

semiconductor packaging news

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

2013 Media Guide


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

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Subscription
Circulation Over 35,000

Advances in Micro-electronics Inspection
Provides High Resolution and High UPM. MVP's Ultra 850G platform provides high resolution inspection for backend semiconductor and microelectronics processes. Using 2D/3D inspection techniques, the Ultra 850G provides metrology capabilities for wire bond, die, surface damage, underfill, BGA/Bump and other processes...
Machine Vision Products, Inc.

Test Your Knowledge
What was the first U.S. consumer product sold in the Soviet Union?
See answer below.

Technology Paves the Way for Integrated, Advanced Packages

www.henkels.com/electronics

Exceeding Productivity Demands for Heavy Wire Bonding
New white paper focuses on the cycle time for wedge bonding. To achieve an increase in productivity, each element of the wire bonding equipment in relation to optimizing the wire bonding process must be questioned. Learn more...
Hesse & Knipps

The MRSI-M5 Assembly Work Cell
Advanced 5 micron assembly solutions for complex epoxy die attach, eutectic & flip chip bonding. MRSI-M5 delivers an industry-leading combination of accuracy, speed, reliability and is ideally suited for die bonding of microwave modules, photonic packages, wafer level packaging & 3-D assembly. Learn more...
Newport Corporation

IC Backend Providers See Strong September
IC backend service companies, including Advanced Semiconductor Engineering (ASE), Silicon Precision Industries (SPI), King Yuan Electronics (KYEC) and Sigurd Microelectronics, all expect to post strong revenue gains in September thanks to increasing orders from ...
Digitims

Faster, Easier and Smarter Jetting
Nordsion ASYMTEK's NexJet™ System features the one-piece, easily changed Genius™ Jet Cartridge. Built-in memory records jetting data, while precision software controls the jetting process. Learn more...
Nordsion Asymtek

Industry News
Long-Term Forecast Improves for IC Market
The market for integrated circuits is forecast to post much stronger average annual growth through 2021 compared to the average market growth over the past 15 ...
IC Insights

Toshiba Chooses ASE Packaging Partner in Risk Spreading Strategy
In a further sign of spreading risk after the Fukushima earthquake on March 11, 2011, Toshiba Corp. recently chose Advanced Semiconductor Engineering Inc. (ASE) as ...
Taiwan Economic News

Global Tablet Display Shipments to Soar by 56% in 2012
Booming tablet shipments—including the iPad with its 9-inch screen, as well as smaller 7.x-inch models from various brands—will drive a robust 56% annual ...
IHS iSuppli

Process Watch: Taming the overlay beast
Overlay error is the offset in alignment between pattern at one step of a semiconductor process and pattern at the next step. Traditionally overlay error has ...
ElectroIQ

SEMICON Europe, Dresden, October 9-11
The future of micro and nanoelectronics is on display at SEMICON Europa. More than 60 presentations, a dedicated Science Park, exhibitors, suppliers, and industry experts from silicon to system and everything in between. Learn more...
SEMICON Europe 2012


DESIGN East: Futurist tells engineers to embrace change
Mike Walsh loves mind grenades. They are handy weapons to force people to think creatively, just what Walsh wants to do as a self-proclaimed futurist and chief ...
EE Times

SEMI Releases Second Quarter 2012 Worldwide PV Equipment Market Statistics Report
SEMI reported the worldwide PV manufacturing equipment billings and bookings for the second quarter of 2012. After declining to its lowest level in the previous quarter since ...
SEMI

Apple spent \$500M to say 'f* you' to Samsung**
Apple's A6 processor is the result of years of effort that has its roots in Apple's efforts to achieve independence from its chip suppliers. As noted in a post by Anandtech, the ...
Venture Beat


Multi-chip Packaging, 3D ICs Emerging Trends: Dr. Wally Rhines
In an interview with Pradeep Chakraborty, Dr. Walden (Wally) C. Rhines, chairman and CEO, Mentor Graphics, and vice chairman of the EDA Consortium, USA, talks about ...
EFY Times

Intel can't escape Apple's shadow
Intel Corp. can't seem to do anything right these days. Last week, the company hosted its developer conference in San Francisco. The weeklong event was overshadowed ...

Today's Sponsor


Silicon Interposers & TSVs: 3D Design Services
3D Design Services for TSVs including Silicon Interposers with or without decoupling capacitors. Integration support for 3D design, prototyping and volume production. Learn more...
ALLVIA, Inc.

IC Device & Micro-Electronic Cleaning
With Kyzen Corp's Micronox product family, precise, cost effective cleaning of advanced packaging components and micro-electronics is no longer a challenge. Answering the needs of packaging engineers, Kyzen offers modern cleaning chemistry proven effective for all IC devices & micro-electronics. Learn more...
Kyzen

Ball bonding is reaching it's limits.

HESSE & KNIPPS SEMICONDUCTOR EQUIPMENT

Bond Testing throughput & reliability
Ground breaking technology and knowledge of bond strength is essential to ensure product yield and quality. XYZTEC's

- 35,000+ daily e-mail subscribers
- 218,400 unique visitors 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

2013 Media Guide

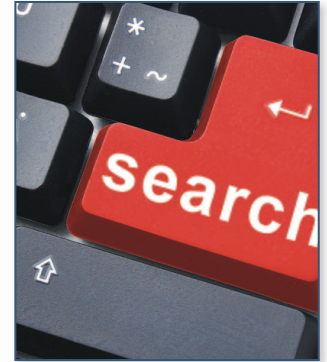
Electronic-media continues to expand as industry professionals seek daily updates on news and events shaping the semiconductor packaging and micro-electronics market. An advertising campaign in Semiconductor Packaging News provides daily e-media visibility with high-frequency advertising designed to meet every budget. We reach over 200,000 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 in the e-mail newsletter and website
- Banner ads in two sizes, 160 x 300 pixels or 468 x 60 pixels
- Text ads and banner ads redirect readers 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
- On-Demand Webcast about your company technology
- Company events posted in the event 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 over 200,000 unique visitors from 125 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 | ■ Germany |
| ■ Singapore | ■ Malaysia |
| ■ South Korea | ■ France |
| ■ Japan | ■ China |
| ■ Taiwan | ■ United Kingdom |

Demographics by region of the world:

45% Americas, 33% Asia Pacific, and 22% Europe

SEMI, MEPTEC, IMAPS, IEEE and 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 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.



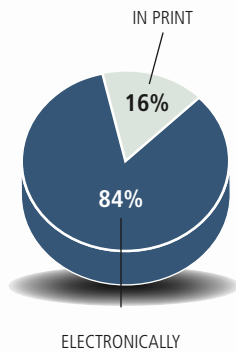
Over 35,000 daily subscribers find Semiconductor Packaging News to be their go-to source for news and information in the semi and micro-electronics assembly market. Semiconductor Packaging News subscribers and website visitors are the industry professionals you want to reach; they're your prospects and your customers.



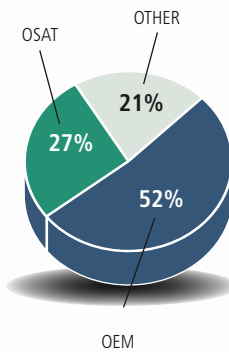
Rather than waiting for the monthly issue of their favorite trade publication, these are professionals who every day have a need to know – and who bear the responsibility for looking ahead, thinking, and imagining the future to keep their companies on top! They keep themselves up to speed by reading Semiconductor Packaging News. Over 500,000 articles have been clicked and read by Semiconductor Packaging News readers.

Based on a readership survey we are proud to share data and commentary from industry professionals who took part in our survey.

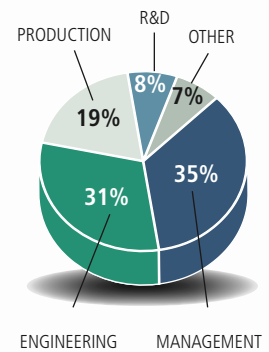
Do you prefer to receive your industry news electronically or in print?



Company Type



Job Description



Comments from several Semiconductor Packaging News subscribers/readers:

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

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

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

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

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

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

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



Advertising Opportunities

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

Banner Ads

Banner Ads are ideal for branding with corporate colors and 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.

Sponsor Position

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.

Spotlight Ad

The spotlight text ad provides excellent visibility at the top right column of the newsletter and website. Use this premium spotlight position to showcase new products, awards or promote a webinar or conference.

White Papers

Semiconductor Packaging will host your white paper at no cost allowing readers to download them with a simple registration. Readers download over 2,000 papers per month and we provide names to our advertisers at no cost.

On-demand webcast – \$950 each

New “on-demand” video webcasts educate readers on an industry topic or solution and will be hosted at no cost. The webcasts are presented in video format including professional voiceover up to 1,000 words and include multiple photos, illustrations, animation and embedded video if available.

Monthly Reports

Semiconductor Packaging News 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.

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Hesse & Knipps

This report includes details about your text ads, banner ads and sponsor logos at Semiconductor Packaging News. Also included are listings of recent press releases and white papers.

Formats

- Logo: High profile "Today's Sponsor" logo image displayed at the top right at Circuitnet.
- Text: Text ads are display throughout the website and email newsletter.
- Banner: Banner ads normally in the side columns or bottom of the page.

Most Recent Press Releases Posted at Semiconductor Packaging News [Submit a Press Release](#)

- Sep 7, 2012 [Visit Hesse & Knipps at IMAPS 2012](#)
- Aug 30, 2012 [Hesse & Knipps Introduces New Extreme Loop Former Bondhead](#)
- Aug 21, 2012 [Hesse & Knipps To Demo New 3 Mil Wire Bonding Capability at IMAPS](#)
- Aug 20, 2012 [Hesse & Knipps Appoints CMI Technical Sales as Rep for East Coast U.S. & Eastern Canada](#)
- Aug 7, 2012 [Hesse & Knipps Appoints Prospect Technical Sales as Rep in Northwest U.S. and Canada](#)

Recent White Papers and Downloads - if you are an advertiser, click "Download List" to view a list of names. [Submit a White Paper](#)

- Jun 16, 2011 [Why Wedge Bond?](#) [Download List](#)
- Apr 13, 2010 [Exceeding Productivity Demands for Heavy Wire Bonding](#) [Download List](#)
- Jul 6, 2008 [Ribbon Bonding for High Frequency Applications](#) [Download List](#)
- Jun 19, 2008 [Process Integrated Quality Control for Wire Bonding](#) [Download List](#)

Monthly text ad and banner ad reports. Click the title to preview the ad.

Month	Title	Format	Views	Clicks
Sep, 2012	Hesse & Knipps (BV SPN) Why Wedge Bond 6/11	Banner		
Sep, 2012	Hesse & Knipps (T SPN) Heavy Wire Bonder 4/10	Text		
Sep, 2012	Hesse & Knipps (T SPN) Heavy Wire Bonding WP 4/10	Text		
Sep, 2012	Hesse & Knipps (T SPN) Why Wedge Bond 6/11	Text		
Sep, 2012	Hesse & Knipps (T SPN) Wire Bonding in Action 4/10	Text		
Aug, 2012	Hesse & Knipps (BV SPN) Why Wedge Bond 6/11	Banner		
Aug, 2012	Hesse & Knipps (T SPN) Heavy Wire Bonder 4/10	Text		
Aug, 2012	Hesse & Knipps (T SPN) Heavy Wire Bonding WP 4/10	Text		
Aug, 2012	Hesse & Knipps (T SPN) Why Wedge Bond 6/11	Text		
Aug, 2012	Hesse & Knipps (T SPN) Wire Bonding in Action 4/10	Text		
Jul, 2012	Hesse & Knipps (BV SPN) Why Wedge Bond 6/11	Banner		
Jul, 2012	Hesse & Knipps (T SPN) Heavy Wire Bonder 4/10	Text		
Jul, 2012	Hesse & Knipps (T SPN) Why Wedge Bond 6/11	Text		
Jul, 2012	Hesse & Knipps (T SPN) Wire Bonding in Action 4/10	Text		
Jun, 2012	Hesse & Knipps (BV SPN) Why Wedge Bond 6/11	Banner		
Jun, 2012	Hesse & Knipps (T SPN) Heavy Wire Bonder 4/10	Text		
Jun, 2012	Hesse & Knipps (T SPN) Wire Bonding in Action 4/10	Text		
Jun, 2012	Hesse & Knipps (BV SPN) Why Wedge Bond 6/11	Banner		
Jun, 2012	Hesse & Knipps (T SPN) Heavy Wire Bonding WP 4/10	Text		
Jun, 2012	Hesse & Knipps (T SPN) Why Wedge Bond 6/11	Text		
Jun, 2012	Hesse & Knipps (T SPN) Wire Bonding in Action 4/10	Text		
May, 2012	Hesse & Knipps (BV SPN) Why Wedge Bond 6/11	Banner		
May, 2012	Hesse & Knipps (T SPN) Bond Jet BJ920 07/07 (Views) (1278) 0.00% 191 0 0.00% 0 0.00% Hesse & Knipps (T SPN) Heavy Wire Bonder 4/10	Text		

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

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

- Sponsor Position:** Located at the top right, featuring a small image of a chip and the text "The MRSI-MS Assembly Work Cell".
- Sponsor Logo:** Located below the sponsor position, featuring the Newport Corporation logo.
- Spotlight Ad:** A yellow-bordered ad for "Silicon Interposers & TSVCs" located on the right side.
- Text Ad:** A yellow-bordered ad for "IC Device & Micro-Electronic Cleaning" located on the right side.
- Vertical Banner Ad:** A vertical ad for "Ball bonding is reaching its limits" by HESSE & KNIPPS, located on the right side.
- Horizontal Banner Ad:** A banner at the bottom for "Nordson ASYMTEK's NexJet™ System" with a "GO" button.

Text Ad

Sponsor Position

Sponsor Logo

Spotlight 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 broadcast e-mail newsletter only. This does not include website exposure.

3 month campaign \$995/month,
6 month campaign \$950/month,
12 month campaign \$895/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 \$1950/month,
6 month campaign \$1900/month,
12 month campaign \$1850/month
(credit card pricing)

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About Us

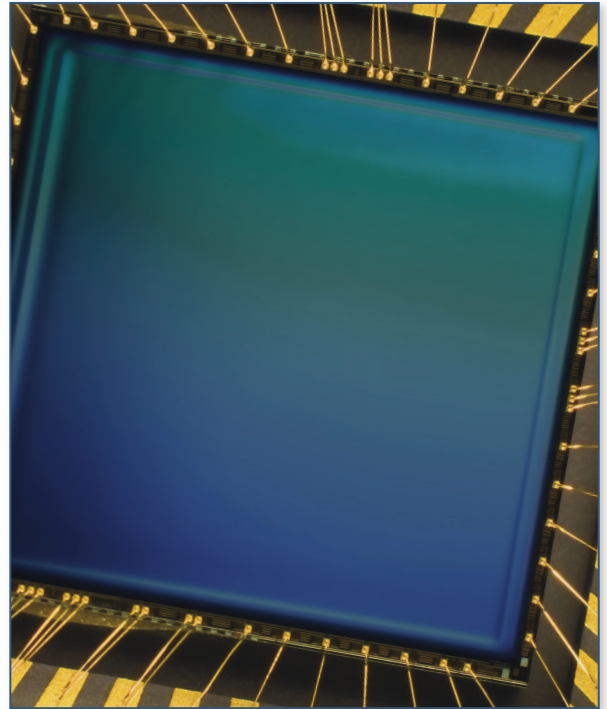
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We believe it's our job to dig through the unending stream of news, articles, features, and discussions to deliver information, covering the world of semiconductor packaging and micro-electronics, to our readers. Every month we publish links to more than 300 important industry news articles. We package this information into a convenient newsletter that we deliver to our subscribers via e-mail - every business day.

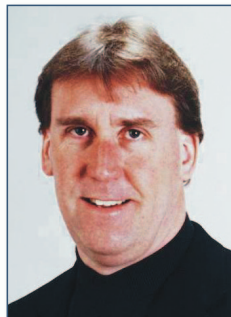
The Semiconductor Packaging Newsletter and website features links to industry and technology news stories and feature articles about the semiconductor packaging market. We publish the latest corporate and product news announcements industry company's submit to us.

We also deliver over 2,000 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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