30,000+ daily e-mail subscribers
125,000 unique visitors past 12 months
Readership from 140 countries
#1 newsletter and website for industry professionals
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 excellent visibility with high-frequency advertising designed to meet every budget. We reach 125,000 industry professionals who are eager to learn more about your products and services.

A digital advertising campaign includes the following features:

- Advertising and lead generation in the daily newsletter & website
- Banner ads for branding (160 x 300 pixels vertical)
- Text ads intrigue readers to click to your web pages to learn more
- Technical papers provides lead generation for your sales channel
- Corporate news releases published daily at no cost
- Calendar to post your shows, webcasts and important events

**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 30,000 subscribers every business day.

During the past 12-months Semiconductor Packaging News has reached over 125,000 unique visitors from 140 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
- South Korea
- Taiwan
- Singapore
- Japan
- Germany
- China
- Netherlands
- France
- United Kingdom

Demographics by region of the world:

- 50% Americas, 30% Asia Pacific, and 20% Europe

Industry organizations such as SEMI, IMAPS, MEPTEC, IEEE 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 an advertising vehicle”.

R.B.
Comments from several Semiconductor Packaging News subscribers:

“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”.

“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”.

“Nice Job. Really stands out. Very newsy with lots of good stuff.”

Over 30,000 daily subscribers find Semiconductor Packaging News to be their go-to source for news and information in the semiconductor 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 an issue of a trade publication every month or two, our daily broadcast reaches professionals that have a need to know – and who bear the responsibility for looking ahead to keep their companies on top! They keep themselves up to speed by reading Semiconductor Packaging News daily. 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.

Readership Breakdown

Europe 20%
Asia/Pacific 30%
America's 50%

Company Type

Foundries 16%
Design & Test 15%
Microelectronics 41%
Osat 17%
Oem/Idm 15%

Job Description

Engineering 31%
Management 35%
Production 19%
R&D 8%
Other 7%
Semiconductor Packaging News advertising delivers results. We deliver your message to a targeted readership with the highest frequency. Advertising campaigns in Semiconductor Packaging News provide more visibility compared to other weekly 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) 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 advertisers to run multiple text ads in their ad campaign at no extra cost.

**Top Sponsor Position**
Gold and silver-plus sponsors will have “text ad” at the top of the newsletter and website once each month. Company logo also appears in the top right column “Today’s Sponsor” on the same day. Gold and silver-plus advertisers also receive premium sponsor positions each month.

**Technical Papers generate leads each month**
Semiconductor Packaging publishes relevant technical papers at no cost allowing readers to download them with a simple registration. We gather the name, company and e-mail addresses and provide to our advertisers at no additional cost.

**Geo-Targeting**
The geo-targeting feature allows your banner ads and text ads to be delivered to readers in a specific continent or country. A great method to reach a select group of readers to introduce a new product to a specific market, publicize a webinar or promote an award, ask for more details.

**Custom Newsletter Broadcast**
A custom newsletter broadcast to our subscribers can showcase new products, promote a webinar or conference or award. The custom newsletter e-mail broadcast will be focused exclusively on your company, ask us for more details.

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**Monthly Media Reports**
Semiconductor Packaging provides a monthly media report capturing data from your campaign including banner ad and text ad impressions and clicks. We also gather the names of readers who download the published technical papers to share with your sales channel.

Did You Know: Text ads will typically deliver 2-3 times as many clicks as a banner ad. Advertisers use banner ads to build the company brand and text ads to drive readers to pages on their website.
Silver Campaign
The Silver Campaign includes 8 days per month in the e-mail newsletter. Ads will usually run twice per week in this campaign. This campaign does not include visibility in the website.

6 month campaign $995/month
12 month campaign $900/month (Credit card pricing)

Silver-Plus Campaign
The Silver-Plus Campaign includes 9 days per month in the e-mail newsletter including a premium ad position each month plus your campaign runs on the website 24/7

6 month campaign $1,400/month
12 month campaign $1,300/month (Credit card pricing)

Gold Campaign
The Gold Campaign includes 15 days per month in the e-mail newsletter including a top sponsor position with company logo each month plus your campaign runs on the website 24/7

6 month campaign $1,850/month
12 month campaign $1,750/month (Credit card pricing)
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 night we scour the news from 200 sources to find the best industry news articles. We package this information into a convenient newsletter that is delivered to our subscribers 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 companies submit to us.

We also deliver thousands of technical paper downloads every month and we’ll publish 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 digital sponsorship campaign.