



Celebrating 15 Years!

Connect With Us



ELECTRONICS PROTECTION

Enclosures & Cases • Thermal • EMI/EMC/ESD • Shielding • Power • Hardware
Connectors & Cabling • Shock/Vibration • Contamination • Coatings & Encapsulants

www.ElectronicsProtectionMagazine.com

2017

Advertising Solutions:

- Website
- eNewsletter
- Magazine
- Online Buyer's Guide
- Thermal Conference

About Electronics Protection

Electronics Protection is a solutions and technology magazine for OEM design engineers and product development professionals of electrical, electronic, commercial, consumer and industrial products. It is written for managers and integrators of highly sensitive equipment who utilize electronics protection technologies and testing. The magazine features technical articles and covers the latest technology advancements, innovative projects, new products, service capabilities, business news and market developments covering all aspects of the electronics protection and electronics packaging marketplace.

Who Reads Electronics Protection Magazine?

Electronics Protection is read by OEM design engineers of all types of products that contain electronics in them, and system engineers responsible for the operation and reliability of electronic systems, particularly involving electronics utilized in communications & IT networks, data centers, highly-sensitive, mission-critical, rugged duty and hazardous environments, or subject to electronic interference.

Our readers are technical professionals and executives who specify, purchase and utilize:

- Enclosures & Cases
- Racks & Housings
- Power Protection
- Thermal Protection
- Testing Equipment & Services
- Electronic Materials

That Specify Products that Protect Electronics From:

- Extreme Heat and Cold Environments
- Power Disruptions
- Intrusions
- Shock & Vibration
- Contamination
- EMI/EMC/ESD Protection

Who Advertises in Electronics Protection Magazine?

Suppliers of:

- Enclosures
- Cases
- Cabinets
- Chambers
- Racks
- Electronics Packaging

As well as providers of all related components, materials and services including:

- Thermal Protection
- Power Protection
- EMC/EMI/RFI & Shielding
- Hardware
- Contamination Protection
- Connectors
- Adhesives, Encapsulants, Sealants & Coatings
- Fabrication

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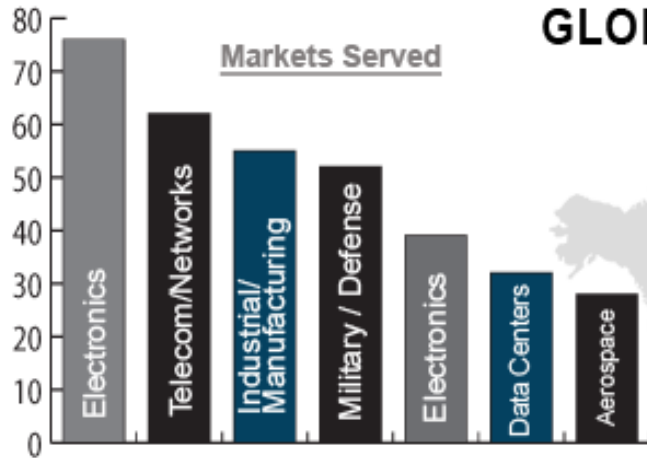
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ELECTRONICS PROTECTION

Reach top prospects from multiple key markets all in one place

100,000+
GLOBAL AUDIENCE

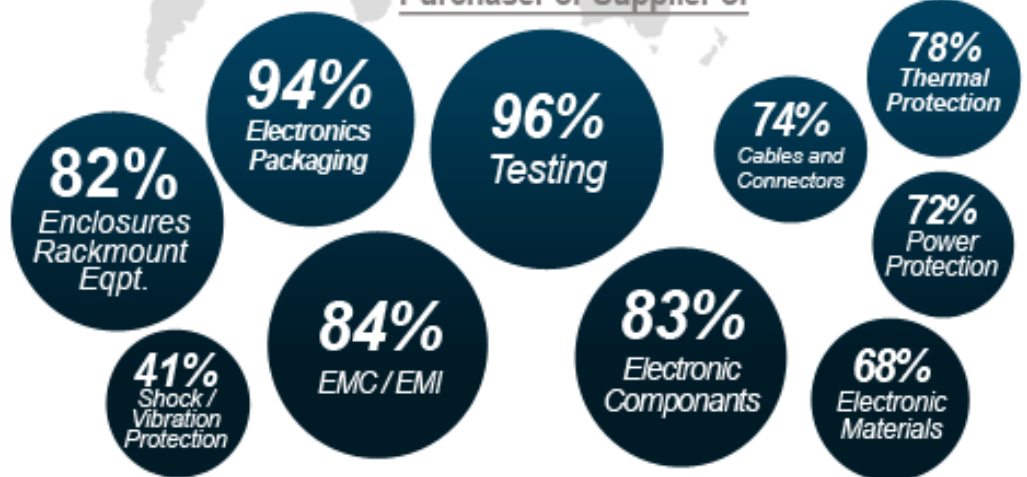


GLOBAL PRESENCE

84% North America
9% Europe
7% Asia

Purchaser or Supplier of

- Sample of 2017 Media Sponsorships**
- Data Center World – Los Angeles
 - NAB Show
 - IMAPS
 - IEEE Electromagnetic Compatibility
 - ATX West



Digital Magazine Editorial Calendar

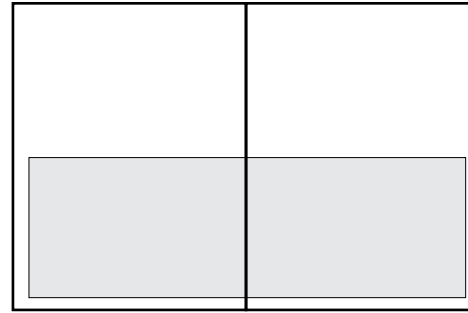
Issue Close Dates	Technology Features	Market Focus	Event Marketing Calendar Partial List - Subject to Change
Spring 2017 (Issues April 2017) Editorial Due: 2/20/17 Space Close: 2/27/17 Materials Due: 3/2/17	<ul style="list-style-type: none"> • Power Protection • Security • Condition Monitoring • Data Center Cooling 	<ul style="list-style-type: none"> • Data Centers 	Data Center World Spring, NAB Show, ATX East, ECTC, APEC
Summer 2017 (Issues July 2017) Editorial Due: 5/22/17 Space Close: 5/29/17 Materials Due: 6/2/17	<ul style="list-style-type: none"> • Thermal Protection • EMI/EMC/RFI Shielding • Electronics Packaging • Connectors 	<ul style="list-style-type: none"> • Military & Aerospace 	Advancements in Thermal Management 2017, EOS/ESD Symposium, EMC 2017, ATX Midwest
Fall 2017 (Issues October 2017) Editorial Due: 8/23/17 Space Close: 8/28/17 Materials Due: 9/1/17	<ul style="list-style-type: none"> • Enclosure Design • Non-Metallic Enclosures • Surge & Circuit Protection • Hardware 	<ul style="list-style-type: none"> • Consumer Electronics 	OSP Expo 2017, IMAPS 2016, Data Center World Fall, FabTech
Winter 2017 (Digitally Issues January 2018) Editorial Due: 11/20/17 Space Close: 11/27/17 Materials Due: 12/1/17	<ul style="list-style-type: none"> • Electronics Packaging • Contamination Protection • Thermal Materials • Heating 	<ul style="list-style-type: none"> • Industrial Electronics 	
In Every Issue: New Products, Application & Technology Features and Industry News			

Digital Magazine Advertising Options & Rates



Two Page Spread
 Live: 15.75W x 9.875H
 Trim: 16.75 W x 10.875H
 Bleed: 17W x 11.125H

 Rate: \$2,500



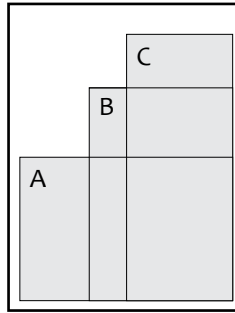
1/2 Page Spread
 15.75W x 4.75H

 Rate: \$1,875



Full Page
 Live: 8.125W x 10H
 Trim: 8.375W x 10.875H
 Bleed: 8.625W x 11.125H

 Rate: \$1,500
 Thermal Special Report: \$1,600



A. 1/2 Page Horizontal
 7.375W x 4.75H
 No Bleed

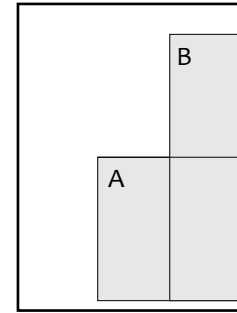
Rate: \$975

B. 1/2 Page Island
 4.5W x 7.375H
 No Bleed

Rate: \$1,025

C. 1/2 Page Vertical
 3.625W x 9.375H
 No Bleed

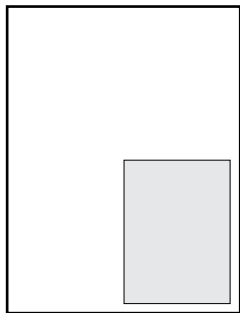
Rate: \$975



A. 1/3 Page Square
 4.5W x 4.75H
 No Bleed

B. 1/3 Page Vertical
 2.25W x 9.375 H
 No Bleed

Rate: \$925



1/4 Page
 3.625W x 4.75H
 No Bleed

 Rate: \$750

See next page for special interactive digital magazine options.

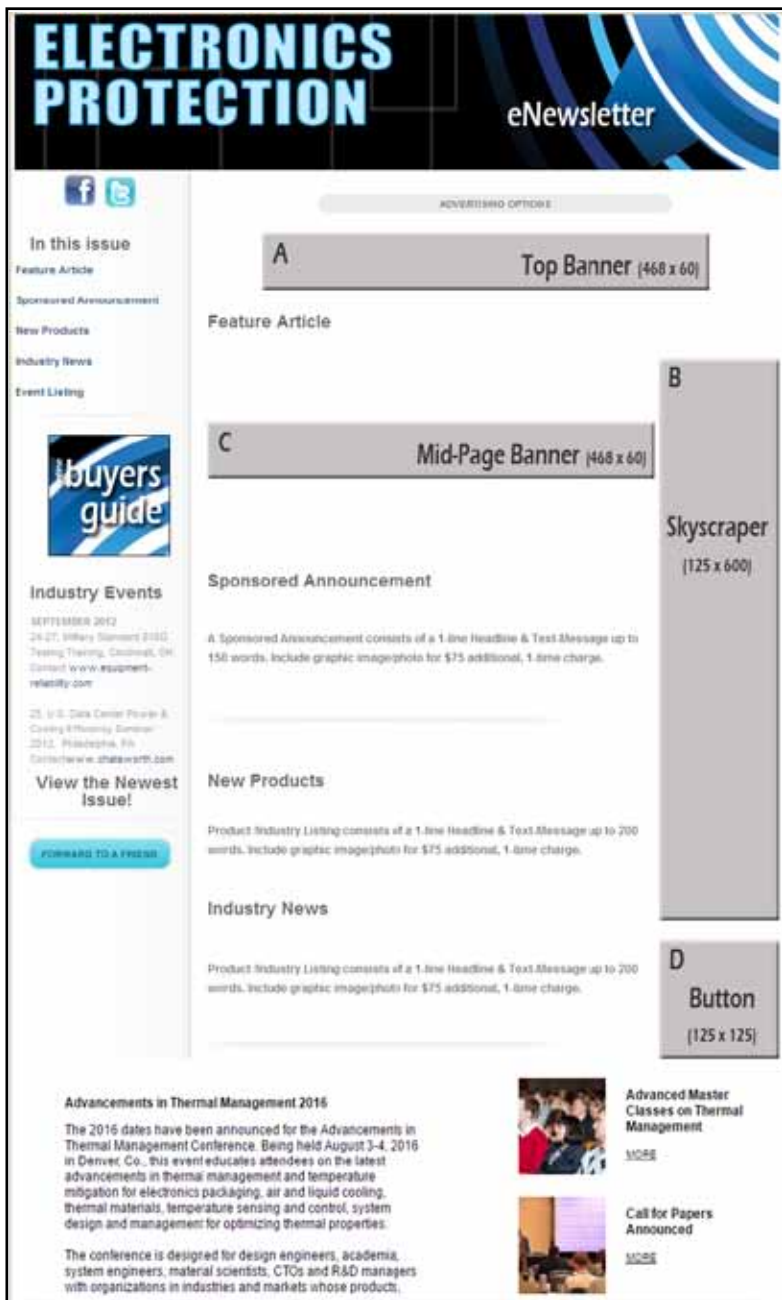
Premium Positions:

- Outside back cover, add \$750
- Inside front cover, add \$750
- Inside back cover, add \$500
- Preferred page positions, add \$500

Schedule: Published four times annually, see editorial calendar for deadlines

Circulation: 20,000 digital copies distributed via e-mail and online download

Color Rates: Four-color included in rates



eNewsletter Advertising

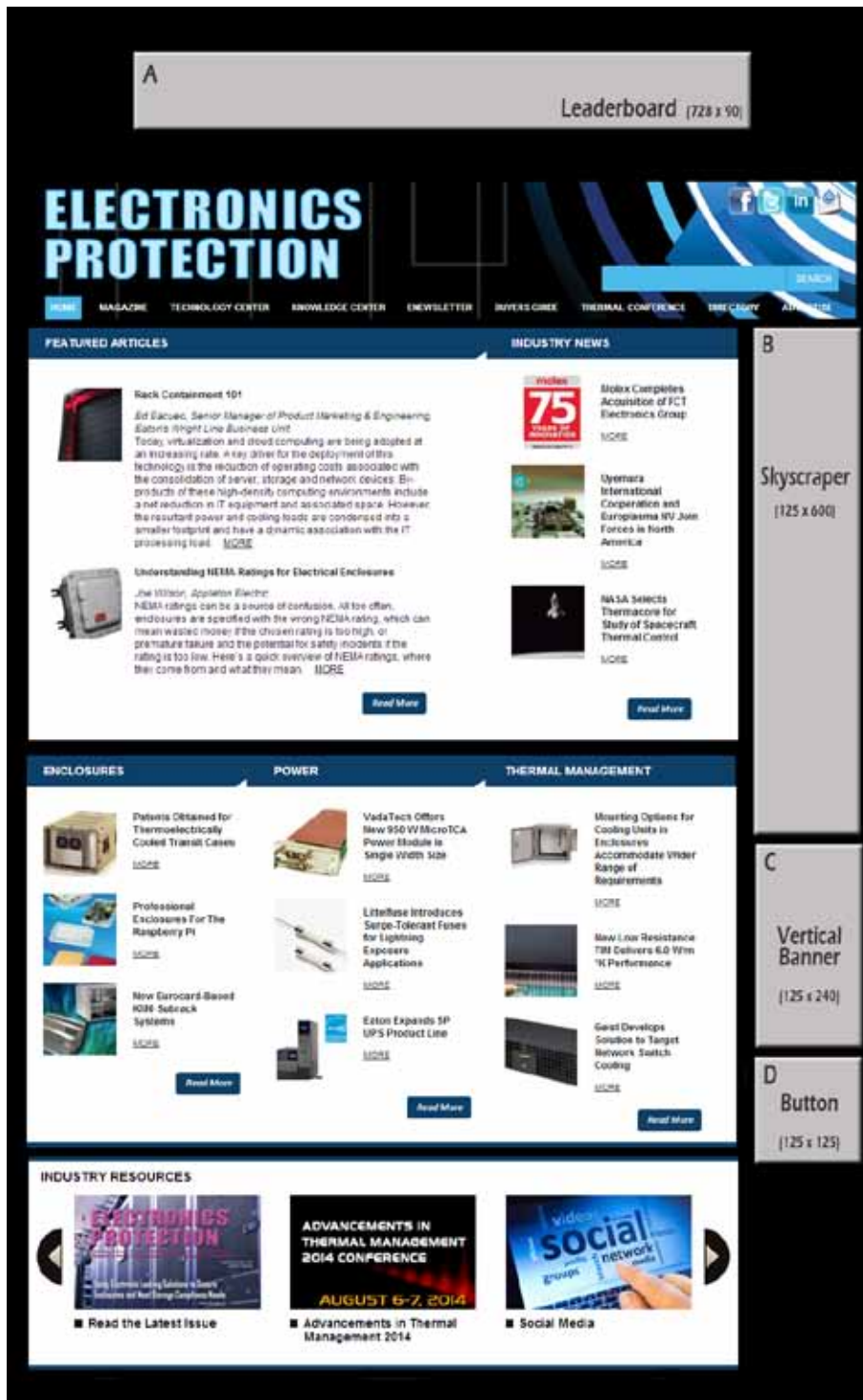
Size	1X	6X	12X
A Top Banner 468 wide x 60 tall	\$1,125	\$850	\$550
B Skyscraper 125 wide x 600 tall	\$950	\$700	\$350
C Mid-Page Banner 468 wide x 60 tall	\$550	\$400	\$425
D Button 125 wide x 125 tall	\$550	\$400	\$325
Sponsored Announcement <i>* See below</i>	\$550	\$400	\$300
Product/News Posting <i>*See below</i>	\$550	\$400	\$300
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$300	\$250	\$200

** Sponsored Announcement and product posting consists of a 1-line Headline, Image (125 x 125), and Text-Message up to 150 words.*

- 6,000 Subscribers
- Open Rate 12-15%
- Click Rate 10-12%

Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/3	2/1	3/1	4/3	5/1	6/1	7/3	8/1	9/1	10/2	11/1	12/1



Website Advertising

Monthly Rates

Size	1x	6x	12x
A Leaderboard 728 wide x 90 tall	\$1,400	\$800	\$525
B Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$675
C Vertical Banner 125 wide x 240 tall	\$850	\$375	\$300
D Square Button 125 wide x 125 tall	\$350	\$200	\$150
E Logo Link 125 wide x 50 tall	\$275	\$225	\$175

Website Growth Statistics from Google Analytics Sept 1, 2014 - July 31, 2015 vs. Sept. 1, 2015 - Aug. 31, 2016.

- Increase 42.80% in Visitors
- Increase of 44.94% in Unique Visitors
- Increase of 10.33,55% in Pageviews

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to rate for 100% basis.

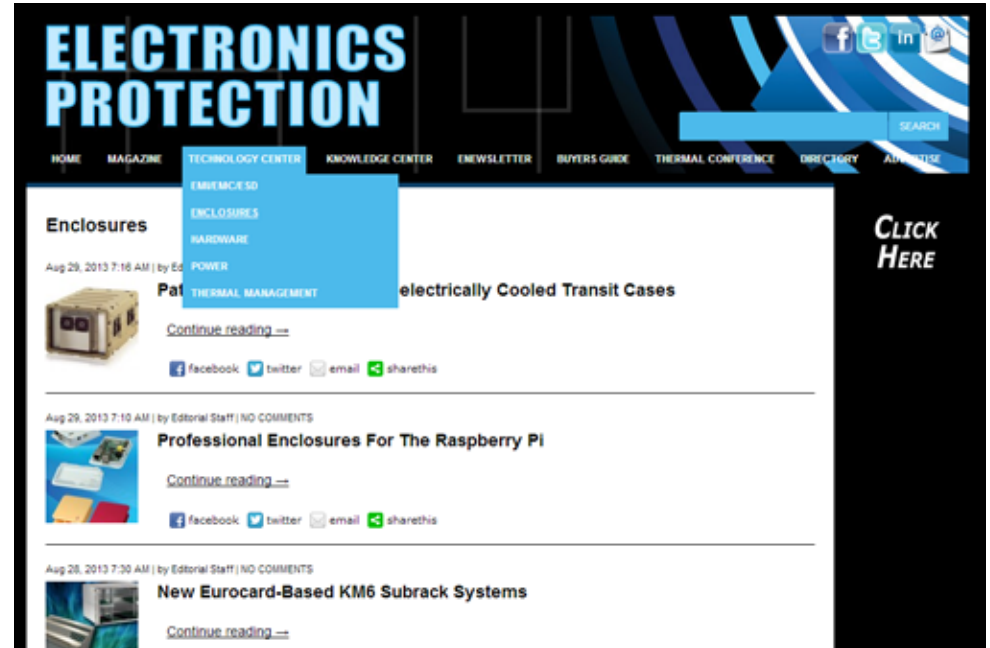
Focused Online Advertising: Technology Center

Technology Center Sponsorship Advertising

Sharply focus your marketing dollars on just the audience who is interested in your category. Your ad dominates the news and information flow pertaining specifically to your market. A powerful branding tool for a surprisingly low price.

Click on the Technology Center navigation bar to determine which category is your best fit. Your banner advertisement will be dynamically served to this Technology Center's main page and to every article page. You capture the attention of every reader who is interested in your particular category as they read every news item and article matching it.

Technology Center Sponsorship is an exclusive club. Only a limited number of sponsor ads are placed in each category so you powerfully dominate the marketing in your product sector. Sponsorships are sold for a minimum of six months.



Lets Break It Down:

- **Dominate your Market:** Place ads on pages that are specific to your products!
- **Inquiry Driven:** Your ad is dynamically placed on every page in your category.
- **Lower Rates:** Because the pages your ad goes on are category specific, the rates to advertise are lower.
- **Build Your Brand:** Our rates are designed to help you run long-term and steady. Every day, 24x7, because that's what works.

Monthly Rates		
Size	6X	12X
Leaderboard	\$525	\$325
Skyscraper	\$325	\$250
Vertical Banner	\$225	\$175
Square Button	\$150	\$125
Logo Link	\$125	\$100

(10% discount if paid in full at time of order.)

Focused Online Advertising: Online Buyer's Guide

Get Listed in the Electronics Protection Online Buyer's Guide

The Electronics Protection Online Buyer's Guide is a great way to be in front of potential customers. The Online Buyer's Guide is a searchable tool for users to find electronic protection related products and services they desperately need. Make sure your company is visible when a potential customer searches for the specific products or services your company can provide.

The Electronics Protection Buyer's Guide is an online guide that covers the industry from A to Z. The buyers guide includes listings for:

- Manufacturers and Suppliers of Enclosures
- EMI/EMC/ESD and RFI Mitigation Technology
- Thermal Management, Control and Testing Technology
- Power Protection Technology
- Hardware for Enclosures and Electronics
- Shock and Vibration Technology

You Have Several Options to be Listed in the Buyer's Guide

Basic Company Profiles – \$600 per year (\$50 for Additional Categories)

- Three Enhanced Category Listings
- Custom keyword tagging for Search Engine Optimization (SEO)
- Company logo in color that is linked to your website
- Complete contact information
- Your social media links: Facebook, Twitter, LinkedIn, etc.
- 100 word company/product description on your own exclusive profile page



Enhanced Company Profiles – \$750 per year (\$50 for Additional Categories)

- All of the services in the Basic Profile, plus you get more options for additional postings and greater SEO customization
- Up to six Enhanced Category Listings & 500 word description
- Post up to three product catalogs, announcements, white papers, product sheets or other deliverables



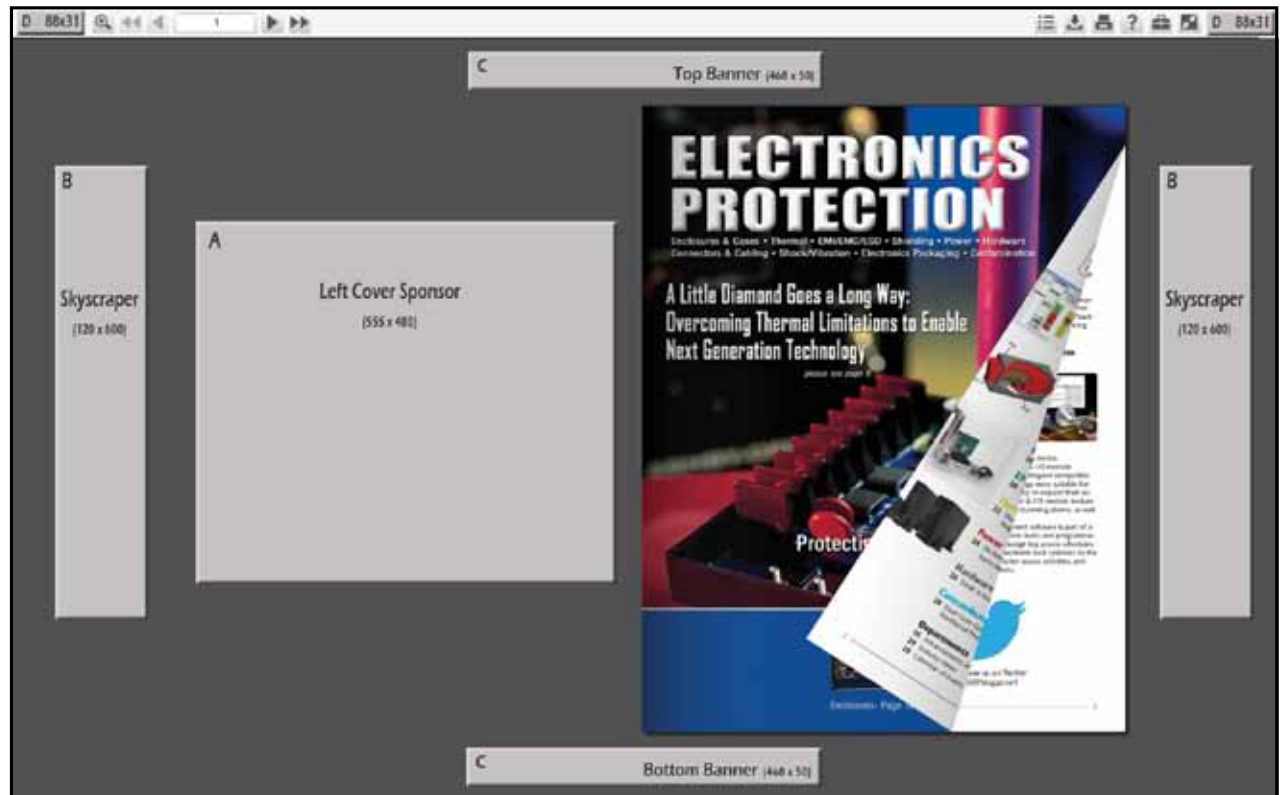
Deluxe Company Profiles – \$1,275 per year (\$50 for Additional Categories)

- All of the services in the Basic & Enhanced Profiles, plus these powerful features for top-tier exposure, interactivity and SEO customization.
- Up to ten Enhanced Category Listings & 750 word description
- Post up to 10 product catalogs, announcements, white papers, product sheets or other deliverables.
- Post up to three product/company videos with interactive links to YouTube or your Website.
- Banner ad (button-size, rotating) appears on all Buyer's Guide pages.
- (For larger sizes such as Leaderboard, etc., consult your representative for availability and pricing.)



Digital Cover Page

A Left Cover Sponsor 555 wide x 480 tall	\$2495
B Skyscrapers 120 wide x 600 tall	\$1,125
C Top/Bottom Banners 468 wide x 50 tall	\$850
D Toolbar Logos 88 wide x 31 tall	\$125
Belly Band	\$850
Gate Fold	\$3,375
Video	\$575
Ad Jolt	\$575
Blow-in Card	\$575
Customer Supplied Animation	\$575
Custom Animation by Nxtbook	Price varies
Quizzes	Price varies
Surveys	Price varies



Electronics Protection is published in digital format by Nxtbook. Interactive digital magazines have unique opportunities for reader engagement that are not found in other advertising media. Use it to deliver a customized interactive customer experience to meet their marketing goals.

Visit us online today: www.nxtbook.com/nxtbooks/webcom/ep_salesbook/

ELECTRONICS PROTECTION

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Connectors & Cabling • Shock/Vibration • Contamination • Coatings & Encapsulants

Advertising Specifications & FTP Site Information

Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads must be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. You may e-mail small ad files (less than 5 mgs) to your Advertising Sales Manager or to Julie Hammond, Production Manager. Please see editorial calendar for materials deadline. A late fee will be incurred if materials are not received by deadline date.

Sending Files Electronically

For files less than 5 mgs, send file via e-mail to Julie Hammond, Production Manager, at JulieH@WebcomCommunications.com. For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

Send production materials to:

Julie Hammond, Production Manager
Webcom Communications
7355 E. Orchard Rd, Ste 100
Greenwood Village, CO 80111
JulieH@WebcomCommunications.com

FTP Site Instructions

1) Please e-mail Julie Hammond, Production Manager, at JulieH@WebcomCommunications.com, to indicate you are uploading a file. Include your company name, the file name, EP magazine, and for which issue the advertisement is scheduled.

2) With an ftp Client
host name: www.infowebcom.com
username: ads
password: Webcom21

3) Through Windows Explorer
<ftp://ads@www.infowebcom.com>
username: ads
password: Webcom21

ADVANCEMENTS IN THERMAL MANAGEMENT

Advancements in Thermal Management

Advancements in Thermal Management is an annual international conference for engineers and product developers highlighting the latest advancements in thermal technology for product design, electronics, system development and process management.

This event will feature presentations on the latest advancements in thermal management and thermal technology for electronics packaging, cooling, temperature sensing and control, thermal materials, systems design and management for optimizing thermal properties. The event will also host a highly targeted exhibit hall filled with vendors showcasing new thermal management, testing and mitigation technology.

The conference is designed for design engineers, academia, system engineers, process engineers, material scientists and engineers, CTOs and R&D managers with organizations in industries and markets whose products, operations and services depend upon sophisticated and precise control of thermal properties and states.

If you are involved in electronics, semiconductor, manufacturing, aerospace, energy management, chemicals, R&D or temperature control industries, this is a must attend event. If you're a vendor in this market, sign up to exhibit!

