

SEMICONDUCTOR DIGEST

2022 MEDIA PLANNER

A GOLD FLAG MEDIA
PUBLICATION



Updated: May 3, 2022

www.semiconductordigest.com



The semiconductor boom of 2021 will continue through 2022. The ongoing pandemic has highlighted the world's reliance on semiconductor technology for just about everything, from medical research to on-line ordering to working from home. At the same time, a shortage of semiconductor for automobiles has exposed supply chain weaknesses.

The Semiconductor Industry Association reports that the semiconductor industry has worked diligently to increase production to address high demand, shipping more semiconductors on a monthly basis than ever before by the middle of 2021, but most industry analysts expect the shortage to linger into 2022.

SEMI, in its World Fab Forecast report, said global semiconductor equipment investments for front end fabs in 2022 are expected to reach nearly US\$100 billion to meet soaring demand for electronics after topping a projected \$90 billion in 2021, both new records.

Due to a heightened level of conflict with China, and a growing unease of China's stance on Taiwan where the world's most advanced chips are produced, expect an intense push in 2022 in the U.S. and elsewhere to enhance onshore, near-shore and "allied-shore" critical manufacturing. The entire supply chain will need to adapt.

Meanwhile, semiconductor technology continues to evolve. Chips with 3nm dimensions have been demonstrated and rapid advances in displays, MEMS, packaging, flexible electronics, artificial intelligence/machine learning and quantum computing continue apace.

It's a time of unprecedented change, and we at Semiconductor Digest seeks to provide clarity on business and technical issues through a mix of news, contributed articles and staff-written articles, newsletters, on-line webinars and live show coverage. We thank you for joining us.

— Pete Singer, Editor-in-Chief



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

2022 Semiconductor Digest Magazine

JANUARY/FEBRUARY

SPACE JAN 17 – MATERIALS JAN 19

SUB-3NM DEVICES

2022 OUTLOOK

AUTOMOTIVE ELECTRONICS

WAFER PROCESSING



MARCH

SPACE FEB 23 – MATERIALS FEB 25

CHEMICALS, MATERIALS AND GASES

2.5D AND 3D INTEGRATION

FAILURE ANALYSIS

MEMS

Bonus distribution: ISS (Half Moon Bay); SPIE Advanced Lithography + Patterning (San Jose); MSTC (Berkeley, CA); CMC (Phoenix); SVC TechCon (Long Beach); ASMC (Saratoga Springs)

NOTE: ALL DATES AND BONUS DISTRIBUTION ARE SUBJECT TO CHANGE

EDITORIAL CALENDAR

APRIL/MAY

SPACE APR 11 – MATERIALS APR 13

FAN-OUT WAFER LEVEL PACKAGING
NEW MEMORY ALTERNATIVES
RELIABILITY
DISPLAYS

Bonus distribution: US ISES (Phoenix), US PSES (Carlsbad)

JUNE*

SPACE MAY 23 – MATERIALS MAY 25

SEMICON WEST AND DESIGN AUTOMATION CONFERENCE (DAC) PREVIEW
INTERCONNECTION TECHNOLOGIES
CHEMICALS, MATERIALS AND GASES
5G DEVICES

Bonus distribution: SEMICON West/FLEX

JULY*

SPACE MAY 23 – MATERIALS MAY 25

SEMICON WEST AND DAC SHOWS
SMART MANUFACTURING
WAFER PROCESSING
INSPECTION, MEASUREMENT AND TEST

Bonus distribution: SEMICON West/FLEX

*Included in the Trade Show Incentive Program. See bottom of [page 9](#) for details.

NOTE: ALL DATES AND BONUS DISTRIBUTION ARE SUBJECT TO CHANGE

EDITORIAL CALENDAR

AUGUST/SEPTEMBER*

SPACE AUG 15 – MATERIALS AUG 17

YIELD OPTIMIZATION
BIOELECTRONICS AND MEDICAL APPLICATIONS
ADVANCED PACKAGING
THIN FILM BATTERIES

Bonus distribution: EOS/ESD Symposium (Reno); SPIE PUV (Monterey); SMC (San Jose); MSEC (Coronado)

OCTOBER*

SPACE SEP 19 – MATERIALS SEP 21

SEMICON EUROPA SHOW
MEMS AND SENSOR FUSION
AI/ML PROCESSORS
WAFER PROCESSING

Bonus distribution: ITPC (Hawaii); SEMICON Europa (Munich)

NOVEMBER/DECEMBER

SPACE NOV 2 – MATERIALS NOV 4

2023 FORECAST
WAFER LEVEL PACKAGING
CHEMICALS, MATERIALS, GASES
POWER ELECTRONICS

Bonus distribution: ISS 2023 (Half Moon Bay)

*Included in the Trade Show Incentive Package. See bottom of [page 9](#) for details.

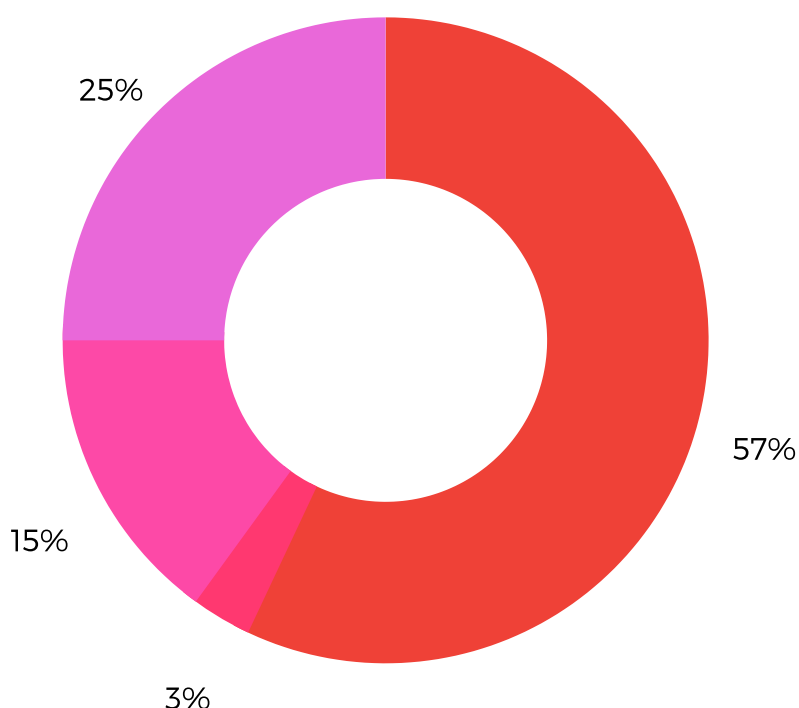
NOTE: ALL DATES AND BONUS DISTRIBUTION ARE SUBJECT TO CHANGE

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

SEMICON West and SEMICON Europa Trade Show Incentive Packages

Semiconductor Digest's Trade Show Packages are designed to maximize your company's exposure at the industry's main events. Half-page advertisers in the pre-show issues will receive a full page ad in the show issue at the half-page rate. Offer is available for the **June** and **July** issues (SEMICON West) and for the **August/September** and **October** issues (SEMICON Europa).

Example:

- June issue – Half-page ad: \$3,400
- July issue – Full Page ad: \$3,400

Article Reprints — \$650 (locked PDF) \$1,000 (printable PDF)

SUBSCRIBE

MATERIAL SPECIFICATIONS

Digital Edition Options —
videos, banner
ads, blow-in
cards, inserts
& cover wraps.
Rates quoted upon request

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
AND VARIES BY ISSUE

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](#)

SEMICONDUCTOR DIGEST WEBSITE

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

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 and quoted as net

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

NEW!

NEW – HIGH VISIBILITY AD POSITION – TOP LEFT LEADERBOARD

On Homepage, Category pages, and Post pages – \$2,000 net per week

Ask your representative for an example.

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

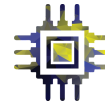
Current News

Monday - Friday (except holidays)

Circulation: 14k

Sponsorships available by the week :

- **Leaderboard:** \$1,500 net per week (600x90)
- **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)



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	28k	\$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

EXCLUSIVE WEBINARS

Partnering with Semiconductor Digest aligns your company with a technology-rich presentation delivered to a captive global audience. The webinars 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:

- An email promotion to the relevant portion of our database
- Social media Posts (LinkedIn, Twitter)
- Ability to watch On Demand from the [Webinar page](#) for 12 months
- Listing in all the newsletters in the webinar/technology paper section (one daily, two bi-weekly and four monthly)
- Leads!

Rate: \$4,000 net

Additional \$2,000 net for a one page teaser in one issue of the magazine with a QR code for the printed issue and a link for the digital edition.





LEAD GENERATION

EDITORIAL WEBINARS

**Turnkey sponsorship of a topic relevant to
your business.**

Associate your brand with topics relevant to your business and collect all the leads (sponsorship may be shared with other sponsors with complementary solutions). We will provide the speaker(s) and promote the webinar for registration, you provide us with your logo. The webinar will be available for on demand viewing for 12 months.

Topics include, but are not limited to:

- Chip Supply • Trends in MEMS • SMART Manufacturing
- Artificial Intelligence • Advances in 5G
- Interconnection Technologies • Environment, Safety & Health
- Advanced Packaging • Wafer Processing • Sensor Fusion
- Bioelectronics • Beyond CMOS • Test & Measurement

Rate: \$2,500 net per sponsorship



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
- Link to your landing page to gather the leads or we can create a landing page and collect the leads for you
- One email to the relevant portion of our database to promote your paper (you may use your own creative, if desired)
- Social media posts (LinkedIn and Twitter)
- Listing in all the newsletters in the webcast/technology paper section (one daily, two bi-weekly and four monthly)

Rates:

\$2,500 net per paper (directed to your landing page)

\$5,000 net (if we create the landing page and collect the leads)

Additional \$2,000 net for a one page teaser in one issue of the magazine with a QR code for the printed issue and a link for the digital edition.



CUSTOM EMAILS

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 58k+ representing our *Magazine*, *Daily Digest* and *Wafer Digest* subscribers for \$5,000 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.](#)

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

SOCIAL MEDIA

Currently we have over 5,000 Twitter followers and 4,000 LinkedIn followers as well as over 300 Semiconductor Digest LinkedIn Group Members.
\$500 net per post.

VIDEO SPONSORSHIPS

Virtual Video Interviews

Your video could be conversational or more demo-related. We will edit it, and add any text, images, or b-roll you desire.

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 on the Semiconductor Digest website on the Video page
- Promoted on Twitter and LinkedIn
- A copy 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 for one week in the Daily Digest Newsletter and on social media (Twitter and LinkedIn).

Rate: \$1,500 net per video

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 58k+ each day of the show
- Featured in the Show Daily Electronic Newsletter which will be sent out each day of the show to 58k+ 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

Two-page Spread: \$8,000 net

Full Page: \$5,000 net

Half Page Horizontal: \$3,000 net

One-quarter Page: \$2,000 net





SEMICON WEST NEWSLETTERS

SEMICON WEST Featured Products Newsletter

July 11, 2022

Circulation: 58k+

Product Listings: \$750 net each

Leaderboard: \$1,500 net

SEMICON WEST Show Daily Newsletter

July 12 - July 14, 2022

Circulation: 58k+ each day of the show, **including all the SEMICON West attendees**

Prices for all 3 days

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

Inline 1: \$3,000 net

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

Inline 3: \$2,000 net

Inline 4: \$1,500 net

SEMICON West Video Package

Circulation: 58k+

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 58k+ 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

- Center spread in the SEMICON West Show Daily for all 3 days (July 12 - 14, 2022)
- Logo on cover of SEMICON West Show Daily for all 3 days (July 12 - 14, 2022)
- Full page ad in the July SEMICON West issue of Semiconductor Digest
- Leaderboard banner position in the SEMICON West Show Daily Newsletter (July 12 - 14, 2022)
- Three product listings in the SEMICON West Featured Products Newsletter (July 11, 2022)
- One article placement on day one of the SEMICON West Show Daily, written by Pete Singer
- SEMICON West Video Package (see bottom of page 20)

SEMICON West Platinum Package - \$20k

- Full page ad in the SEMICON West Show Daily for all 3 days (July 12 - 14, 2022)
- Logo on cover of SEMICON West Show Daily for all 3 days (July 12 - 14, 2022)
- Full page ad in the July SEMICON West issue of Semiconductor Digest
- Two product listings in the SEMICON West Featured Products Newsletter (July 11, 2022)
- One article placement on day one of the SEMICON West Show Daily, written by Pete Singer
- SEMICON West Video Package (see bottom of page 20)

SEMICON West Gold Package - \$15k

- Full page ad in the SEMICON West Show Daily for all 3 days (July 12 - 14, 2022)
- Logo on cover of SEMICON West Show Daily for all 3 days (July 12 - 14, 2022)
- Half-page ad in the July SEMICON West issue of Semiconductor Digest
- One product listing in the SEMICON West Featured Products Newsletter (July 11, 2022)
- One article placement on day one of the SEMICON West Show Daily, written by Pete Singer

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 and 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. To make sure you are viewing the most recent media planner, please download it from the Advertise page on the website.

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SEMICONDUCTOR DIGEST

NEWS AND INDUSTRY TRENDS

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