

ELECTRONICS

MANUFACTURING, PACKAGING, and PROTECTION

RESOURCE GUIDE

**Manufacturing Equipment & Services • Electronic Materials
Enclosures & Cases • Thermal • EMI/EMC/ESD • Shielding-
Power • Hardware • Connectors & Cabling • Shock/Vibration
Contamination • Coatings & Encapsulants**

[Contact](#)

Content & Sales Manager

Scott Webster | 917-445-6122

ScottW@WebcomCommunications.com

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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 West in San Francisco (July 10-12, 2018)
- Other major electronics events in North America

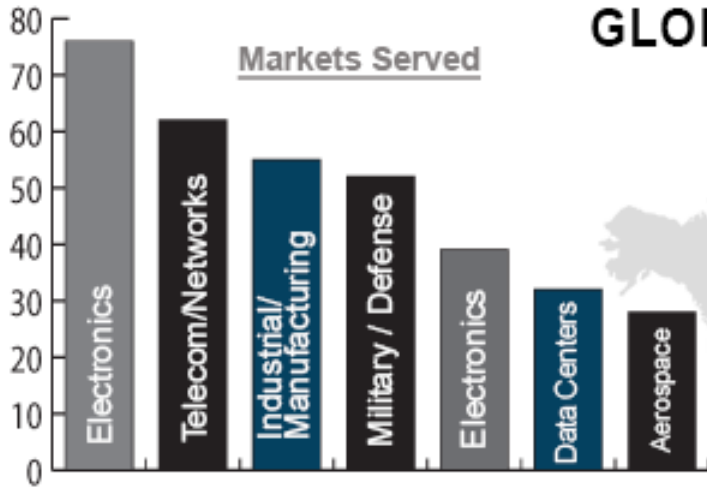
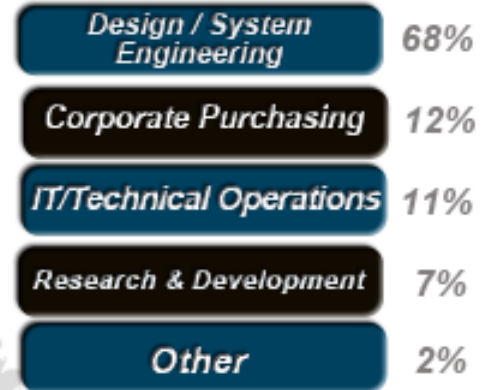
Benefits to Participants

- 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.

Reach top prospects from multiple key markets all in one place

100,000+
GLOBAL AUDIENCE

Job Function

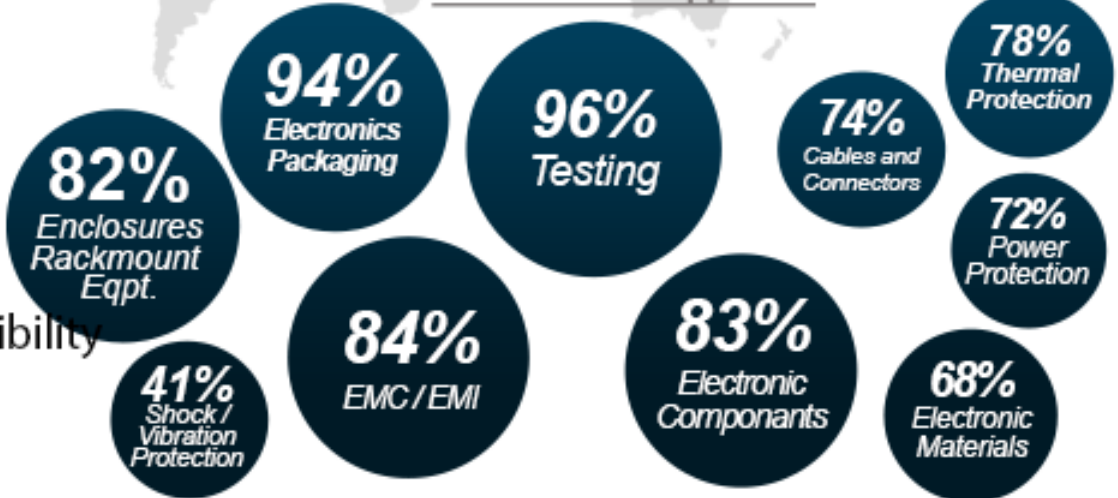


GLOBAL PRESENCE

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



2018 Electronics Manufacturing, Packing, and Protection Resource Guide

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:

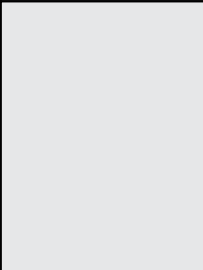
- 2018 IEEE EMC Symposium at Long Beach (July 30-August 3, 2018)
- SMTA 2018 (September 16-17, 2018)
- IMAPS 2018 in Pasadena (October 8-11, 2018)
- Semicon West in San Francisco (July 10-12, 2018)
- Other major electronics events in North America

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

<p>Full Page Edit</p> <p>Editorial Includes:</p> <ul style="list-style-type: none"> - 700 words - 2 images 	
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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

<p>Half Page Edit</p> <p>- 350 words</p> <p>- 1 image</p>	
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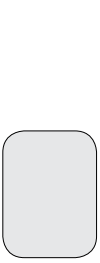
1/2 Page Vertical

- includes half page of editorial

3.625W x 9.375H

No Bleed

\$1,350

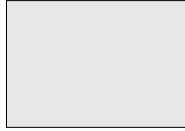


1/4 Page Company Profile

- 150 words, 1 image provided by advertiser

- Profile is created by EP Production Staff

\$795

<p>Half Page Edit</p> <p>- 350 words</p> <p>- 1 image</p>	
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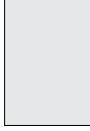
1/2 Page Horizontal

- 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

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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

7355 E. Orchard Rd, Ste 100

Greenwood Village, CO 80111

RossW@WebcomCommunications.com