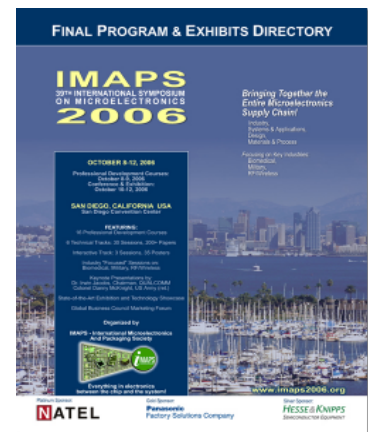




International Microelectronics And Packaging Society

Bringing together the entire microelectronics supply chain

Media Kit



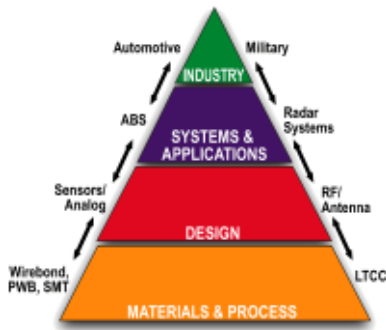
THE VALUE OF ADVERTISING WITH IMAPS:

- **Reach** decision-makers throughout the entire microelectronics supply chain
- **Find** qualified customers and suppliers around the globe
- **Earn** recognition as an international industry leader
- **Reach** potential customers in both print and on the Internet
- **Impact** a pre-qualified, targeted customer base

BROADEN YOUR REACH THROUGH:

- **Advancing Microelectronics**
- **International Symposium on Microelectronics Programs**
25,000 "Advance Programs" Mailed; 3,000 "Final Programs" at Event Site
- **International Conference and Workshop Programs**
- **WWW.IMAPS.ORG**
- **Corporate Bulletin and Weekly Bulletin**
Distribution to 23,000 qualified emails

IMAPS Print Advertising Opportunities



IMAPS believes that communications among all 4 tiers of the microelectronics and packaging supply chain are critical to the success of innovation and new product developments. *Advancing Microelectronics*, the IMAPS International Symposium, as well as the many workshops and topical conferences held throughout the year, are being structured to include presentations in all four of these categories. The **IMAPS PYRAMID** depicts these 4 tiers with examples of each tier for the automotive and military electronics industries.

Having begun in 1967 as a membership newsletter, *Advancing Microelectronics* has grown in scope to become the premiere publication of the international microelectronics and electronic packaging industry. Published bi-monthly, the magazine delivers state-of-the-art technical articles and news of the IMAPS world.



Why you should advertise in *Advancing Microelectronics*

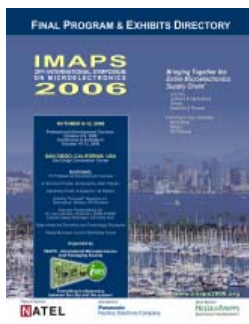
- Reach your target potential customers.
- Magazine directed to a niche readership of microelectronics and electronic packaging professionals.
- Get your products and services before the decision-makers in your industry.
- Ad costs are the lowest in the industry.
- Get the ROI you are looking for.
- Your ad is immediately seen online at www.imaps.org. Therefore you receive web advertising at no additional cost.
- Support the Society that supports you.

Advancing Microelectronics provides the type of technical information that relates directly to our target audience of engineers. Last year's advertising campaign has proven a positive return on our investment.

Brian Bukovitz, Sales Manager, AdTech Ceramics

Advertising in Advancing Microelectronics is a continuous priority for my effective marketing program. It is a direct link to Mini-Systems' continued success!

Darryl G. Moody, Outside Sales/Marketing Manager, Mini-Systems

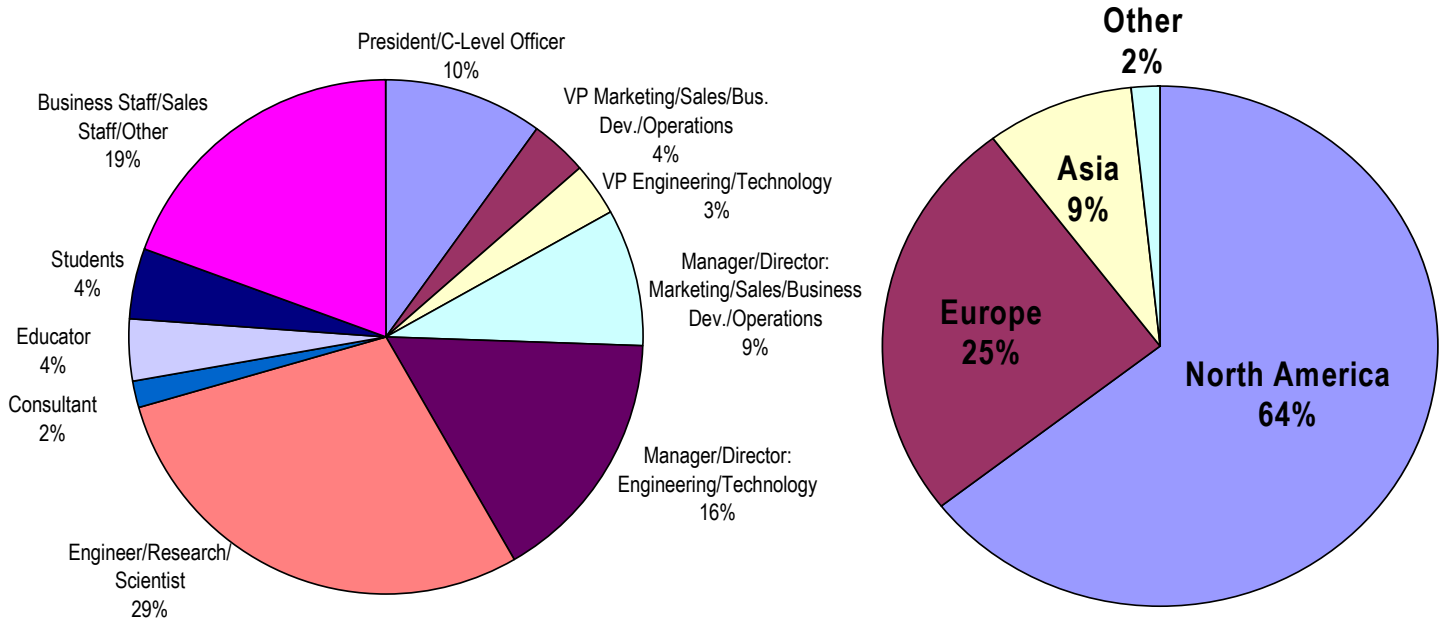


The IMAPS 2007 **Advance and Final Programs** give advertisers the best of all possible advertising worlds. The Advance Program is mailed in the Spring to 25,000 addresses and is the first public relations piece for the Symposium. It includes the program, sponsors, events and features coming to San Jose. The Final Program is given to every Symposium attendee and includes the program, the exhibitors, products and services, sponsors, keynote speakers, etc. We are offering a 20% discount to companies that advertise in both publications.

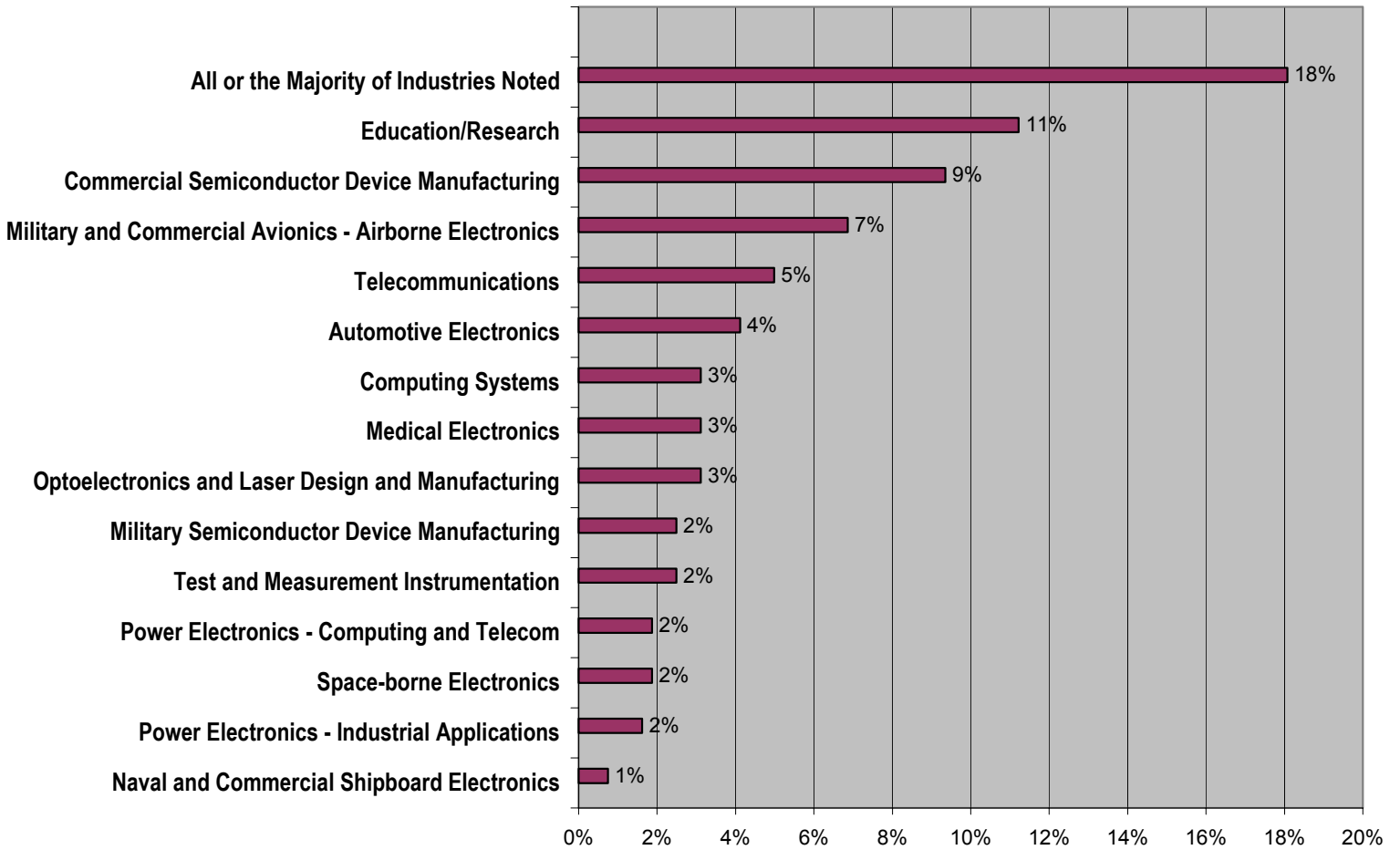


IMAPS Conferences and Workshops. IMAPS is offering a package for those who are interested in advertising at one of our Conferences or Workshops. For \$1,000 you can have a 1/4 page ad in both the events' Advance and Final Programs, a web ad on every page of the event's home page and any and all promotional pieces that are sent.

Advancing Microelectronics Circulation



Industries



Advancing Microelectronics Online averages 25,034 page views monthly which is approximately 20% of all visitors to the IMAPS web site, www.imaps.org.

Sample Subscribers

Corporations:

AdTech Ceramics	Hesse & Kripps	Raytheon
Agilent Technologies	Hewlett-Packard	Robert Bosch Corp.
Alcatel Vacuum Systems	Hitachi Corp.	Rockwell Collins
AMKOR Technology	Honeywell	Rogers Corp.
Analog Devices	IBM	Rohm & Haas
Anaren Microelectronics	Indium Corp. of America	SAAB Avionics
Asymtek	Intel	SAIC
BAE Systems	ITT	Samsung
Bell Labs/Lucent Technologies	Kester	Sarnoff Corp.
Boeing Company	KLA/Tencor Corp.	Schlumberger
BP America	Kulicke & Soffa Industries	SEFAR
Bourns	Kyocera	Semiconductor Packaging Materials
Celestica	L-3 Communications	Sheldahl
CeramTec	Laser Processing Tech.	Shellcase
CISCO Systems	Lockheed Martin	Sikama International
Cookson Electronics	Medtronic	Shinko
Data Development Corp.	Mentor Graphics	Shoei Electronic Materials
DEK Packaging Materials Ltd.	Metalor SA	Siemens AG
Dell Computer	Micropac Industries	Sony Corp.
Delphi Electronics	Mini-Systems	Speedline Technology
DOW Corning	Mitsubishi Materials	Sumimota Electronics
DuPont	Mitsui Chemicals	Sun Microsystems
Emerson & Cuming	Motorola	SUSS MicroTec
Endicott Interconnect Tech.	NanoDynamics	TDK Corp.
Ericsson AB	NATEL	Teledyne Microelectronics
Fairchild Semiconductor	National Semiconductor	Tessera
Ferro Corp.	NCR Corp.	Texas Instruments
Fraunhofer Institute	NEC	Torrey Hills Tech.
Freescale Semiconductor	Nokia Corp.	Toshiba Corp.
Fujitsu Ltd.	Northrop Grumman	Toyota
GE Advanced Materials	Orthodyne Electronics	Tyco Electronics
General Dynamics	Pac Tech	Vectron International
Goodrich Eng. Control Systems	Panasonic	Vishay Semiconductor
Halliburton	Philips	Visteon Corp.
Heraeus	QUALCOMM	W. L. Gore

Government Agencies, National Laboratories and Major Research Centers:

Draper Laboratory	NASA Jet Propulsion Laboratory
Fujitsu Laboratories Ltd.	National Institute of Standards and Technologies
Hewlett-Packard Laboratories	National Renewable Energy Laboratory
IBM T.J. Watson Research Center	National Training Center for Microelectronics
Johns Hopkins Applied Physics Laboratory	Naval Surface Warfare Center
KAIST / Center for Electronic Packaging Materials	Naval Undersea Warfare Center
Los Alamos National Laboratory	Nokia Research Center
Medtronic Microelectronics Center	Oak Ridge National Laboratory
MIT Lincoln Laboratory	Pacific Northwest National Laboratory
Motorola Labs	Sandia National Laboratories
NASA Glenn Research Center	U.S. Army Research Laboratory
NASA Goddard Space Flight Center	

Print Advertising Rates

Advancing Microelectronics

Advancing Microelectronics is published 6 times annually and is edited for the scientific and engineering professional active in the selection of materials, equipment and design, fabrication, and processing techniques used in the application of microelectronic technologies to the consumer electronics, automotive, medical, military, computer, and telecommunications industries. Set 3 columns per page, saddle stitched.

Covers include 3- or 4- color and bleed.

Size	Member Rate			Nonmember Rates		
	1X	3X	6X	1X	3X	6X
Cover 4	\$3,834	\$3,564	\$3,240	\$4,620	\$4,320	\$3,960
Cover 2	\$3,456	\$3,186	\$2,808	\$4,200	\$3,900	\$3,480
Cover 3	\$3,456	\$3,186	\$2,808	\$4,200	\$3,900	\$3,480
2-Page	\$3,321	\$2,970	\$2,684	\$4,050	\$3,660	\$3,342
Full Page	\$1,663	\$1,468	\$1,339	\$2,208	\$1,992	\$1,848
2/3 Page	\$1,231	\$1,134	\$1,038	\$1,728	\$1,620	\$1,512
1/2 Page	\$1,110	\$984	\$888	\$1,590	\$1,452	\$1,344
1/3 Page	\$744	\$688	\$612	\$1,182	\$1,110	\$1,038
1/4 Page	\$588	\$492	\$462	\$978	\$906	\$870
Business Card	\$385	\$325	\$275	\$500	\$450	\$400

Advertising Rates for the IMAPS 2007 Advance & Final Programs (now in full color)

The IMAPS 2007 Advance Program features complete information on every event, sponsor, exhibitor and feature of IMAPS 2007 and is mailed to 25,000 addresses worldwide. The Final Program includes program schedules and a listing of exhibitors. These publications is full color, 3 columns per page, saddle stitched. No advertising is permitted within the Technical Program Schedule.

Companies that advertise in both publications will receive a 20% discount off their total expenditures

Covers include 3- or 4- color and bleed.

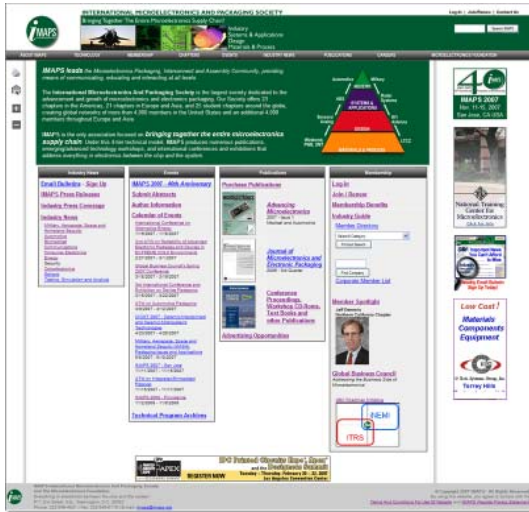
Size	Member Rate	Nonmember Rate	Dimensions(do not incl. bleed)
Cover 2	\$2,268	\$2,880	7-1/2" x 10-1/4"
Cover 3	\$2,268	\$2,880	7-1/2" x 10-1/4"
Cover 4	\$2,592	\$3,240	7-1/2" x 10-1/4"
Full Page	\$1,674	\$2,220	7-1/2" x 10-1/4"
2/3 Page Vertical	\$1,296	\$1,800	5" x 10-1/4"
2/3 Page Horizontal	\$1,296	\$1,800	7-1/2" x 6-1/2"
1/2 Page Horizontal	\$1,188	\$1,680	7-1/2" x 5"
1/2 Page Island	\$1,188	\$1,680	5" x 7-1/2"
1/3 Page Vertical	\$864	\$1,320	2-1/2" x 10-1/4"
1/3 Page Horizontal	\$864	\$1,320	7-1/2" x 3-1/4"
1/3 Page Square	\$864	\$1,320	5" x 5"
1/4 Page Horizontal	\$660	\$1,140	5" x 2-5/8"
1/4 Page Vertical	\$660	\$1,140	2-1/2" x 5"
Business Card	\$486	\$900	3-1/2" x 2"

Color/Position Charges for IMAPS Print Publications:

Standard color/per color	\$375
Matched second color, per color (please specify PMS#s)	\$750
Metallic sheen ink	\$925
4-Color Process	\$975
Bleeds (except covers)	10% (of space charge) additional
Position (except covers)	15% (of space charge) additional

Specifications available upon request to 202-548-8717 or abell@imaps.org.

IMAPS Electronic Advertising Opportunities



WWW.IMAPS.ORG

is the premier portal for Internet users researching electronic product design, manufacturing news, products and leading edge technical information about the microelectronics and electronic packaging supply chains.

Average Monthly Traffic	
Visits	46,799
Page Views	162,788
Hits	1,090,976
Average Page Views Per Visit	3
Average Minutes of Visit	4.17



CORPORATE BULLETIN

The IMAPS Corporate Bulletin is sent twice monthly, on the 1st and 15th, to our list of more than 23,000 e-mail subscribers. It contains up-to-the-minute news from companies in the microelectronics and electronic packaging industries. There is a lot of competition for space in this widely circulated and read publication.



WEEKLY BULLETIN

Since its inception, the Weekly Bulletin has been popular not only with IMAPS Members but with the more than 23,000 who receive it in their inboxes each week. It contains news of IMAPS, our chapters and our events.

Electronic Advertising Rates

IMAPS Homepage - WWW.IMAPS.ORG - Annual Package Includes:

- 1 Standard Ad
- 1 Industry Guide Banner Ad
- 1 month Bulletin Ad

IMAPS Member Price: \$695 Per Year

Nonmember Price: \$1,395 Per Year

Corporate & Weekly Bulletin Rates (prices are per Bulletin, per month):

IMAPS Corporate Member Prices

		Total Cost
1 month	\$400	\$400
3 months	\$380	\$1,140
6 months	\$350	\$2,100
12 months	\$300	\$3,600

Nonmember Prices

		Total Cost
1 month	\$500	\$500
3 months	\$480	\$1,440
6 months	\$450	\$2,700
12 months	\$400	\$4,800

Please note that "Member" applies to IMAPS Corporate Members only.