

# SEMICONDUCTOR DIGEST

## Magazine Ad Specifications & Submission Guidelines

**Publication Trim Size:** 8 x 10.5" (203 x 267 mm). No charge for bleed.

**Please note:** Trim size denotes the final dimensions of the ad in print; Live Area denotes a safety zone within that. For best results, please keep all text within the Live Area. If desired, 1/2-, 1/3- and 1/4-page ads can be submitted at Live Area size for a smaller inset placement on the page.

Page Dimensions	Live Area	Trim	Supplied Bleed
<b>2-Page Spread</b>	15 x 9.5" 381 x 241 mm	16 x 10.5" 406 x 267 mm	16.25 x 10.75" 413 x 273 mm
<b>Full Page</b>	7 x 9.5" 178 x 241 mm	8 x 10.5" 203 x 267 mm	8.25 x 10.75" 210 x 273 mm
<b>1/2 Page, Horizontal</b>	7 x 4.875" 178 x 124 mm	8 x 5.25" 203 x 133 mm	8.25 x 5.5" 210 x 140 mm
<b>1/2 Page, Vertical</b>	3.375 x 9.5" 86 x 241 mm	4 x 10.5" 102 x 267 mm	4.125 x 10.75" 105 x 273 mm
<b>1/2 Page, Island</b>	4.5 x 7.375" 114 x 187 mm	5.125 x 8.125" 130 x 206 mm	5.25 x 8.25" 133 x 210 mm
<b>1/3 Page, Horizontal</b>	7 x 3.3125" 178 x 84 mm	8 x 3.5" 203 x 89 mm	8.25 x 3.75" 210 x 95 mm
<b>1/3 Page, Square</b>	4 x 4.375" 102 x 111 mm	4.5 x 4.875" 114 x 124 mm	4.75 x 5.125" 121 x 130 mm
<b>1/3 Page, Vertical</b>	2.167 x 9.5" 55 x 241 mm	2.667 x 10.5" 68 x 267 mm	2.917 x 10.75" 74 x 273 mm
<b>1/4 Page</b>	2.875 x 4.375" 73 x 111 mm	3.375 x 4.875" 86 x 124 mm	3.625 x 5.125" 92 x 130 mm

# SEMICONDUCTOR DIGEST

## Product Showcase Specifications

**If supplying your own materials:** 3.41 x 2.72" (87 x 69 mm)

**If we are creating the ad for you, send:**

- **Headline:** Approximately 45 characters, including spaces
- **Description:** Approximately 50 words
- **Hi-res logo:** .jpg, .eps or .tif and hi-res image: .jpg or .gif
- **URL** (send two if you want the click-through URL to be different than the one displayed)

## General Specifications

Gold Flag Media/Semiconductor Digest prefers ad material supplied as PDFs with PDF/X1a format option. If PDF/X1a files cannot be supplied, send "Press Optimized" files from the PDF Distiller. We also accept ads built in these programs:

- **InDesign**
- **Adobe Illustrator**
- **Photoshop** – Photoshop files should be saved in EPS format. Use CMYK colors at 254 or 300 dpi with preview of 8 bits/pixel and binary encoding.

## **NO CROP MARKS PLEASE**

Email your ad to Kerry Hoffman, [kerryh@semiconductordigest.com](mailto:kerryh@semiconductordigest.com). Email Kerry delivery instructions if your file is too large to email.

## General Policy

Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject advertising not conforming to publication standards. The publisher reserves the right to place the word "advertisement" with copy, which, in the publisher's opinion, resembles editorial material. The publisher is not responsible for errors in key numbers. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation, interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher.

# SEMICONDUCTOR DIGEST

## Cancellations

No cancellations or changes will be accepted after space closing date. Notification of cancellations prior to closing date must be in writing.

## e-Newsletter Specifications

- Banners: 40k maximum file size, .png or .jpg (no animated .gifs or flash); URL
- Hybrid: 50 words of text plus image (maximum 150x150 pixels, 25k maximum file size, .png or .jpg); URL

Position	Pixel Size/Options
Daily Digest Sponsors	Hybrid or 600x200 Banner
Leaderboard	600x90 Banner
Inline 1, 2, 3, 4	Hybrid or 600x200 Banner

## Website Banner Specifications

- Banners: 40k maximum file size, .gif, .jpg or .png. We also accept HTML5.

Position	Pixel Size
Leaderboard	728x90
Half-page	300x600
Rectangle	300x250

# SEMICONDUCTOR DIGEST

## Technology Paper Sponsorships

### Please provide:

- PDF of Technology Paper
- Short synopsis for Technology Paper Library on website and LinkedIn posts (approximately 100 words)
- Longer synopsis for email (approximately 250 words)
- Subject line for email if you want something different than the title of the paper
- 280 characters or less of text (including spaces URL and hashtags) for X
- Optional: 1600x900 image for LinkedIn and 1200x675 image for X
- Desired hashtags for social media
- Logo (if we don't already have it) and URL you want the logo directed to
- URL to landing page

### Optional

- Company name (as you want it to appear)
- Company contact(s): first and last name and email address
- Website address
- Any other contact information you want to list
- Company description (approximately 150 words)

### If we are collecting the leads

- Which fields would you like us to collect for the leads (keep in mind the less fields that are required, the more likely people will register to download the paper).
  - First and last name
  - Company
  - Title
  - Address
  - Country
  - Email address (required)
  - Any other items you would like us to include on the landing page such as images or banners
- PDF of Technology Paper

# SEMICONDUCTOR DIGEST

## Webinar Sponsorships

For best results, promotion of the webinar should begin at least 4 weeks out. Semiconductor Digest will promote the webinar via an email, on social media and in the Webinar/Technology paper section of the Daily and topical newsletters. We will also send out registration confirmation emails and reminders.

Once date and time is determined, the items we need to start promoting the webinar are:

- Title of presentation
- A short abstract (250 words or less)
- What you'll learn bullets
- Photo(s) and bio(s) of the presenter(s)
- Company logo (if we don't already have it) and URL you want it directed to
- Company description with contact information
- Short synopsis for LinkedIn posts (approximately 100 words)
- 280 characters or less of text (including spaces URL and hashtags) for X posts
- Optional: 1600x900 image for LinkedIn and 1200x675 image for X
- Desired hashtags for social media
- What fields you are interested in for lead collection. Available fields are:
  - First and Last Name
  - Email
  - Company Name
  - Title
  - Street Address
  - City and State
  - Country
  - Phone

2 – 3 days before the webinar date we will need:

- Actual presentation in PPT format (can include animation)
- Any information, documents, files or links for surveys, polls, handouts
- Seed questions for Q&A

The webinars are typically 45 minutes for the presentation and 15 minutes for the Q&A. During the webinar or during Q&A, the audience types their questions into the “ask a question” box and the team will selectively go through them to decide which ones to have the moderator ask and in what order. There will be a private area on the site to communicate this.

The webinars are archived for one year and will reside in the on-demand section of the webinar area on the Semiconductor Digest website - <https://www.semiconductor-digest.com/webinars/> for one year.

# SEMICONDUCTOR DIGEST

## Dedicated Emails

- Subject line
- HTML link
- Email addresses for test emails

## Social Media Posts

- 1600 x 900 image for LinkedIn and 1200x675 image for X
- 280 characters or less of text (including spaces, URL and hashtags) for X
- 3,000 characters or less of text (including spaces, URL and hashtags) for LinkedIn
  - **NOTE:** Only about 200 characters are visible before having to click “see more”