

semiconductor packaging news

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

2020 Media Guide

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Silicon Wafers: Tight Supply, High Prices

For years, the silicon wafer industry suffered from oversupply and depressed prices, causing considerable consolidation in the industry. Then, two or so years ago, the IC industry entered into a boom cycle. Silicon wafer vendors began to experience tight supply amid strong demand from IC makers. Some silicon wafer makers even raised their prices. Today, the silicon wafer market remains strong and supply ...

Semiconductor Engineering

Accelerating 3D-IC packaging roadmap

EV Group (EVG) unveils new SmartView® NT3 bond aligner with sub-50-nm wafer-to-wafer alignment accuracy, available on its industry benchmark GEMINI® FB XT fusion bonding system...

EV Group

Tired of Your Legacy Tool Breaking?

Revolutionary productivity for your advanced technologies! The YES-EcoClean Plasma Resist Strip/Descum System is 1/3 the capital cost of comparative products. Read more here...

Yield Engineering Systems, Inc.

SUSS technologies for wafer-level-optics

SUSS imprint solutions offer cost-effective replication and UV-stacking technologies for the most advanced industrial applications. Learn more.

SUSS Microtec

Today's Sponsor

SUSS Microtec

Test Your Knowledge Answer

What is another name for a millimicron?
See answer below.

The Science of Bond Testing

With most products consisting of thousands of interconnects bond testing is an essential tool. The Science of Bond Testing is a method for designing the best method for any application.

XYZTEC

Press Releases

CML introduces a new generation of ultra-low power voice codecs for high quality 'always on' voice applications

CML Microcircuits introduces the next generation in voice codecs, aimed at existing telephony and emerging high quality speech applications in smart devices. The CMX655D ...

CML Microcircuits

Ironwood package converters solve chip obsolescence problems!

Often, a manufacturer will suddenly find a device, which has been purchased for years, is no longer available in the package the system board was designed for. Until ...

Ironwood Electronics

Technical Papers

- Multichip Integrated Copper Clip Package Technology
- IC Socket Footprint -- Why is it Important?
- Surface Mount Guidelines for Amkor's DRMLF®
- Lasers for High-speed Sample Preparation
- Developing a Theta jc Standard for Electronic Packages
- Is Fully Automatic Bond Testing Possible?
- New Technique to Create sub 2.0 µm Interconnects on Panel Format

Heterogeneous Integration: The Path Forward on December 5th

Industry leaders will present the latest updates on technical and business issues related to integration of different types of semiconductor devices.

MEPTEC

MRSI-M1, 1 Micron Die Bonder

Using real time alignment, the MRSI-M1 delivers accuracy, speed & reliability for die bonding silicon photonics, photonic packages, and sensors. Learn more.

MRSI Systems

Amazon.com, Qualcomm to put Alexa assistant in more headphones

Microchip firm Qualcomm Inc is joining Amazon.com Inc to spread the use of Amazon's Alexa voice assistant in wireless headphones, the companies said. Under the deal ...

Reuters

Consortium formed in China to rev up development of RISC-V processors

More than 50 IC designers, academic units and research bodies in China have recently established the China RISC-V Industry Consortium, seeking to develop the ...

Digitimes

EUV And Expanding The SSD Ecosystem

Samsung made some significant announcements at its Samsung Tech Day this week. This included 7nm lithographic processes using Extreme Ultraviolet (EUV), 500+ layer ...

Quote of the Day

You may be disappointed if you fail, but you are doomed if you don't try.

Beverly Sills

Plating & Film Adhesion Testing Paper

Can a bond tester be used for plating and film adhesion testing? This paper discusses scratching the surface with a modern bond tester for a plating and film adhesion testing technique. Read more.

XYZTEC

What Year Was It?

- 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 2020 Media Guide

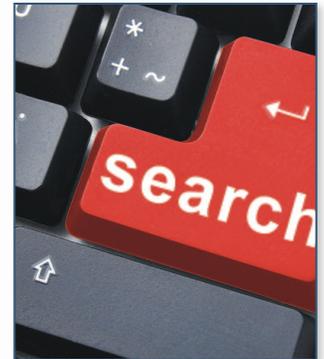
Electronic-media continues to expand as industry professionals seek daily updates on news and events shaping the semiconductor packaging and micro-electronics market. An advertising campaign in Semiconductor Packaging News provides excellent visibility with high-frequency advertising designed to meet every budget. We reach 125,000 industry professionals who are eager to learn more about your products and services.

A digital advertising campaign features:

- Lead generation and advertising 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 provide lead generation for your sales channel
- Corporate news releases published daily at no cost
- Calendar to post your shows, webcasts and important events
- Optional custom e-mail broadcast to our subscribers dedicated to your company

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 | ■ Taiwan |
| ■ Japan | ■ Netherlands |
| ■ Singapore | ■ France |
| ■ China | ■ 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.

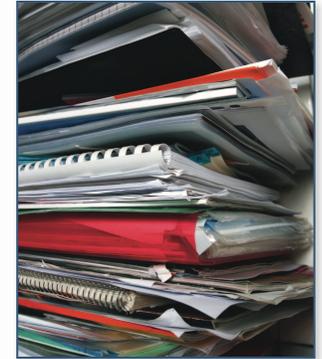
"F&K Delvotec is very pleased with the exposure and support from SPN."
R.B.

"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.



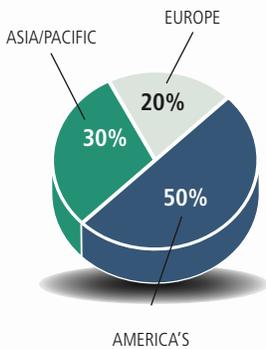
Over 30,000 daily subscribers find Semiconductor Packaging News to be their go-to source for news and information in the semiconductor and micro-electronics assembly market. Semiconductor Packaging News subscribers and website visitors are the industry professionals you want to reach; they're your prospects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



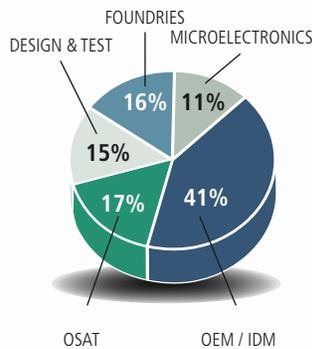
Rather than waiting for an issue of a trade publication every month or two, our daily broadcast reaches professionals that have a need to know – and who bear the responsibility for looking ahead to keep their companies on top! They keep themselves up to speed by reading Semiconductor Packaging News daily. 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.

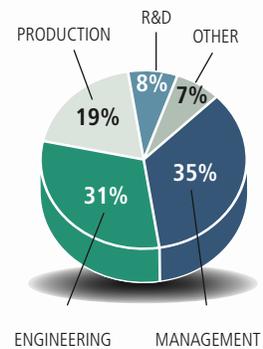
Readership Breakdown



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 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 interface. At the top, there is a search bar with the text "We search for industry news, so you don't need to." Below the search bar are navigation links for "News", "Search", and "Subscribe".

Under the "News" section, there is a "Monthly Reports" list with links for each month from September 2018 down to March 2016. To the left of this list is a "Most Recent Press Releases Posted at Semiconductor Packaging News" section with a "Submit" link. It lists several press releases with dates and titles, such as "Amkor Technology Reports Financial Results for the Second Quarter 2018" and "Amkor Factories Receive Key Automotive Certification".

Below the press releases is a "Recent White Papers and Downloads" section, also with a "Submit" link. It lists white papers with dates and titles, such as "Surface Mount Guidelines for Amkor's DRMLF@" and "Developing a Theta Jc Standard for Electronic Packages". Each entry includes a "Download List" link.

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.



Premium Positions

Text Ad

Vertical Banner Ads

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)

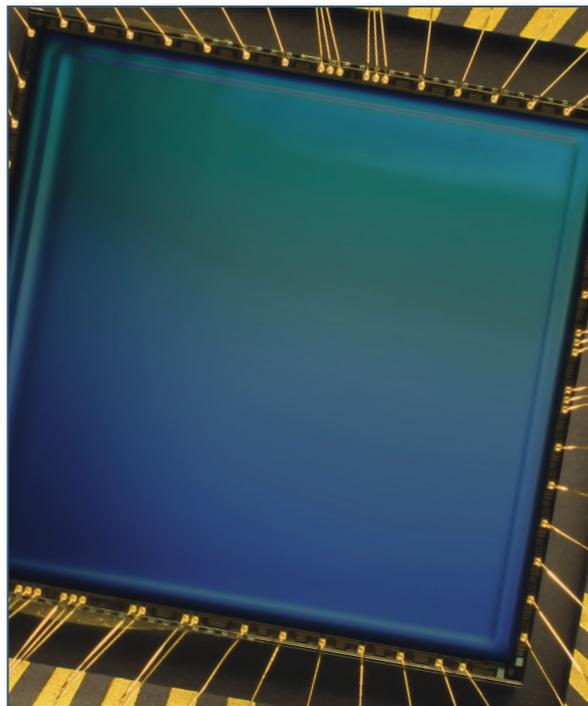


We believe it's our job to dig through the unending stream of news, articles, features, and discussions to deliver information, covering the world of semiconductor packaging and micro-electronics, to our readers. Every night we scour the news from 200 sources to find the best industry news articles.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