

Introduction

Publishing is changing: in the near future, specialist industries will only have digital media options available to them, as the production cost of printed materials increases beyond the point of viability. Already, we are seeing publishers of semiconductor magazines offering digital alternatives to print versions, and hence reducing their costs. However, this reduction in costs is not being reflected in advertising rates.

Published by Juno Publishing and Media Solutions Ltd, **Semiconductor Today** is a digital magazine and online resource for the compound semiconductor and advanced silicon industries. With a targeted international circulation, the magazine and online resource provide a highly effective and cost-competitive means to reach your audience.

Semiconductor Today: Digital magazine

Digital magazines are accessed via a hyperlink delivered by e-mail. No special software is required: the link can be opened by any internet browser. Once accessed, the digital magazine has the appearance of a printed magazine, but on-screen.

Benefits of a digital magazine

Digital magazines offer a sophisticated range of advertising options, such as audio/video content, which can be used to create greater impact. All websites cited within the magazine are hyperlinks, enabling the reader to respond to advertising instantly.

Rapid delivery

Printed magazines take several weeks to produce and deliver, especially to inaccessible countries. The result is outdated content. However, digital magazines can be produced quickly and delivered instantly, even to geographical regions that cannot be served efficiently with printed mail. Typically, readers receive **Semiconductor Today** within 2 days of it being completed.

Unlimited distribution

Print publishers limit the number of copies of each issue they distribute to keep their costs low. Typically, magazines specifically targeted at the compound semiconductor industry distribute no more than 10,000 print copies per month. However, digital magazines are inexpensive to distribute, regardless of reader volumes, allowing you to reach every decision maker and everyone with purchasing influence within your target markets. Digital magazines also enable greater pass-on readership.

Cost effective

Digital magazines are inexpensive to publish; there are no print and postage charges, so **Semiconductor Today** can pass the production savings onto its advertisers. For around \$14,000 the digital **Semiconductor Today** offers a year (10 issues) of full-colour, full-page advertising (plus bonus print issues), and a year's package banner advertising on the **Semiconductor Today** website. All this for around the same cost as other semiconductor magazines typically list for three months full-page colour advertising.

Editorial content

Semiconductor Today's mission is to disseminate high-quality, timely, semiconductor-focussed editorial material to as wide an audience as possible and increase the collective knowledge of the industry.

Editorial content covers:

III-V materials, e.g. GaAs, InP and GaN.

II-VI materials, e.g. CdHgTe and ZnSe

IV-IV materials, e.g. SiC and SiGe, as well as advanced silicon technology such as strained silicon and silicon-on-insulator (SOI).

Applications such as mobile wireless communications, fiber-optic communications, light-emitting diodes (LEDs), and photovoltaic solar cells.

Close attention will also be given to areas where the compound and advanced silicon industries converge.

Semiconductor Today: Website

Semiconductor Today's website www.semiconductor-today.com publishes daily news updates, making it a first choice for industry professionals who want to be kept fully up to date with accurate and timely information. Furthermore, all news items appearing on the **Semiconductor Today** website are edited, ensuring that nothing is published unless it meets the highest editorial standards.

Semiconductor Today is a Google-listed news source, which means that each news item on the site appears in relevant Google news alerts. We also offer RSS feeds, so that interested parties can receive news the instant it is posted to the site.

Semiconductor Today: Readership

Semiconductor Today is primarily aimed at professionals working in both integrated device manufacturing fabs and foundries worldwide, producing either compound semiconductor or advanced silicon materials-based microelectronic and optoelectronic semiconductors.

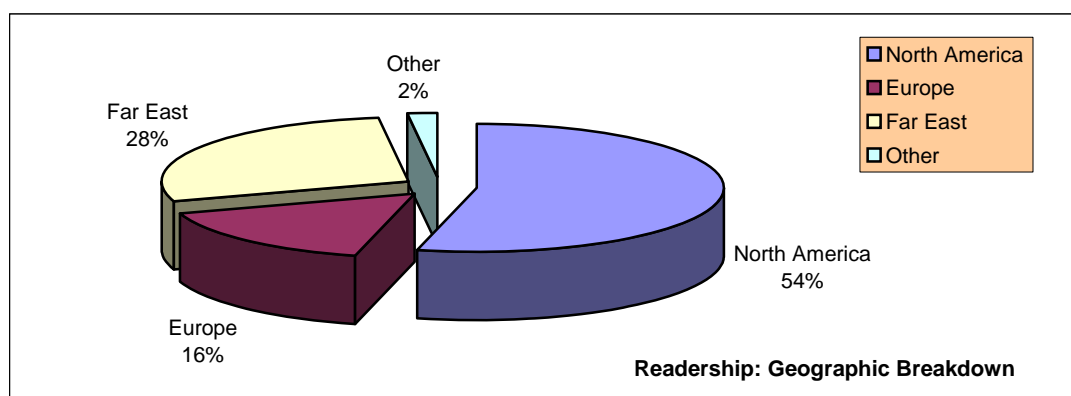
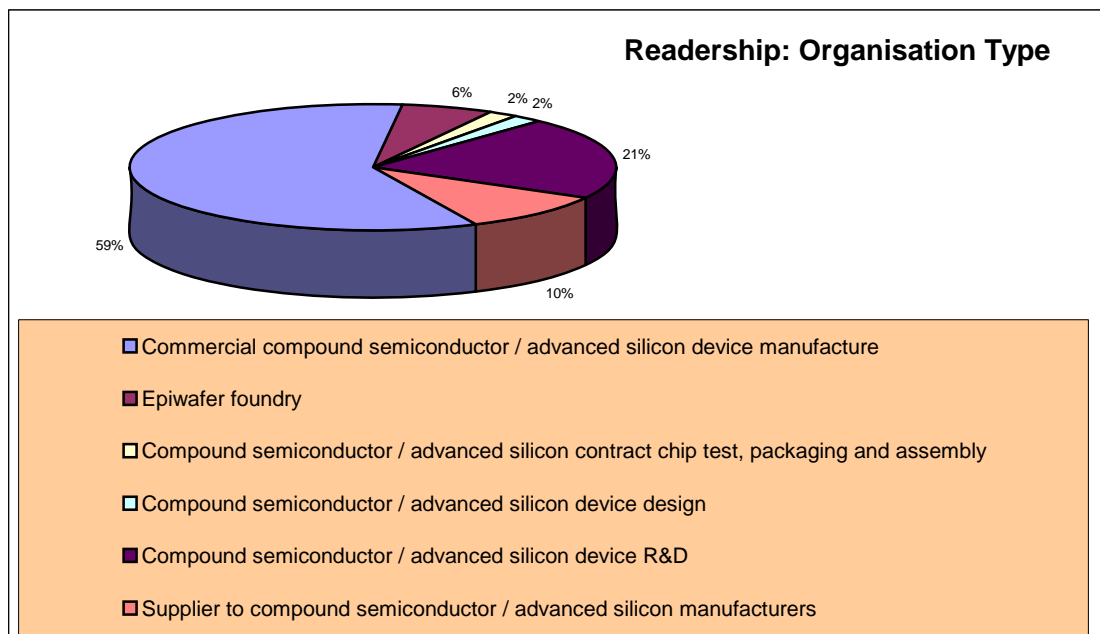
Digital magazine

Published 10 times per year, **Semiconductor Today** magazine and the weekly E-Brief are now e-mailed to just over 7120 individual scientists, engineers, and executives involved in the manufacturing of compound semiconductor and advanced silicon materials and devices.

Website

On average, **Semiconductor Today's** website now receives over 2630 unique visitors each day, and this figure continues to grow.

Semiconductor Today has an open-access policy: all the material published in the magazine and on the website is available free of charge and free of access restrictions.



Editorial calendar 2009

Featured topics	Deadlines
Issue 1: February 2009	
GaAs device technology Photovoltaics	Advertising copy: January 30 Distribution: February 10
Issue 2: March 2009	
Optoelectronics for communications Advanced Si/SiGe devices	Advertising copy: February 28 Distribution: March 10
Issue 3: April 2009	
LEDs for solid-state lighting Photovoltaics	Advertising copy: March 30 Distribution: April 10
Issue 4: May 2009	
MBE epitaxy II-VI materials and devices	Advertising copy: April 30 Distribution: May 10
Issue 5: June 2009	
GaAs materials and devices SiC developments	Advertising copy: May 30 Distribution: June 10
Issue 6: July / August 2009	
InP focus MOCVD epitaxy	Advertising copy: July 20 Distribution: July 30
Issue 7: September 2009	
Si/SiGe epitaxy and processing Photovoltaics	Advertising copy: August 30 Distribution: September 10
Issue 8: October 2009	
GaN-based materials, devices, and applications Infrared photodetection	Advertising copy: Sept 30 Distribution: October 10
Issue 9: November 2009	
GaAs focus Optoelectronics focus	Advertising copy: October 30 Distribution: November 10
Issue 10: December 2009 / Jan 2010	
LED technology Nitride manufacturing SiC materials and devices	Advertising copy: Nov 30 Distribution: December 10

Note: Distribution dates are given as a guideline only, and are subject to change without prior notice. For confirmed dates please contact: darren@semiconductor-today.com

Advertising rates and specifications

All x6 and x10 full-rate display advertising packages include 6 and 12 months of banner advertising on the Semiconductor Today website free of charge, respectively.

All full-rate x10 double-page and full-page packages include a 50-word company promotion with hyperlink in x12 issues of the weekly Semiconductor Today electronic news-brief. Advertising options in the electronic weekly news-brief are also available.

All x6 and x10 display advertising packages include an enhanced Supplier Directory listing, including a logo and 25-word company promotion.

All advertising appearing in the digital magazine will also appear in the printed version of Semiconductor Today for distribution at trade events, such as CS MANTECH.

Digital magazine package rate card

\$ USD Rate	x3 Package	x6 Package	x10 Package
Double page	\$2,700.00	\$2,300.00	\$1,790.00
Total	\$8,100.00	\$13,800.00	\$17,900.00
Full page	\$2,300.00	\$1,900.00	\$1,390.00
Total	\$6,900.00	\$11,400.00	\$13,900.00
Half page	\$1,950.00	\$1,700.00	\$1,190.00
Total	\$5,850.00	\$10,200.00	\$11,900.00
Third page	\$1,700.00	\$1,450.00	\$1,000.00
Total	\$5,100.00	\$8,700.00	\$10,000.00
Quarter page	\$1,450.00	\$1,300.00	\$950.00
Total	\$4,350.00	\$7,800.00	\$9,500.00
Directory listing	*	*	*
Total	*	*	\$1,990.00
£ GBP Rate	x3 Package	x6 Package	x10 Package
Double page	£1,350.00	£1,150.00	£895.00
Total	£4,050.00	£6,900.00	£8,950.00
Full page	£1,150.00	£950.00	£695.00
Total	£3,450.00	£5,700.00	£6,950.00
Half page	£975.00	£850.00	£595.00
Total	£2,925.00	£5,100.00	£5,950.00
Third page	£850.00	£725.00	£500.00
Total	£2,550.00	£4,350.00	£5,000.00
Quarter page	£725.00	£650.00	£475.00
Total	£2,175.00	£3,900.00	£4,750.00
Directory listing	*	*	*
Total	*	*	£995.00
€ Euro Rate	x3 Package	x6 Package	x10 Package
Double page	€ 1,957.00	€ 1,667.00	€ 1,297.00
Total	€5,871.00	€10,002.00	€12,970.00
Full page	€ 1,667.00	€ 1,377.00	€ 1,007.00
Total	€5,001.00	€8,262.00	€10,070.00
Half page	€ 1,413.00	€ 1,232.00	€ 862.00
Total	€4,239.00	€7,392.00	€8,620.00
Third page	€ 1,232.00	€ 1,051.00	€ 725.00
Total	€3,696.00	€6,306.00	€7,250.00
Quarter page	€ 1,051.00	€ 942.00	€ 688.00
Total	€3,153.00	€5,652.00	€6,880.00
Directory listing	*	*	*
Total	*	*	€1450.00

Website only rate card

Position	x3 month	x6 month	x12 month
Centre home page banner	\$10,000.00	\$14,500.00	\$19,900.00
	£5,000.00	£7,250.00	£9,950.00
	€7,250.00	€10,500.00	€14,400.00
Top home page banner	\$7,500.00	\$10,400.00	\$15,500.00
	£3,750.00	£5,200.00	£7,750.00
	€5,450.00	€7,500.00	€11,200.00
Right home page banner	\$2,000.00	\$2,900.00	\$5,000.00
	£1,000.00	£1,450.00	£2,500.00
	€1,450.00	€2,100.00	€3,600.00
Left home page tower	\$5,000.00	\$8,000.00	\$12,500.00
	£2,500.00	£4,000.00	£6,250.00
	€3,600.00	€5,800.00	€9,000.00
Top news page banner	\$7,500.00	\$10,400.00	\$15,500.00
	£3,750.00	£5,200.00	£7,750.00
	€5,450.00	€7,500.00	€11,200.00
Right news page banner	\$6,500.00	\$9,500.00	\$14,500.00
	£3,250.00	£4,750.00	£7,250.00
	€4,700.00	€6,900.00	€10,500.00
Left news page banner	\$6,000.00	\$9,000.00	\$14,000.00
	£3,000.00	£4,500.00	£7,000.00
	€4,350.00	€6,500.00	€10,150.00
Large news footer banner	\$5,000.00	\$8,000.00	\$12,500.00
	£2,500.00	£4,000.00	£6,250.00
	€3,650.00	€5,800.00	€9,500.00
Event listing sponsor	*	*	\$1,000.00
	*	*	£500.00
	*	*	€725.00

If you would like your printed brochure or promotional material converted to a digital format and emailed with **Semiconductor Today**, please ask for rates.

Copy requirements: We prefer to receive advertising material in the form of TIFF, EPS or JPEG graphics files, but we also accept PDF files. Please supply your material to the correct size (preferably without crop marks) and at a resolution of at least 300 dpi. We accept advertising material by e-mail or on CD-ROM.

Sizes:

Page/trim size:	213 mm x 282 mm (8 in x 11 1/8 in)
Bleed page:	219 mm x 288 mm (8 5/8 in x 11 3/8 in)
Full page (text area):	193 mm x 262 mm (7 5/8 in x 10 2/8 in)
Half island page:	120 mm x 193 mm (4 3/4 in x 7 5/8 in)
Half horizontal page:	193 mm x 125 mm (7 in x 4 7/8 in)
Half vertical page:	91 mm x 262 mm (3 1/2 in x 9 7/8 in)
Third vertical page:	63 mm x 262 mm (2 3/8 in x 9 7/8 in)
Third square page:	125 mm x 125 mm (4 7/8 in x 4 7/8 in)
Quarter page:	91 mm x 125 mm (3 3/8 in x 4 7/8 in)

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