

semiconductor packaging news

We search for industry news, so you don't need to.

2010 Media Guide



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Free Newsletter Subscription

Daily Circulation Over 35,000

Die Bonding Made Easy Precision X-Form Needles
The DL Technology X-Form needles are custom manufactured for conductive epoxy dispensing in die bonding applications. Each needle is machined from solid stainless steel utilizing DL Technology's patented EZ-FLO design.
DL Technology

Test Your Knowledge
With what is Earl Grey tea flavoured?
See the answer below.

We can help you avoid costly imitations

Good

Bad

Top Story

Hesse & Knipps BONDJET BJ920 heavy wire bonder integrates pull and shear test
Hesse & Knipps BONDJET BJ920 heavy wire bonder gives you speed, accuracy and the largest bonding area - it is also the only bonder with integrated pull and shear test. Learn more...
Hesse & Knipps

Today's Sponsor
HESSE & KNIPPS
SEMICONDUCTOR EQUIPMENT

Case Study & Application Note Measure transparent materials
Control the height and volume of your clear flux, epoxy or adhesive deposits with sub-micron precision. Learn more...
Cyber Technologies

DuPont Wafer Level Packaging Solutions
Material Solutions for:
Bumping Pillars RDL Bonding 3D/TSV Applications

The miracles of science

Improve Your Uptime High Precision Dispense Tips
The DL Technology EZ-FLO needles are custom-designed for precision

IC downturn in 'unknown territory,' says Soitec CEO

As the economic crisis continues to wreck havoc on the market, the IC industry is looking down the abyss and attempting to make sense of the ...
EETimes

Design High Flex Cables On-Line with Web Tool
Gore's design tool provides engineers with quick, reliable cable and interconnect solutions for semiconductor equipment. Gore offers components to drive and control a motion system: shield/unshielded power and signal, video, Ethernet, IEEE 1394 and pneumatic lines. Learn more...
W. L. Gore & Associates

Industry News

Engineer salaries: A look at global compensation
Engineers worldwide reported varying levels of job satisfaction as their salaries struggle to keep pace with inflation, according to a ...
EDN Magazine

Could Steve Jobs save GM?
Writing in the New York Times, commentator Thomas Friedman decided to take a few potshots at the beleaguered U.S. auto industry -- a masochistic ...
Market Watch

More dirt in 'Vista Capable' lawsuit
You know, an e-mail is going to be juicy when its subject line is "CONFIDENTIAL" and it starts out: "I would prefer not to have this ...
CNet News

Cypress Semiconductor sinks after cutting 4Q view
Shares of Cypress Semiconductor Corp. sank after the chip maker cut its fourth-quarter guidance to a loss, saying the economic slowdown has ...
AP

AMD presents platforms, manufacturing roadmaps
During executive presentations at the 2008 AMD Financial Analyst Day, AMD presented roadmaps for platforms that span the most popular usage ...
CyberMedia India Online

Intel's warning sign; CE hot in cold economy; IBM becomes power overlord
Welcome to This week in gEEK, EDN's short review of the week's happenings. TGF, folks, especially this week. What was known to be a ...
EDN

- 35,000+ daily e-mail subscribers
- 230,200 unique readers past 12 months
- Readership from 100+ countries
- 7,500+ clicks per month to advertisers' web pages
- #1 newsletter and website for industry professionals

Why Advertise With Semiconductor Packaging News



Electronic-media continues to expand as industry professionals seek daily updates on news and events shaping the semiconductor packaging and micro-electronics market. An advertising campaign in Semiconductor Packaging News provides daily e-media visibility with high-frequency advertising designed to meet every budget. We reach over 230,000 industry professionals who are eager to learn more about your products and services.

A comprehensive e-media campaign includes the following features:

- Ad campaigns running up to 15 days per month
- Banner ads in two sizes, 160 x 300 pixels or 468 x 60 pixels
- Text ads intrigue readers to click your ad and redirect to your web pages
- Delivering over 7,500 clicks to advertiser's web pages every month
- White papers hosted at no cost & provide contact names and e-mail address
- Corporate press releases published daily
- Exclusive articles and interviews from your company
- Company events posted in the calendar

Analytical Data

Recent analytical data collected from an independent company confirms our readership continues to expand. Semiconductor Packaging News e-mail newsletter is broadcast to over 35,000 opt-in subscribers every business day.

During the past 12-months SPN has reached 230,200 unique visitors from 131 countries. The e-mail newsletter subscriber base is always up-to-date and is managed by an independent e-mail management company.

Top 10 markets by geographic readership:

- North America
- Singapore
- Korea
- Germany
- Japan
- United Kingdom
- China
- Taiwan
- Malaysia
- France

Demographics by region of the world:

45% Americas, 35% Asia Pacific, and 20% Europe

SEMI, MEPTEC, IMAPS other industry organizations partner with Semiconductor Packaging News to reach their members and drive visitors to their events and trade shows.



Comments from several Semiconductor Packaging News subscribers/readers:

"Semiconductor Packaging News is the only daily newsletter focused on the packaging side of the industry".

"SPN is the best daily newsletter, I look forward to reading each day".

"This is the best daily newsletter for insight on the micro-electronics and semiconductor industries."

"I read SPN regularly and find the mix of information to be quite interesting".

"As an Asia Pacific reader, I find your newsletter useful to gain the global perspective on the growing 3D packaging".

"All the important news in one place, great way to start my morning".

Nice Job.. really stands out..very newsy with lots of good stuff.

Advertising Opportunities



Semiconductor Packaging News advertising delivers results. We deliver your message to the largest targeted readership with the highest frequency. Ad campaigns in Semiconductor Packaging News provide twice the visibility of your message compared to other e-media sources. The more often your ads run, the more response you will receive.

Banner Ads

Banner Ads are ideal for branding with corporate colors and/or a company logo. Large banner ads (160 x 300 pixels and 468 x 60 pixels) provide significant space to deliver your messages for maximum exposure.

Text Ads

A well written text ad will intrigue the reader to click the ad to learn more about your product or service. The goal of a text ad is to deliver readers directly to your website. We encourage our advertisers to run multiple text ads in a single ad campaign at no extra cost.

Did You Know: Text ads will typically produce 4 times as many clicks as a banner ad. Many ad campaigns combine both banner and text ads alternating through the month - Banner ads to build your company brand and text ads to drive visitors to pages on your web site.

Sponsor Positions

Gold Level advertiser text ads run at the top of the newsletter and website twice per month. Their company logo is placed on the top right column for the entire day.

White Papers

Semiconductor Packaging will host your white paper at no cost allowing readers to download them with a simple registration. Readers download over 1,000 white papers per month and we provide the name and email addresses to our advertisers at no cost.

Monthly Reports & Feedback 24/7

Semiconductor Packaging provides a monthly e-media report showing activity including clicks, impressions, press release postings, white paper downloads and calendar events. This monthly report is sent to you via e-mail allowing you to measure the success of your ad campaigns. Advertisers can monitor impressions and clicks for each ad campaign providing important data to manage the e-media program. Ads can be changed at any time to refocus their impact and we encourage you to update frequently to keep your ads fresh and engaging, all at no added cost.

Mechanical Specifications

Banner ads - Animated gif format for the e-mail newsletter, flash is accepted for website banner ads

Vertical Banner ad -160 x 300 pixels, not to exceed 60KB

Horizontal Banner ad - 468 x 60 pixels, not to exceed 60KB

Text ads – You supply words and we create in HTML, advertisers provide the following for each ad:

Headline - up to 4 - 6 words

Sub-headline - up to 4 - 6 words

Text - 25–30 words

Image file - 70 x 70 pixels recommended in gif, jpg, or tif format

Note: One redirect url is allowed for each banner or text ad

**We recommend that you run multiple ads in the same campaign to increase click activity. There is no extra cost for running multiple ads within one ad campaign.*



Comments from several
Semiconductor Packaging
News advertisers:

“SPN provides a great opportunity to reach a range of prospects on a daily basis for a very competitive price. We can advertise for an entire year for the cost of a small booth at a local show”.
J.B.

“The White Paper program in SPN has delivered hundreds of prospects from around the world. This is a great way to reach new customers”.
R.H..

“F&K Delvotec is very pleased with the exposure and support from SPN”
R.B.

“Semiconductor Packaging allows us to reach our markets around the globe. We book new orders from readers of SPN”.
J.F.

“In this period of decline in print publications, our users are turning to the internet as the source of information. We have benefited from our aggressive use of SPN as advertising vehicles”.
R.B.

Rate Card



The screenshot shows the website layout with several ad spots labeled:

- Sponsor Position:** Located at the top right of the page, above the main content area.
- Sponsor Logo:** Located below the sponsor position, featuring the HESSE & KNIPPS logo.
- Text Ad:** Located on the left side of the page, below the newsletter subscription box.
- Vertical Banner Ad:** Located on the left side of the page, below the text ad, featuring a 'Good' vs 'Bad' comparison.
- Horizontal Banner Ad:** Located at the bottom of the page, featuring an advertisement for 'Better Reflectivity Control with SH-200 GBARC'.

Sponsor Position

Sponsor Logo

Text Ad

Text Ad

Vertical Banner Ad

Horizontal Banner Ad

Silver Campaign

Banner ad and text ad campaigns run 8 days per month, twice per week. Ads will display in the Circuitnet broadcast e-mail newsletter only. This does not include website exposure.

3 month campaign \$950/month, 12 month campaign \$850/month (credit card pricing)

Gold Campaign

Banner ads and text ads run 15 days per month including sponsor position twice per month with text ad and logo. Ads will be displayed in the broadcast e-mail newsletter and on the website.

3 month campaign \$1850/month, 12 month campaign \$1750/month (credit card pricing)

About Us



We believe it's our job to dig through the unending stream of news, articles, features, and discussions to deliver information, covering the world of semiconductor packaging and micro-electronics, to our readers. Every month we publish links to more than 500 important industry news articles. We package this information into a convenient newsletter that we deliver to our subscribers via e-mail - every business day.

The Semiconductor Packaging Newsletter and website features links to industry and technology news stories and feature articles about the semiconductor packaging market. We publish the latest corporate and product news announcements industry company's submit to us.

We also deliver over 1,000 white paper downloads every month and we'll post your papers at no cost. You'll also find commentaries, cartoons, an industry event calendar and much more.

We look forward to working with you on your e-media campaign.



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