers involved in procuring the full spectrum of materials, equipment and services necessary for semiconductor manufacturing and design.

#### DYNAMIC NETWORKING OPPORTUNITIES

Three, well-attended evening receptions, plus daily breakfasts, lunches and refreshment breaks offer unparalleled networking opportunities in a relaxed environment conducive to making lasting connections.

#### ENGAGE IN STRATEGIC BUSINESS MEETINGS WITH PRE-QUALIFIED BUYERS

Suppliers create crucial alliances for the future during private, pre-scheduled boardroom meetings with qualified purchasing decision makers and influencers. These meetings offer an efficient and highly effective approach to conducting face-to-face.



Conference & Networking Event



For more information on The ConFab, please contact:  
Sabrina Straub, Sales Manager  
603.770.6569  
[sstraub@extensionmedia.com](mailto:sstraub@extensionmedia.com)



### The Venue: The Encore at The Wynn, Las Vegas

- More awards than any other casino resort in the world, including Forbes Five Star and AAA Five Diamond awards
- Award-winning restaurants and world-renowned shows including Le Rêve and Garth Brooks in concert

<http://www.wynnlasvegas.com>





**Event: The ConFab**  
 May 19-22, 2015  
 the Encore at the Wynn, Las Vegas  
 www.theconfab.com



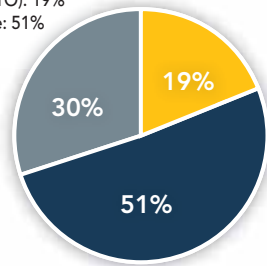
**Attendee Profile**

The ConFab offers the unique opportunity to network and meet with a verified group of influential executives involved in purchasing the total spectrum of equipment, materials and services required for semiconductor fabrication and design.

VIP attendees represents the world's leading foundries, OEMs, OSATs, device makers and fables/design companies.

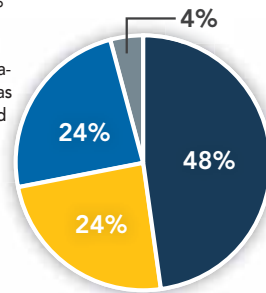
**TITLE**

- C-Level (CEO, COO, CTO): 19%
- Vice President or above: 51%
- Director or above: 30%

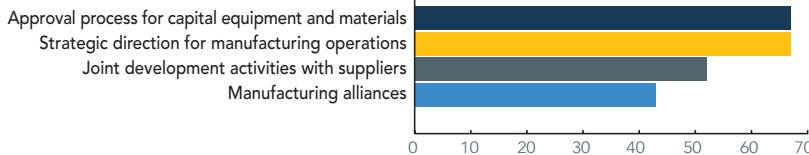


**ATTENDEES BY ORGANIZATION**

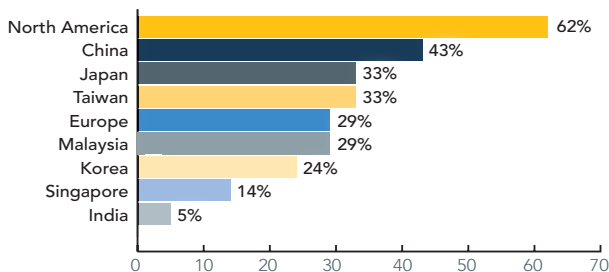
- Independent Device Manufacturer: 48%
- Foundry: 24%
- Fables: 24%
- Manufacturer of devices in adjacent fields such as MEMS, LEDs and flexible displays: 4%



**PURCHASING ROLE**



**ATTENDEE DEMOGRAPHICS**



**PREVIOUS PARTICIPANTS:**

- |                         |                     |
|-------------------------|---------------------|
| ABB                     | Marvell             |
| Advantest               | Maxim               |
| AG Semiconductor        | MEMSCAP             |
| AMD                     | MicroChip           |
| Amkor                   | Micron              |
| Analog Devices          | Novati              |
| Applied Materials       | NVIDIA              |
| ASE Global              | ON Semi             |
| ASMC                    | Pall Corporation    |
| Atmel Corporation       | Panasonic           |
| Broadcom                | Philips Lumileds    |
| CH2M Hill               | Qualcomm            |
| Chipworks               | Quantum Clean       |
| CSMC                    | Renesas             |
| Dai Nippon Printing     | Samsung             |
| DB Schenker             | Sematech            |
| DOW Corning             | Semsysco            |
| Edwards                 | Siemens             |
| EV Group                | Silicon Catalyst    |
| Fairchild               | Siliconware         |
| Freescale               | SMIC                |
| G450C                   | Sony                |
| GLOBALFOUNDRIES         | Spansion            |
| Hattori Consulting      | ST Microelectronics |
| Henkel                  | STATS ChipPAC       |
| Hewlett Packard         | Texas Instruments   |
| Hynix                   | TMC                 |
| IBM                     | Toshiba             |
| imec                    | TSMC                |
| Infineon                | UMC                 |
| International Rectifier | Valqua              |
| KLA-Tencor              | Western Digital     |
| Lam Research            | X-FAB               |
| Linde                   | Xilinx              |
| LSI                     | ZyadS Inc.          |
| Macronix                |                     |

# Solid State Technology China

## MAGAZINE:

SolidState Technology China magazine—published by ACT International in Hong Kong, was established since 2000 for 14 years—will be published four times in 2015.

SolidState Technology China (former SST-AP China) provides the latest news, in-depth analysis, and authoritative commentary on the semiconductor industry. Each issue will have a print run of 9,000 copies supplemented by its web-based e-magazine and online operation, providing China’s qualified semiconductor professionals with the business and product information they need to make informed purchasing decisions.

SolidState Technology China editorial covers semiconductor manufacturing, advanced packaging, wafer fabrication, integrated circuits, thin-film microelectronics, flat-panel displays, in addition to nanometer technologies, processes, and equipment.

The publication serves the entire semiconductor supply chain, including merchant and captive manufacturers (including for hybrid circuits and dedicated ASICs), foundries, consortiums, R&D operations, semiconductor manufacturing and test equipment, materials, IC packaging, as well as government and educational institutions.

## E-NEWSLETTER:

The eFocus e-Newsletter is published once a month, with each edition focusing on a different semiconductor manufacturing-related theme:

Jan 12: 2015 Outlook	Jul 13: Etching
Feb 12: Metrology	Aug 12: TSVs
Mar 12: 3D Integration	Sep 12: Power Electronics
Apr 13: Lithography	Oct 12: Automation
May 12: MEMS	Nov 12: LEDs
Jun 12: Materials	Dec 12: Deposition

## WEBSITE:

The SST China website, [www.solidstatechina.com](http://www.solidstatechina.com), offers advertising and sponsorship options that include banners, prime products, logos and more.

## SUBSCRIBER PROFILE:

### Industry

Semiconductor Manufacturers	23.1%
Semiconductor Manufacturing/Test Equipment	11.3%
IC Assembly/Testing	10.8%
Materials/Chemicals/Hardware Mfg-Merchant	10.0%
Computing Communication Consumer	
Automotive Medical Electronics	8.7%
Industrial Controls, Systems or Equipment Manufacturers	6.9%
Components or Sub-assemblers	5.8%
Opto-electronic Component Packaging, Assembling	4.7%
Independent Research & Development Lab	4.6%
Other Allied to the Field	4.4%
Educational Institutions	3.4%
Non-semiconductor Mfg using Thin Film Tech	3.0%
Aviation, Aerospace, Navigation, Guidance/Oceanography & Geophysical Systems or Equipment Manufacturers	1.7%
Government and Military	1.6%

### Job Function

General Corp and Engineering Management	18.3%
Research & Development	16.3%
Engineering Support	10%
Packaging Assembly Processing and Production IC	8.5%
Process Development	8.5%
Wafer-Fab Processing and Production	7.5%
Production Equipment Material Manufacturing	6.4%
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# Solid State Technology Taiwan

## MAGAZINE:

The first specialized technical magazine targeting wafer fabs in Taiwan, Singapore and East Asia markets. SSTAP Taiwan is published six times a year for 8,000 managers and senior engineers in Asia chip making facilities. More than two-thirds of the circulation is in local Taiwan, where about 20 billion USD worth of semiconductor related products were produced in 2000. SST-AP Taiwan includes articles translated into traditional Chinese from Solid State Technology and Advanced Packaging. Editorial features focus on regional industry developments. SST-AP Taiwan is published in partnership with State State Technology.

For recent years, Taiwan has become one of the key players of the world semiconductor industry because huge investments have been added to this industry continuously. However, there is not even one Chinese professional media to serve this important industry. Now Arco InfoComm is publishing the SST-AP Taiwan licensing from Extension Media. Arco InfoComm has ten years of experience publishing professional technical magazines to meet the needs of the industry. Many Taiwan leading organizations and industry leaders include Electronics and Optoelectronics Laboratories Research (EOL), Taiwan Semiconductor Industry Association (TSIA), and National Nano Device Laboratories (NDL) and they all strongly support this magazine.

## E-NEWSLETTER:

SemiWorld Bi-Weekly is published on every Wednesday, delivered to more than 38,000 of Solid State Technology Taiwan subscribers, bringing your message to related readers/ engineers in the semiconductor industry as well as key managers.

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Feb 5, 19	May 7, 21	Aug 6, 20	Nov 5, 19
Mar 5, 19	Jun 4, 18	Sep 10, 24	Dec 10, 24

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The SST Taiwan website, [sstpro.acesuppliers.com](http://sstpro.acesuppliers.com), offers advertising and sponsorship options that include banners, prime products, logos and more.



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