

SEMICONDUCTOR DIGEST

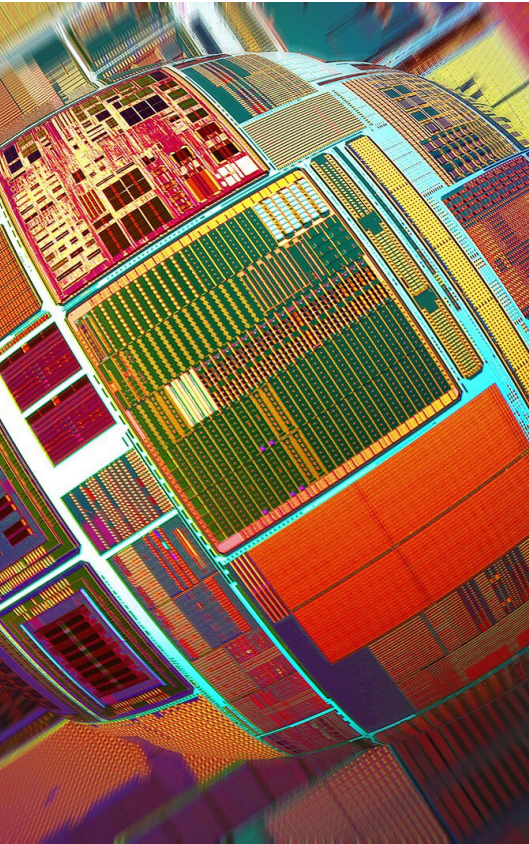
2021 MEDIA PLANNER

A GOLD FLAG MEDIA
PUBLICATION



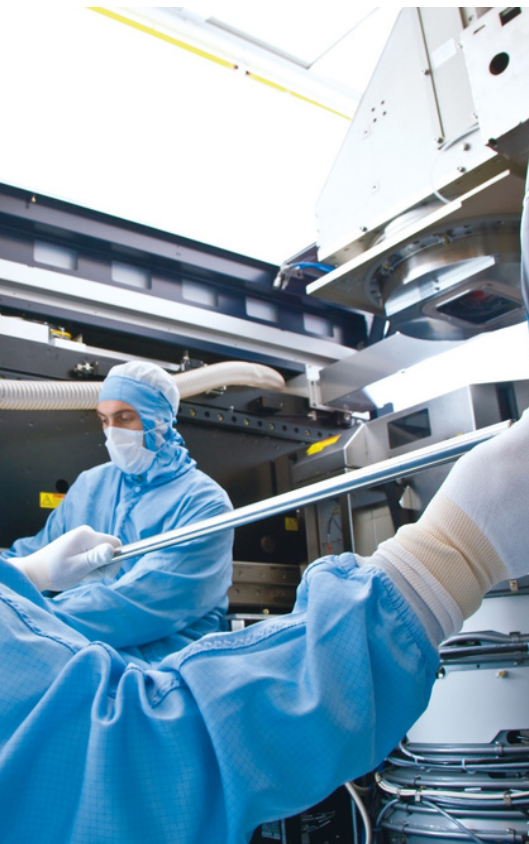
Updated August 11, 2021

www.semiconductordigest.com



SEMICONDUCTOR DIGEST

2021 is expected to be another banner year for semiconductor manufacturing. During the COVID pandemic, the world has become acutely aware of the value of semiconductor technology, which enable the ability to work from home with broadband internet, telehealth visits, Zoom calls, gaming, and all the great things the future will bring, such as 5G, self-driving cars, AI, virtual reality and so much more. Soaring pandemic-inspired demand for chips will drive an 8% increase in global fab equipment spending in 2020 and a 13% increase in 2021, according to SEMI.



The pandemic has also laid bare the fragility of a supply chain that relies so heavily on worldwide commerce. Efforts are underway to boost domestic semiconductor manufacturing and research in the U.S. through robust federal incentives, while China continues to strive toward the goal of semiconductor self-sufficiency. A worsening trade war between the U.S. and China could significantly impact how and where semiconductors are manufactured in the future. In this time of change, Semiconductor Digest seeks to provide clarity on critical business and technical issues through a mix of news, contributed articles and staff-written articles. We invite you to join us on this journey!

— Pete Singer, Editor-in-Chief

Cover image and images on this page are courtesy of Eddie Shvartzman (esphotographer.com)

MEET THE EDITORIAL TEAM

Pete Singer, Editor-in-Chief

psinger@semiconductordigest.com

Pete oversees the editorial operations of Semiconductor Digest. He has been involved in technical journalism for 39 years and has written hundreds of articles on all aspects of semiconductor manufacturing and related industries. Pete holds a degree in Electrical Engineering from the University of Illinois, Champaign-Urbana, and is a member of the IEEE, Electrochemical Society, American Vacuum Society and Materials Research Society.

Shannon Davis, News and Web Editor

sdavis@semiconductordigest.com

Shannon writes, edits and produces Semiconductor Digest's news articles, email newsletters, blogs, webcasts, and social media posts. She holds a bachelor's degree in journalism from Huntington University in Huntington, IN. In addition to her years of freelance business reporting, Shannon has also worked in marketing and public relations in the renewable energy and healthcare industries.



PETE SINGER

Editor-in-Chief



SHANNON DAVIS

News and Web Editor

Dave Lammers, Contributing Editor

Dave Lammers started writing about the semiconductor industry while working at the Associated Press Tokyo bureau in the early 1980s, a time of rapid growth for the industry. He joined EE Times in 1985, covering Japan, Korea, and Taiwan for the next 14 years while based in Tokyo. In 1998 Dave, his wife Mieko, and their four children moved to Austin to set up a Texas bureau for E.E. Times. A graduate of the University of Notre Dame, Dave received a master's in journalism at the University of Missouri School of Journalism.

John Blyler, Contributing Editor

John has many years of technical and editorial experience in the semiconductor, electronics, and system engineering spaces. Currently, he is the founder and CEO of JB Systems, a high-tech media, education and engineering company. Previously, John was the editor-in-chief of Chip Design and Semi-Manufacturing Design (SemiMD) magazines. His works have appeared in numerous publications and with several companies including the IEEE, Informa-Penton Electronic Design), Photonics Media, Wiley, Elsevier, Networking World, Edutopia (George Lucas Foundation), Mentor, Cadence, Synopsys, Intel, Arm, Mouser, Digikey, TI Jama Software, Dassault Systemes, Siemens and many others. John teaches systems engineering and IOT Design as an affiliate professor at Portland State University and an online lecturer at Univ. of California at Irvine. He holds a BS in Engineering Physics from Oregon State Univ. and an MS in Electronic Engineering from Cal. State Univ., Northridge.

Dick James, Contributing Editor

Dick James is an almost 50-year veteran of the semiconductor industry, working in the process development, design, manufacturing, packaging and reverse engineering of semiconductor devices. For over 20 years he worked with Chipworks (now TechInsights), an Ottawa, Canada-based specialty reverse engineering company, and is now Fellow Emeritus with the company. He is also a Senior Analyst for TechSearch International, based in Austin, a leading consulting company in the field of advanced semiconductor packaging technology.

EDITORIAL CALENDAR

2021 Semiconductor Digest Magazine – Remaining Issues

AUGUST/SEPTEMBER*

SPACE AUG 19 – MATERIALS AUG 24

More than Moore
Semiconductors in Healthcare
Advanced Packaging
DRAM and 3D NAND

Bonus distribution:

EOS/ESD Symposium, IMAPS 2021, MEMS & Sensors Executive Congress



OCTOBER*

SPACE SEP 17 – MATERIALS SEP 21

SEMICON EUROPA
AI & MACHINE LEARNING
METROLOGY

Bonus distribution:

SEMICON EUROPA, ITPC

EDITORIAL CALENDAR

NOVEMBER**

SPACE OCT 20 – MATERIALS OCT 22

SEMICON West Show Preview
Environment, Safety, Health and Sustainability
Semiconductor Supply Chain
Quantum Computing

Bonus Distribution:

MRS Fall Meeting, SEMICON West

DECEMBER**

SPACE NOV 3 – MATERIALS NOV 5

SEMICON West Show
2022 Forecast
Smart Manufacturing
Gate-all Around Transistors

Bonus Distribution:

SEMICON West, ISS 2022

*Included in the SEMICON Europa Trade Show Incentive Program.
See bottom of page 10 for details.

**Included in the SEMICON West Trade Show Incentive Program.
See bottom of page 10 for details.

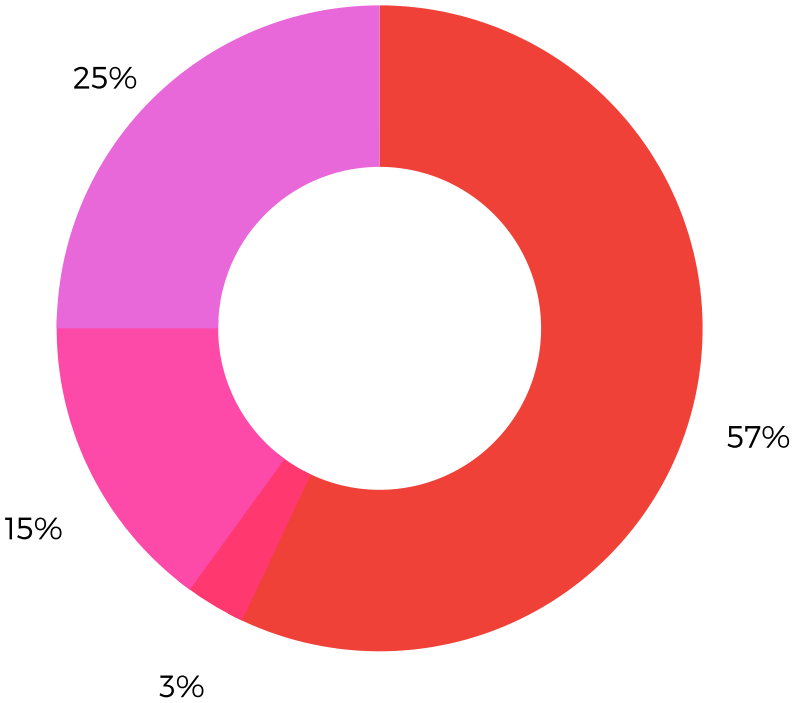
NOTE: ALL DATES ARE SUBJECT TO CHANGE AND ALL BONUS DISTRIBUTION IS SUBJECT TO CHANGE DUE TO THE EVENT GOING VIRTUAL, POSTPONED OR CANCELLED

SEMICONDUCTOR DIGEST CIRCULATION

AMONG THE 30,000+ QUALIFIED RECIPIENTS OF SEMICONDUCTOR DIGEST MAGAZINE, 100% ARE INVOLVED IN PURCHASING DECISIONS

GEOGRAPHY

- North America: 57%
- Asia: 25%
- Europe: 15%
- ROW: 3%



The readers represent:

- Merchant/captive manufacturers
- Foundries
- Consortiums
- Manufacturers of semiconductors, ICs, hybrid circuits, custom ICs, semi-custom ICs and ASICs,
- MEMS, displays, power electronics and LEDs
- Materials manufacturers
- IC and semiconductor packaging houses
- Independent research and development labs
- Government, military and education institutions
- Other non-semiconductor manufacturers using thin-film technologies

MAGAZINE RATES

All issues contain content only found in the magazine!



Page Size	8x	6x	3x	1-2x
Full Page	\$4,600	\$4,800	\$5,000	\$5,200
1/2 Page (horizontal, vertical or island)	\$2,800	\$3,000	\$3,200	\$3,400
1/3 Page	\$2,300	\$2,500	\$2,700	\$2,900
1/4 Page	\$1,500	\$1,700	\$1,900	\$2,100
Full Page (cover, 2, 3, or 4 position)	\$5,750	\$6,000	\$6,250	\$6,500

NOTE: All rates are quoted in net and further discounts are available based on the overall program

[CLICK HERE FOR MATERIAL SPECIFICATIONS](#)

SEMICON West and SEMICON Europa Trade Show Incentive Packages

Semiconductor Digest's Trade Show Packages are designed to give your company maximum exposure at the industry's main events. Magazine advertisers in pre-show and show issues will receive a second ad of the same size or an upgrade to double the original size in the show issue. Offer is available for the **August/September** and **October** issues (SEMICON Europa) and for the **November** and **December** issues (SEMICON West).

Example:

- November issue – pay for a 1/2 page ad: \$3,400
- December issue – pay for a 1/2 page ad: \$3,400

BONUS: In the December issue, choose either an additional 1/2 page ad or upgrade to a full page ad at no additional cost



SUBSCRIBE

FRONT COVER PACKAGE

Occupy the most prominent position and get maximum exposure in Semiconductor Digest magazine with the front cover promotional package.

Package includes:

- Cover image
- 2 - 3 pages of editorial
- Full Page Magazine Ad
- PDF of cover and article

RATE QUOTED UPON REQUEST

PRODUCT SHOWCASE ADS



Promoting your products in the Product Showcase section of Semiconductor Digest magazine is a great way to generate interest for your products or services and drive prospects to your website or literature downloads. Your message will reach 30,000+ engineers, managers and manufacturing professionals worldwide who subscribe to Semiconductor Digest magazine **PLUS** our website visitors who will see it on every page of Semiconductor Digest's website in the Featured Products section which will link back to your desired URL. *You supply the material or we'll create it!*
Rate is \$1,500 net per issue

[CLICK HERE FOR MATERIAL SPECIFICATIONS](#)

SEMICON WEST OPPORTUNITIES

SEMICON West Show Daily Magazine

The Show Daily Magazine is back and will be distributed electronically each day of the show with fresh editorial written by our editorial team.

Distribution:

- Sent in a dedicated email to 60k+ each day of the show
- Featured in the Show Daily Electronic Newsletter which will be sent out each day of the show to 60k+ including all the SEMICON West attendees
- Featured on the Semiconductor Digest Homepage

**CHOOSE FROM MANY DIFFERENT OPTIONS:
SEMICON WEST SHOW DAILY MAGAZINE,
SEMICON WEST SHOW DAILY NEWSLETTER,
FEATURED PRODUCT NEWSLETTER, VIDEOS,
TARGETED EMAILS**

Prices for ALL three issues:

Inside Front Cover: \$6,500 net **SOLD**

Front Cover Strip: \$6,000 net **SOLD**

Page 5 (first RHP): \$6,000 net

Center Spread: \$10,000 net

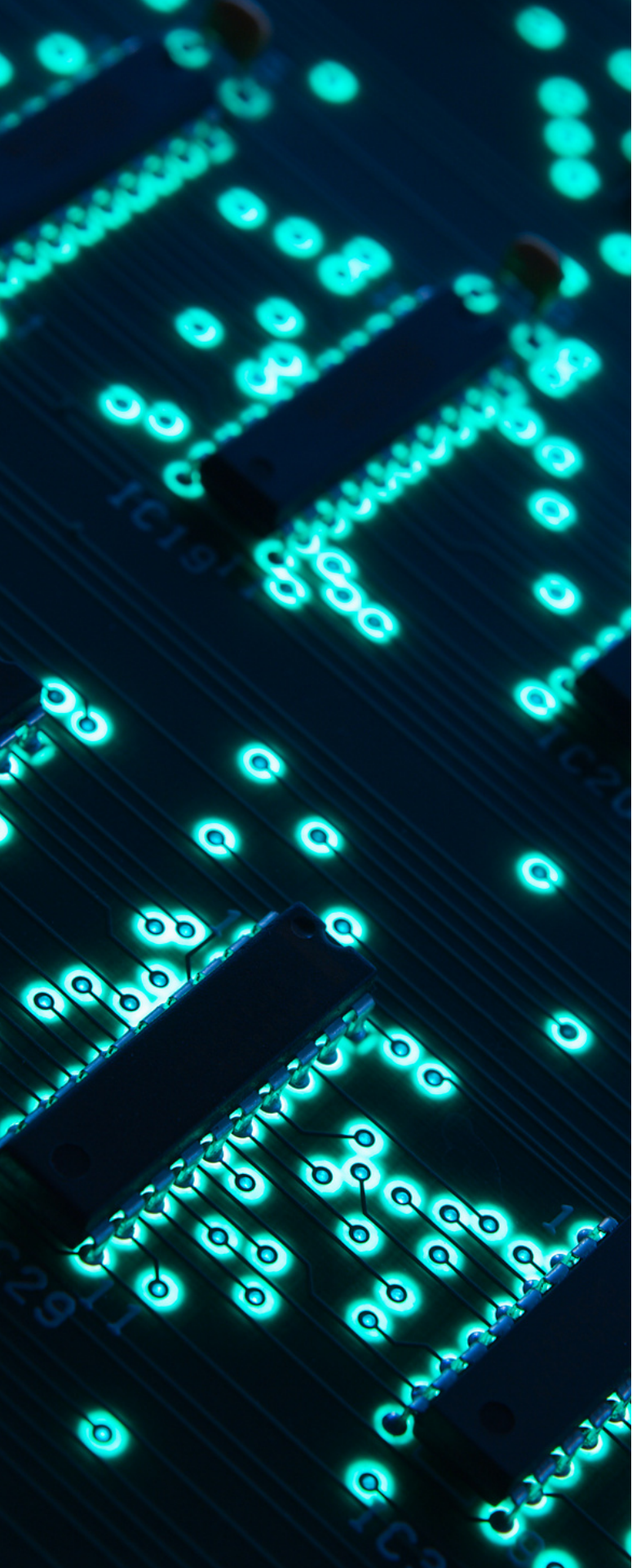
Two-page Spread: \$8,000 net

Full Page: \$5,000 net

Half Page: \$3,000 net

One-quarter Page: \$2,000 net





SEMICON WEST NEWSLETTERS

SEMICON WEST Featured Products Newsletter

December 6, 2021

Circulation: 60k+

Product Listings: \$750 net each

Leaderboard: \$1,500 net

SEMICON WEST Show Daily Newsletter

December 7 - 9, 2021

Circulation: 60k+ each day of the show **plus all the SEMICON West registrants**

Prices for all 3 days

Leaderboard: \$3,500 net **SOLD**

Inline 1: \$3,000 net **SOLD**

Inline 2: \$2,500 net **SOLD**

Inline 3: \$2,000 net

Inline 4: \$1,500 net

SEMICON West Video Package

Circulation: 60k+

Promote a new product or announcement by being interviewed on video with Pete Singer, Editor-in-Chief. Your video will be recorded at the event and then posted on the Semiconductor Digest website.

It will also be promoted in our post-show electronic newsletter to 70k+ manufacturing decision-makers. You will receive a copy of the video to post as you please.

Rate is \$2,500 net per video.



SEMICON WEST PACKAGES (LIMITED AVAILABILITY)

SEMICON West Diamond Package - \$25k **SOLD**

- Center spread in the SEMICON West Show Daily for all 3 days (December 7 -9, 2021)
- Logo on cover of SEMICON West Show Daily for all 3 days (December 7 - 9, 2021)
- Full page ad in the July SEMICON West issue of Semiconductor Digest
- Leaderboard banner position in the SEMICON West Show Daily Newsletter (December 7 - 9, 2021)
- Three product listings in the SEMICON West Featured Products Newsletter (December 6, 2021)
- One article placement on day one of the SEMICON West Show Daily, written by Pete Singer
- SEMICON West Video Package (see bottom of page 14)

SEMICON West Platinum Package - \$20k

- Full page ad in the SEMICON West Show Daily for all 3 days (December 7 - 9, 2021)
- Logo on cover of SEMICON West Show Daily for all 3 days (December 7 - 9, 2021)
- Full page ad in the July SEMICON West issue of Semiconductor Digest
- Two product listings in the SEMICON West Featured Products Newsletter (December 6, 2021)
- One article placement on day one of the SEMICON West Show Daily, written by Pete Singer
- SEMICON West Video Package (see bottom of page 14)

SEMICON West Gold Package - \$15k

- Full page ad in the SEMICON West Show Daily for all 3 days (December 7 - 9, 2021)
- Logo on cover of SEMICON West Show Daily for all 3 days (December 7 - 9, 2021)
- Half-page ad in the July SEMICON West issue of Semiconductor Digest
- One product listing in the SEMICON West Featured Products Newsletter (December 6, 2021)
- One article placement on day one of the SEMICON West Show Daily, written by Pete Singer

SEMICONDUCTOR DIGEST WEBSITE

SEMICONDUCTOR DIGEST
NEWS AND INDUSTRY TRENDS

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MAGAZINE



Aug/Sep 2020



Kaman KD-5600 Family of Digital Differential Measuring Systems Ideal for Wide Range of Applications, Industries

Synopsys and GLOBALFOUNDRIES Collaborate to Expand Fusion Compiler Benefits for Latest Platforms

Thought leaders
EDWARDS

We understand

The Semiconductor Digest website is broken down into several channels offering more targeted advertising. Your ad will appear on the channel and within relevant articles. Channels are: **HomePage, Semiconductors, AI (Artificial Intelligence), Design, Advanced Packaging, MEMS, Displays, and Events.**

Most of the Channels have corresponding newsletters so if you have an ad in the newsletter as well, readers will see your ad there and then when they click through to the article they will see your ad again, creating great synergy and exposure for your brand.

WEBSITE BANNERS

Display your banner campaign – either for branding or for lead generation – on one of the channels relevant to your brand/product

Channel	Leaderboard	Half Page	Rectangle
HomePage/Magazine	\$2,500	\$2,500	\$1,500
Semiconductors	\$2,500	\$1,500	\$1,000
AI (Artificial Intelligence)	\$900	\$700	\$500
Design	\$900	\$700	\$500
Advanced Packaging	\$1,500	\$1,000	\$800
MEMS	\$900	\$700	\$500
Displays	\$900	\$700	\$500
Events	\$500	\$500	\$400

Currently 20k+ unique users and 38k+ pageviews per month

Leaderboard – 728x90; up to 3 potential ads in rotation

Half Page – 300x600; up to 3 potential ads in rotation

Rectangle – 300x250; up to 12 potential ads in rotation sharing 4 positions

*Rates are monthly

[CLICK HERE FOR MATERIAL SPECIFICATIONS](#)

DAILY AND MONTHLY TOPICAL NEWSLETTERS



Wafer Processing Digest - the 1st and 3rd Tuesday of the month

Advanced Packaging Digest - the 2nd and 4th Wednesday of the month



MEMS Digest - the 1st Wednesday of the month

AI Digest - the 2nd Tuesday of the month



Design Digest - the 4th Tuesday of the month

Displays Digest - the 3rd Wednesday of the month



SUBSCRIBE

NEWSLETTER RATES

Daily Digest Rates

Current News

Monday - Friday (except holidays)

Circulation: 15k

Sponsorships available by the week :

- **Leaderboard:** \$1,500 net per week (600x90) **NEW**
- **Sponsor #1:** \$995 net per week (text, hybrid or 600x200)
- **Sponsor #2:** \$850 net per week (text, hybrid or 600x200)
- **Sponsor #3:** \$600 net per week (text, hybrid or 600x200) **NEW**



Topical Newsletter Rates (per issue)

Newsletter	Circulation	Leaderboard	Inline 1	Inline 2	Inline 3	Inline 4
Wafer Digest	20k	\$1,700	\$1,500	\$1,200	\$900	\$800
Advanced Packaging Digest	12k	\$1,300	\$1,100	\$800	\$700	\$600
MEMS Digest	14k	\$1,300	\$1,100	\$800	\$700	\$600
AI Digest	14k	\$1,300	\$1,100	\$800	\$700	\$600
Design Digest	30k	\$1,200	\$900	\$800	\$650	\$550
Displays Digest	8k	\$1,050	\$850	\$550	\$450	\$350

Note: Circulation numbers are approximate and will adjust over time; all positions are optimized for mobile/tablet/laptop/desktop

[CLICK HERE FOR MATERIAL SPECIFICATIONS](#)

Inline positions – 600x200 static banner or 150x150 image and 50 words of text

Leaderboard – 600x90 static banner

SUBSCRIBE

LEAD GENERATION

WEBCASTS

Sponsoring a webcast with Semiconductor Digest aligns your company with a technology-rich presentation delivered to a captive global audience. The webcasts are approximately 60 minutes with time for Q&A and are moderated by Pete Singer, Editor-in-Chief of Semiconductor Digest. Sponsors receive the contact information for all registrants, and an MP4 of the final product.

Want leads?

You provide the .ppt, the presenter(s) and a synopsis for promotion. We provide you with the promotion, moderator and all the leads!

Promotion includes:

- A minimum of one email to the relevant portion of our database
- Social media (LinkedIn, Twitter)
- Listing online on the [Webcast page](#) for at least 12 months
- Listing in all the newsletters in the webcast/technology paper section (one daily, two bi-weekly and four monthly)
- Leads!

Rate: \$4,000 net



LEAD GENERATION



TECHNOLOGY PAPERS

Syndicate your content and generate leads as a thought leader with Semiconductor Digest.

Technology paper sponsorships include:

- Posting online in our [Technology Paper library](#) for a minimum of six months
- Landing page online with registration to view the paper or you may choose to direct it back to your site to gather leads there
- Lead capture and reporting
- A minimum of one email to the relevant portion of our database
- Social media (LinkedIn and Twitter)
- Listing in all the newsletters in the webcast/technology paper section (one daily, two bi-weekly and four monthly)

Rate: \$2,500 net per paper

CUSTOM EMAILS

NEW OPTIONS We will send out an HTML email on your behalf to our subscribers. Choose from multiple list options. Provide us with the HTML link and the Subject line or we can create it for you.

Choose your list:

- A list of 70k+ representing our *Magazine, Daily Digest* and *Wafer Digest* subscribers for \$5,950 net
- Any particular newsletter subscriber list. Price quoted upon request based on current list number.
- Target the list even further by choosing the options from our data card. The list will represent those subscribers who have provided us with the specific information that meet your criteria/target. CPM of \$150 - \$200 depending on the quantity. [Link to data card.](#)

SOCIAL MEDIA

Get your message out to the Semiconductor Digest audience with Social Media posts

Currently we have over 4,000 Twitter followers and over 2,600 LinkedIn followers. We will also post in the Semiconductor Digest LinkedIn group with almost 300 members and our Facebook page with almost 100 followers. **\$500 net per post.**

VIDEO SPONSORSHIPS

NEW Virtual Video Interviews

Your video could be conversational or more visual including b-roll.

Video package includes:

- Interview with Pete Singer, Editor-in-Chief
- Dedicated email to newsletter list of your choice
- Displayed on the Semiconductor Digest homepage as a Featured Video for one month
- Displayed in the Semiconductor Digest Video Library
- Promoted on Twitter and LinkedIn
- Copy for you to use for your own use

Rate: \$2,500 net per video

Examples

Display your existing video on the Semiconductor Digest website

- We'll display your video on the homepage as a Featured Video for a minimum of one month and display it in our video library for a minimum of six months. We will also promote the video in the Daily Digest Newsletter and on social media (Twitter and LinkedIn).

Rate: \$1,500 net per video

ADVERTISING CONTACTS

Please note: The pricing in this planner, except for the magazine rates, are based on 1x. The best way to take advantage of frequency and volume discounts is to contact us to put a program together for you based on your objectives and budget.

Information, circulation totals are subject to change. Please contact us for the most up-to-date information.

This media planner is updated frequently. If you download a local copy it may not be up-to-date.

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SEMICONDUCTOR **DIGEST**

NEWS AND INDUSTRY TRENDS

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