

# semiconductor packaging news

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

## 2018 Media Guide

### semiconductor packaging news

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

News | Search | Subscribe

#### Chip Sales Rose Sharply in November

Global semiconductor sales posted a year-to-year sales increase of 7.4% in November 2016 as the chip industry continued to pick up steam headed into the end of the year, according to the Semiconductor Industry Association (SIA) trade group. The November increase was the largest for the semiconductor industry since January 2015, the SIA said. November's jump in sales ...

EE Times

#### Dispenser Provides Volumetric Scan and Process Feedback

Volumetric scanning of patterns during the dispense process provides invaluable data in the assembly of critical components. Learn more.

MRSI Systems

#### Copper Pillar Testing

Copper Pillar is rapidly being adopted as a bumped wafer interconnect. The construction is that of a Copper cylinder around 50µm in diameter and height, topped with a dome of solder.

XYZTEC

#### VIEWPOINT 2017: Rob Kavanagh, Global Business Director, Dow Electronic Materials

Looking back at last year's predictions for fan-out wafer- and panel-level packaging, the crystal ball was a bit foggy, as the industry collectively wondered if fan-out would become a reality in mainstream consumer applications, such as smartphones and tablets. Now with confirmation from teardowns ...

Dow Electronic Materials

#### BEOL Issues At 10nm And 7nm

Semiconductor Engineering sat down to discuss problems with the back end of line at leading-edge nodes with Craig Child, senior manager and deputy director for ...

Semiconductor Engineering

#### Intel holds its CES press event inside virtual reality

Intel CEO Brian Krzanich held his company's CES press event inside virtual reality, as Intel provided more than 260 VR units in chairs for all of the press attending ...

VentureBeat

#### High-Speed, High-Performance 3D AOI Machine

M-6 OMNI is setting the Standard in Inspection Technology. 3D AOI with OMNI-VISION 3D Inspection Technology with CoaXPress Camera.

MIRTEC

#### Fan-Out Wafer Level Packaging in 2017

FOWLP will have double digit growth due to electronics requiring reduced package thickness. Dielectric Vacuum Cure Ovens for the FOWLP offer quick process time & controllable ramp rates.

Yield Engineering Systems, Inc.

#### ASE: The challenge and importance of MEMS and Sensor packaging

MEMS and sensor devices have catapulted the Internet of Things (IoT) towards the deployment of billions of sensors in a myriad of applications in electronics technology ...

EDN

#### Are You (Really) Ready for Your Next Node?

The transistor scaling that has been the engine of our industry for 30+ years continues to relentlessly march forward. We are now about to begin production on the ...

Electronic Design

#### CES 2017: The Year of Voice Recognition

The beeping, flashing, pulsating glory of the world's largest consumer electronics trade show has returned to Las Vegas. The first batch of new products and ...

IEEE Spectrum

#### Modular Coater/Developer Platform

The ACS300 Gen3 is designed for demanding high-volume production environments in advanced packaging. It has the smallest footprint for a system with eight spinner modules, saving space.

Suss MicroTec

#### Today's Sponsor

SUSS MicroTec

#### Test Your Knowledge

How many gun-firings salute the Queen's Birthday at the Tower of London? See answer below.

#### Turn-key MEMS Sensors Development Solution

SMART has experience with customers to take their design through development into manufacturing using SMART's state-of-the-art facilities.

SMART Microsystems

#### White Papers

- Signal Integrity Simulation for High Speed Sockets
- SWIFT Packaging for Highly Integrated Products
- Everything-Proof Mobile Devices
- Hot sinking through socket contact technologies
- New Backside Protection Film Boosts WLCSP Reliability
- Ultrasonic Inspection of Bonded Wafers
- 3D Glass Solutions Enables System on a Chip

#### EZ-FLO High Precision Dispense Tips

Each needle is machined from solid stainless steel as opposed to rolled tubing. The resulting smoother internal profile enhances material flow and consistency. Learn more.

DL Technology

#### Quote of the Day

"Be not afraid of going slowly. Be afraid only of standing still."

Chinese proverb

#### Outstanding Liquid Dispensing & UV Curing

Outstanding liquid dispensing and UV curing, all within one platform, watch the video. Use the same automated fluid dispensing system to dispense UV Curable adhesives and perform UV curing.

CPD Global

#### What Year Was It?

Golden Gate Bridge is Born  
Construction begins on the Golden Gate Bridge, as workers began excavating 3.25 million cubic feet of dirt for the structure's huge anchorages.

The day was Jan 5. What year was it?



PARALLEL GAP ELECTRODES  
Lower Cost/Longer Life

- 30,000+ daily e-mail subscribers
- 125,000 unique visitors past 12 months
- Readership from 140 countries
- #1 newsletter and website for industry professionals



## Why Advertise With Semiconductor Packaging News

## 2018 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 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 | ■ Germany        |
| ■ South Korea   | ■ China          |
| ■ Taiwan        | ■ Netherlands    |
| ■ Singapore     | ■ France         |
| ■ Japan         | ■ 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.





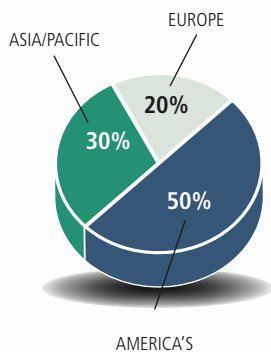
Over 30,000 daily subscribers find Semiconductor Packaging News to be their go-to source for news and information in the semiconductor and micro-electronics assembly market. Semiconductor Packaging News subscribers and website visitors are the industry professionals you want to reach; they're your prospects 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.

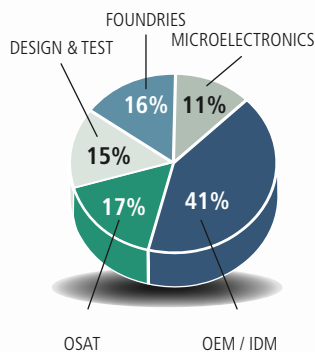


**Based on a readership survey we are proud to share data and commentary from industry professionals who took part in our survey.**

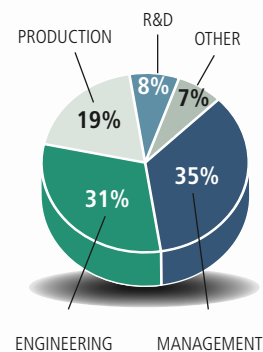
**Readership  
Breakdown**



**Company Type**



**Job Description**



Comments from several Semiconductor Packaging News subscribers:

*"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 newswy with lots of good stuff.*



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.

### 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.

The screenshot shows the Semiconductor Packaging News website. At the top is the logo and a tagline: "We search for industry news, so you don't need to." Below this are navigation links: "News | Search | Subscribe". The main content area is divided into two columns. The left column is titled "Amkor Technology" and contains a list of "Most Recent Press Releases Posted at Semiconductor Packaging News" with dates and titles. The right column is titled "Monthly Reports" and shows a calendar for the year 2017, with links to reports for each month. Below the press releases is a section titled "Recent White Papers and Downloads" with a list of papers and download links.

**semiconductor  
packaging news**

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News | Search | Subscribe

**Amkor Technology**

To view monthly reports for advertisements in the Semiconductor Packaging News email newsletter and website, click the links in the right column. Some months may have 2 report pages.

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

Aug 3, 2017	<a href="#">Amkor Technology Reports Financial Results for the Second Quarter 2017</a>
Jun 20, 2017	<a href="#">Amkor Recognized as Supplier of the Year for Second Consecutive Year by Qualcomm</a>
May 31, 2017	<a href="#">Amkor Technology Announces Opening of Korean Sales Office</a>
May 24, 2017	<a href="#">Amkor Technology Completes Acquisition of NANJUNG</a>
May 17, 2017	<a href="#">Amkor to Exhibit and Present at the Upcoming ECTC 2017</a>

**Recent White Papers and Downloads** [Submit](#)

If you are an advertiser, click "Download" to view a list of names.

Aug 11, 2017	<a href="#">Automation and eCIM for Continuous Improvement</a>	<a href="#">Download List</a>
Jun 29, 2017	<a href="#">A Practical Approach to Test Through Silicon Vias (TSV)</a>	<a href="#">Download List</a>
May 3, 2017	<a href="#">Through Silicon Via (TSV) Packaging for Improved Performance</a>	<a href="#">Download List</a>
Mar 15, 2017	<a href="#">Wire-Bond CABGA - Die Size Packaging Innovation</a>	<a href="#">Download List</a>
Dec 12, 2016	<a href="#">SWIFT Packaging for Highly Integrated Products</a>	<a href="#">Download List</a>
Apr 20, 2016	<a href="#">Start Your HBM/2.5D Design Today</a>	<a href="#">Download List</a>

**Monthly Reports**

August 2017
August 2017
July 2017
June 2017
May 2017
April 2017
March 2017
February 2017
January 2017
December 2016
November 2016
October 2016
September 2016
August 2016
July 2016
June 2016
May 2016
April 2016
March 2016
February 2016
January 2016

*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.*

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Rate Card

2018 Media Guide

Premium Positions

Text Ad

Vertical Banner Ads

The screenshot shows the homepage of 'semiconductor packaging news'. At the top is a navigation bar with 'News | Search | Subscribe'. The main content area includes several articles and sections:

- Chip Sales Rose Sharply in November**: A headline article about semiconductor sales growth.
- Dispenser Provides Volumetric Scan and Process Feedback**: An article about HRSI Systems.
- Copper Pillar Testing**: An article about XYZTEC.
- VIEWPOINT 2017**: A section about Rob Kavanagh, Global Business Director, Dow Electronic Materials.
- BEOL Issues At 10nm And 7nm**: An article about semiconductor engineering challenges.
- Intel holds its CES press event inside virtual reality**: A news item about Intel's CES event.
- High-Speed, High-Performance 3D AOI Machine**: An article about M-6 OMNI technology.
- Fan-Out Wafer Level Packaging in 2017**: An article about FOVLP technology.
- ASE: The challenge and importance of MEMS and Sensor packaging**: An article about MEMS and sensor packaging challenges.
- Are You (Really) Ready for Your Next Node?**: An article about transistor scaling.
- CES 2017: The Year of Voice Recognition**: An article about the CES trade show.
- Vertical Banner Ads**: Three vertical banners at the bottom for PacTech, SEMI EUROPEAN 3D SUMMIT, and COORSTEX.
- Sponsor Text Ad**: A text ad for SUSS MicroTec at the top right.
- Sponsor Logo**: The SUSS MicroTec logo below the text ad.
- Premium Position**: A section titled 'Test Your Knowledge' with a quiz about the Queen's Birthday.
- Turn-key MEMS Sensors Development Solution**: An article about SMART Microsystems.
- White Papers**: A list of white papers including 'Signal Integrity Simulation for High Speed Sockets' and 'SWIFT Packaging for Highly Integrated Products'.
- EZ-FLO High Precision Dispense Tips**: An article about DL Technology.
- Quote of the Day**: A quote about not being afraid of going slowly.
- Outstanding Liquid Dispensing & UV Curing**: An article about GPD Global.
- What Year Was It?**: A section about the Golden Gate Bridge.
- SWIFT™ Packaging**: An article about Amkor Technology.

Sponsor Text Ad

Sponsor Logo

Premium Position

Text Ad

Text Ad

Text Ad

## 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 \$1850/month  
12 month campaign \$1750/month  
(Credit card pricing)



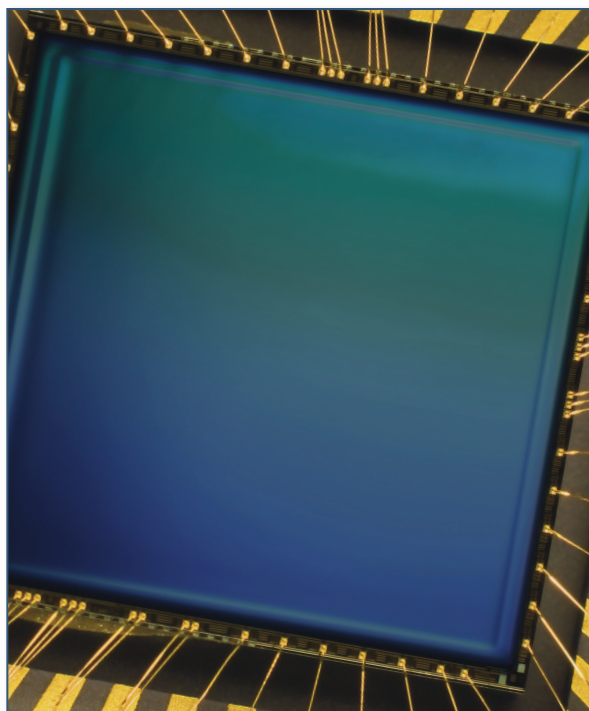


We believe it's our job to dig through the unending stream of news, articles, features, and discussions to deliver information, covering the world of semiconductor packaging and micro-electronics, to our readers. Every night we scour the news from 200 sources to find the best industry news articles. 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.



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