



Celebrating 16 Years!

Connect With Us



2018

ELECTRONICS PROTECTION

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

www.ElectronicsProtectionMagazine.com

Advertising Solutions:

- Website
- eNewsletter
- eMarketing
- Annual Resource Guide

About Electronics Protection

Electronics Protection is a solutions and technology media brand 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 biannual magazine + resource guide 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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Contact

Content & Sales Manager

Scott Webster 917-445-6122

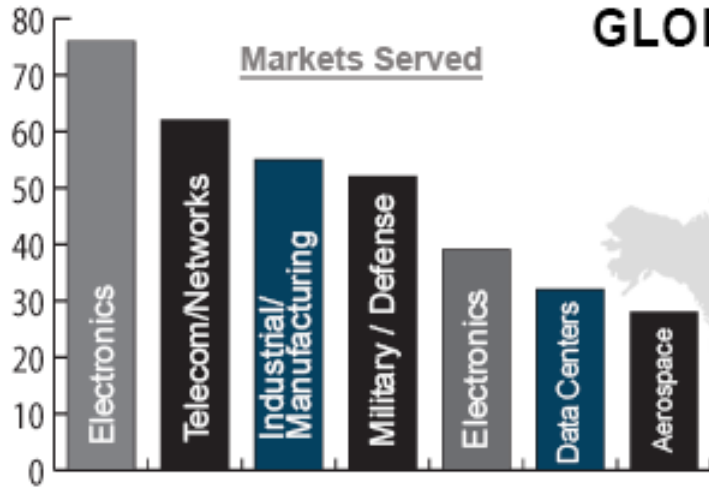
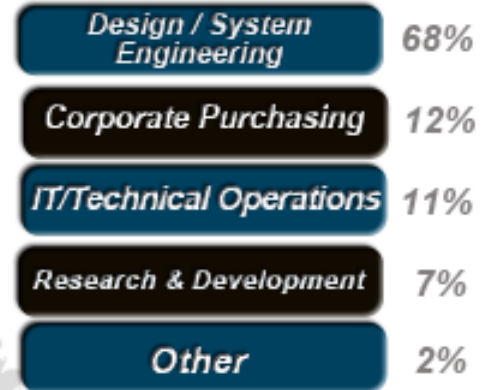
ScottW@WebcomCommunications.com

ELECTRONICS PROTECTION

Reach top prospects from multiple key markets all in one place

100,000+
GLOBAL AUDIENCE

Job Function

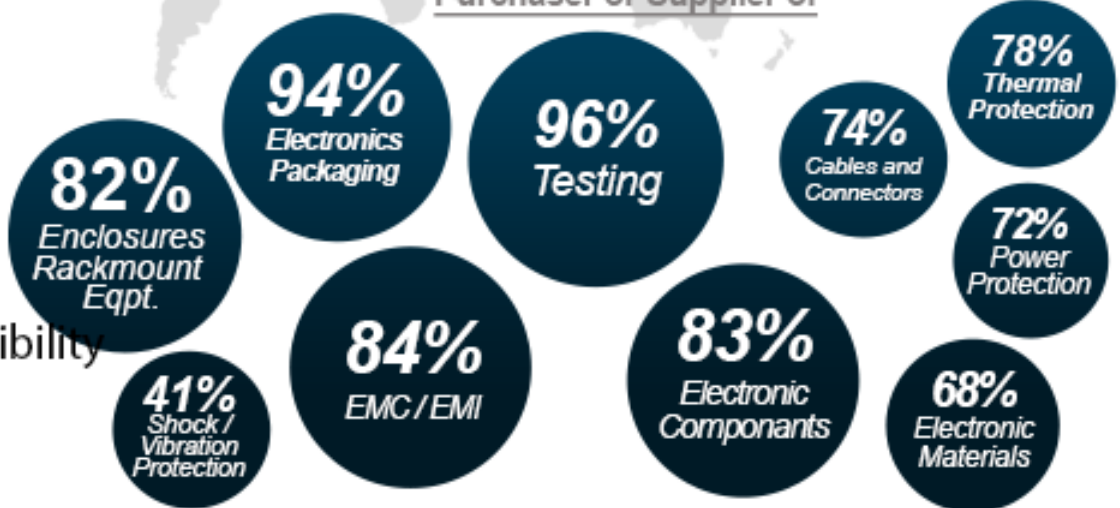


GLOBAL PRESENCE

84% North America
9% Europe
7% Asia

Purchaser or Supplier of

- Sample of 2018 Media Sponsorships
- Data Center World Global
 - NAB Show
 - IMAPS
 - IEEE Electromagnetic Compatibility
 - ATX West



ELECTRONICS

MANUFACTURING, PACKAGING, and PROTECTION

RESOURCE GUIDE

Issued twice annually, the **2018 Electronics Manufacturing, Packing, and Protection Resource Guide** offers key opportunities to promote your products & services for the protection of electronic systems with a paid display advertisement, and a bonus editorial space at no charge! You benefit from onsite distribution of print copies to attendees at major industry trade shows plus digital distribution to top buyers, specifiers, integrators and end-users worldwide through Webcom's electronics and engineering media groups for six months:

- IPC/APEX 2018 in San Diego (February 27-March 1, 2018)
- APEC 2018 in San Antonio (March 4-8, 2018)
- Data Center World 2018 in San Antonio (March 12-15, 2018)
- NAB Show 2018 in Las Vegas (April 7-12, 2018)
- 2018 IEEE EMC Symposium at Long Beach (July 30-August 3, 2018)
- SMTA 2018 (September 16-17, 2018)
- IMAPS 2018 in Pasadena (October 8-11, 2018)
- Semicon in San Francisco (July 10-12, 2018)
- Other major electronics events in North America

Benefits to Participants

- Reach a large, targeted audience of professional-level buyers, specifiers and integrators throughout North America.
- Reach a core buyer market of influencer's and decision makers looking for insight, education and solutions. Reach buyers at all key purchasing and decision points across the spectrum. Technical professionals including system and design engineers; operations managers and executives with purchasing decision authority and influence; dealers and integrators that drive channel purchases.
- Deliver your message visually and directly to this powerful audience. The unique combination of technical, market and product/service information provides a conducive environment for gaining valuable market and mindshare.
- Participants are specifically included in the editorial content of the guide, and benefit from its sourcing-oriented impact.
- Powerful lead generation: Online interactivity is hot-linked directly to your website for immediate, direct response with no "middle-man" intervention. You control all follow-up and tracking.
- Benefit from Webcom's cross-promotion to multiple markets for technology products and services. All Webcom resource guides are cross-promoted across all of its media platforms throughout the year in its online publications and knowledge centers, conference promotions, all targeting professional-level buyers of technology products and services. You benefit from added exposure to many markets.

Spring Issue 2018

Onsite event distribution includes:

- IPC/APEX 2018 in San Diego (February 27-March 1, 2018)
- APEC 2018 in San Antonio (March 4-8, 2018)
- Data Center World 2018 in San Antonio (March 12-15, 2018)
- NAB Show 2018 in Las Vegas (April 7-12, 2018)
- Other major electronics events in North America

Issues February 25, 2018

Closes February 1, 2018

Distribution: Print copies distributed to attendees at leading trade shows plus 50,000 copies digitally.

Fall Issue 2018

Onsite event distribution includes:

- 2018 IEEE EMC Symposium at Long Beach (July 30-August 3, 2018)
- SMTA 2018 (September 16-17, 2018)
- IMAPS 2018 in Pasadena (October 8-11, 2018)
- Semicon in San Francisco (July 10-12, 2018)
- Other major electronics events in North America

Issues July 1, 2018

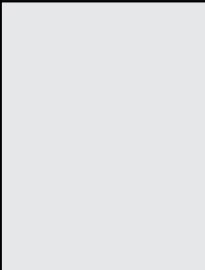
Closes June 1, 2018

Distribution: Print copies distributed to attendees at leading trade shows plus 50,000 copies digitally.

Resource Guide Advertising Options

Full Page Edit


Editorial Includes:
- 700 words
- 2 images



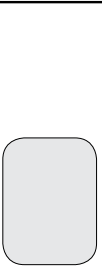
Full Page
- includes full page of editorial
Live: 8.125W x 10H
Trim: 8.375W x 10.875H
Bleed: 8.625W x 11.125H
\$2,250

Half Page Edit

- 350 words
- 1 image



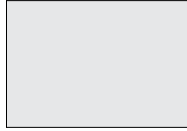
1/2 Page Vertical
- includes half page of editorial
3.625W x 9.375H
No Bleed
\$1,350



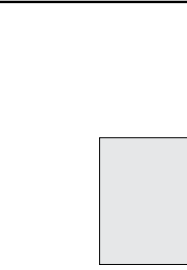
1/4 Page Company Profile
- 150 words, 1 image provided by advertiser
- Profile is created by EP Production Staff
\$795

Half Page Edit

- 350 words
- 1 image



1/2 Page Horizontal
- includes half page of editorial
7.375W x 4.75H
No Bleed
\$1,350



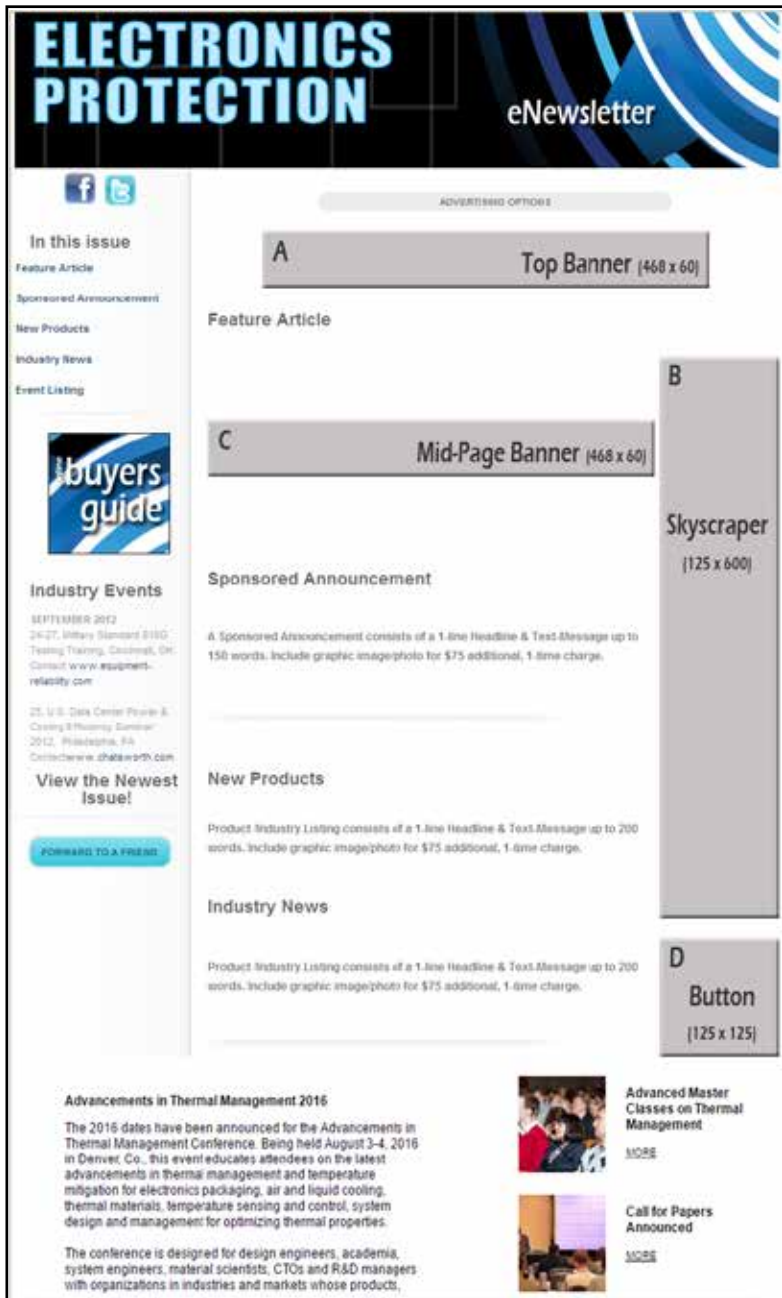
1/4 Page
3.625W x 4.75H
No Bleed
\$925

Premium Positions

- Outside Back Cover + \$900
- Inside Back Cover + \$750
- Inside Front Cover + \$750
- Preferred Page Positions + \$500

Contact Advertising Sales:

Scott Webster | 917-445-6122 | ScottW@WebcomCommunications.com



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.*

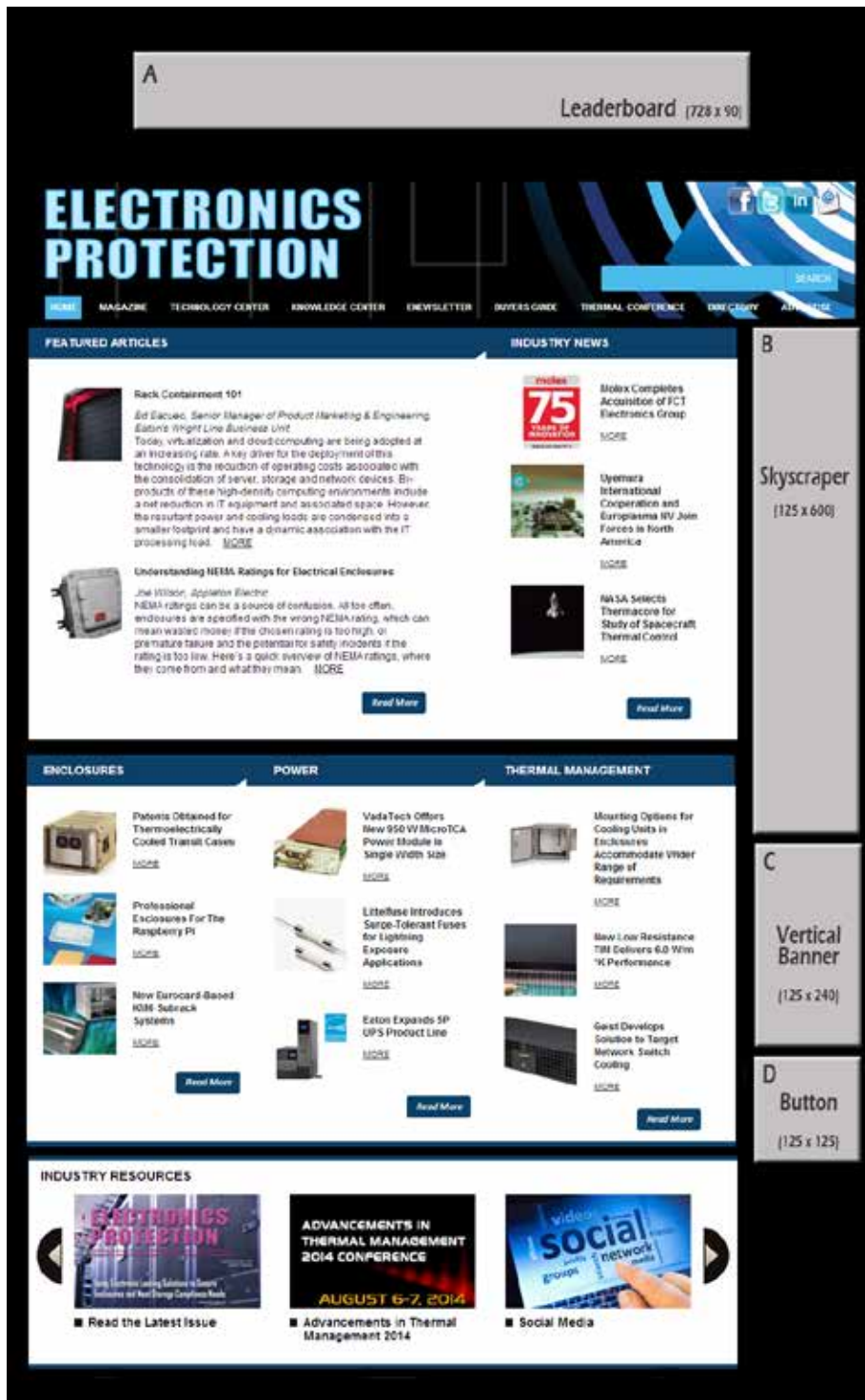
- 6,000 Subscribers
- Click Rate 10-12%
- Open Rate 12-15%

Circulation:

20,000 digital copies per issue distributed via email and online.

Materials Deadlines

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



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, 2015 - July 31, 2016 vs. Sept. 1, 2016 - Aug. 31, 2017.

- 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.

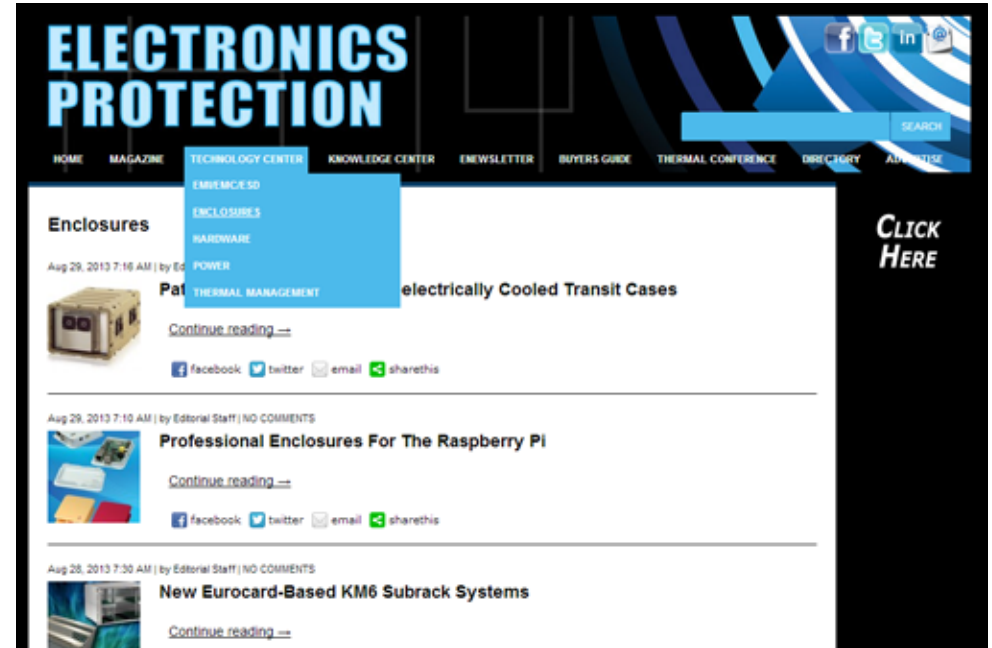
Focused Online Advertising: Technology Center

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.)

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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 Ross Webster, 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 Ross Webster RossW@WebcomCommunications.com. For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

FTP Site Instructions

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

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

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

For advertising information, contact:

Scott Webster, Advertising Sales Manager
ScottW@WebcomCommunications.com
917-445-6122

Send production materials to:

Ross Webster, Production Manager
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Greenwood Village, CO 80111
RossW@WebcomCommunications.com