

20 | MARKETING 20 | PLANNER



electronics
COOLING

From the Creators of *Electronics Cooling*

INTRODUCING



LECTRIX

THERE'S ONLY ONE SPOTLIGHT

ARE YOU IN IT?

Positioning Ambitious B2B Electronics Companies
for Aggressive Growth



www.lectrixgroup.com

PHILADELPHIA | HONG KONG

OVERVIEW

Dedicated 100% to thermal management since 1996, *Electronics Cooling*® has been recognized worldwide by both readers and suppliers as the practical destination for information regarding the thermal management of electronics.

Distributed globally to 14,500 subscribers and over 310,000 annual online users, Electronics Cooling® offers a comprehensive mixture of markets and media to enable you to find new global buyers and partners.

Electronics Cooling® is a publication of Lectrix.

Lectrix's mission is to create measurable success for engineers and suppliers in the global electronics industry, by connecting them through content.

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WELCOME TO LECTRIX AND THE NEW 2020 ELECTRONICS COOLING MARKETING PLANNER

In case you missed it, ITEM Media became Lectrix in April 2019. You might wonder why the sudden change, after nearly 50 years building brand recognition and relationships in the thermal management market. Quite simply, our company now offers a much broader range of marketing services in the electronics industry, including the world of thermal management. Our presence in the world of electronics is evolving, and we wanted our name to reflect just that.

2020 marks our 24th year serving this market, and we are proud to still be widely recognized as the leading authority for standards updates, testing, new materials and components, and a whole lot more. Last year, the *Electronics Cooling* website was visited globally by over 310,000 unique individuals looking for answers to thermal management questions – far more than any other source of information in the industry.

What's New?

The 2020 Marketing Planner includes a number of exciting new opportunities to reach our audience. It is no longer just about advertising, it's about the whole spectrum of marketing to the thermal management world, including:

A new online learning event

NEW research and consulting services

An exciting NEW joint service with Google which allows you to re-target anyone who has visited *Electronics Cooling* on a Google network site

Video Production

The newly named Lectrix is a full service marketing agency which specializes in the world of thermal management. We can now leverage the *Electronics Cooling* audience for you in more ways than ever - to get your name out there, to acquire new names into your sales contacts list, to find out who of those contacts is an active buyer, and even to convert your hot leads into customers.

Lectrix now serves its clients in all these ways and more:

- Strategic Planning
- Content Marketing
- Data management
- Research
- Online Events
- Lead Nurture

If you don't find what you are looking for in the 2020 Marketing Planner, contact us. We'll be glad to customize the right solution for you.

Graham Kilshaw

Publisher – Interference Technology, CEO - Lectrix

CONTENT MARKETING

Content marketing is material your brand releases that is educational rather than promotional, and typically not explicitly branded. We can help you create winning content marketing in the form of whitepapers, videos, blogs, case studies, and more. They say "Content is King" for a reason -- content marketing still brings in 3x more leads than paid search advertising.*

*<https://www.hubspot.com/marketing-statistics>

ONLINE EVENTS

We're no stranger to online events, which is why we're adding another opportunity for online thermal management education in 2020. In addition to our annual 2-day Thermal LIVE event, we're introducing THERMAL LIVE BOOTCAMP. It's a one day online training course focused on the fundamentals of thermal management.

WEBSITE MARKETING

Our website marketing options now include large, eye-catching billboard ads, organically placed inter-article ads, or re-targeting ads that readers continue to see after leaving our site.

- Billboard Ads
- Inter-Article Ads
- Google Re-Targeting Ads

RESEARCH & DATA

If you're launching a new product or service, let us help you acquire the market research you need. We'll build a standard or custom R&D survey for you, distribute it to our audience of engaged thermal management experts, and even provide research consultation.

- Research Consulting & Information Services
- Standard R&D Survey
- Custom R&D Survey

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VIDEO

Videos can provide a huge return on investment (ROI) through many channels. We are thrilled to offer full-service video production, as the only thermal management video agency in the world.

BENEFITS:

Give your articles, blogs, press releases, and infographics the opportunity to get in front of an audience completely dedicated to thermal management. This content will often be published in various forms of media including:

- Print
- Website
- eBooks
- Newsletters
- Videos

HOW THEY WORK:

Submit your articles and blogs (including images, author headshots and author bios), press releases, and infographics directly to our Editorial Director **Jennifer Arroyo** at jennifer@lectrixgroup.com.

ARTICLES & BLOGS

Article & Blog Guidelines:

- Articles must be 1,500–2,000 words in length and include 3–6 figures or tables
- Provide images in high-resolution, 300 dpi
- Include author name, title, email, bio, and headshot
- Articles should be vendor-neutral: *Please do not make the piece a sales/marketing pitch about a company product. We want our content to be educational, so please focus on applications, research, trend, etc.*

INFOGRAPHICS

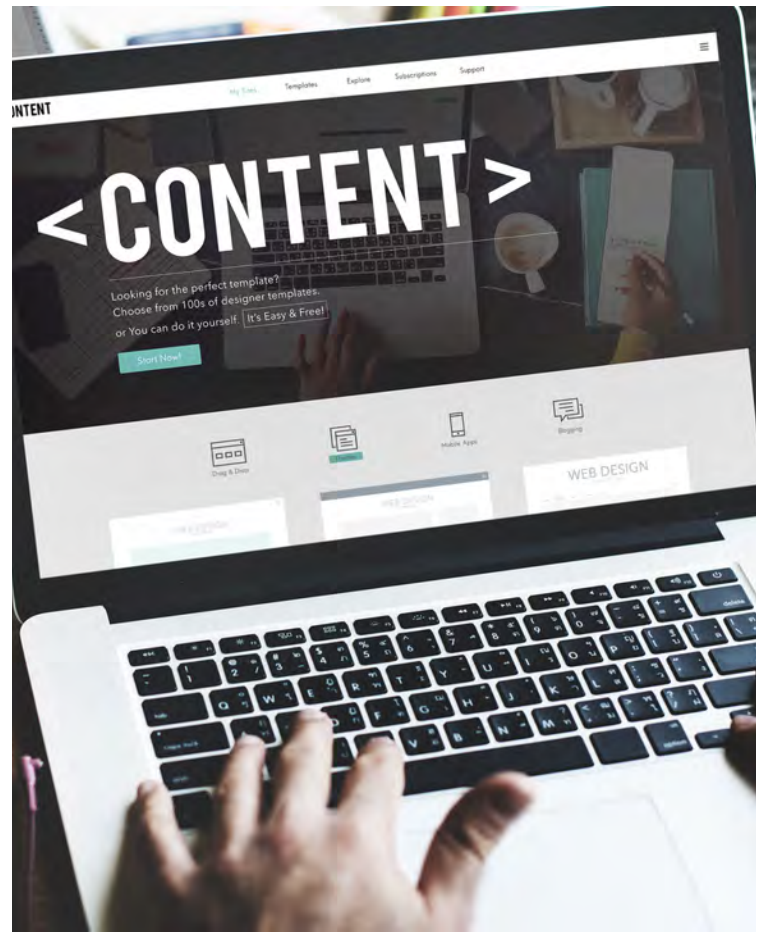
Submit infographics centered on thermal management information.

PRESS RELEASES

Submit press releases on new products and industry news.

PRICING:

► **FREE**





AUDIENCE

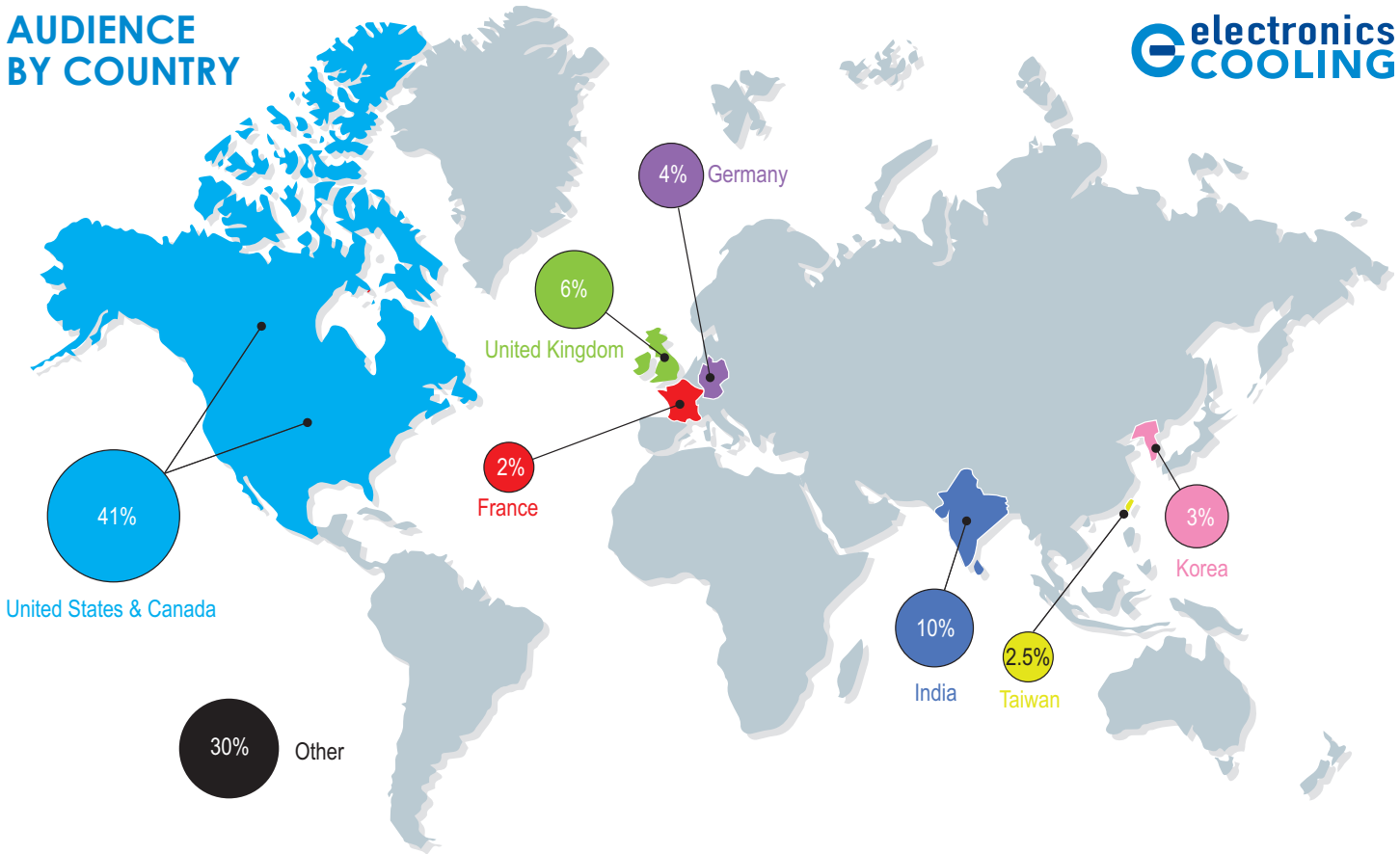
Contents

- Audience Size
- Audience by Country
- Audience by Job Title
- Audience by Industry
- Audience Buying Behavior

Email List Size: **13,500**
 Website Average Monthly Users: **26,000**
 Annual Unique Web Users: **316,000**

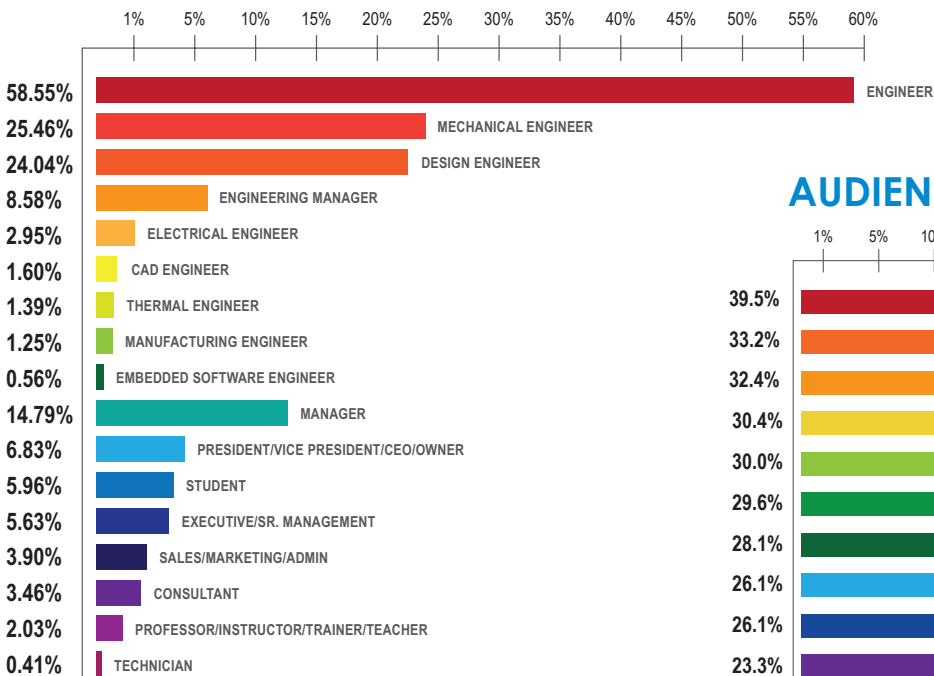
Print Mailing Size: **7,500**
 Mailed Print Editions: **3**

AUDIENCE BY COUNTRY

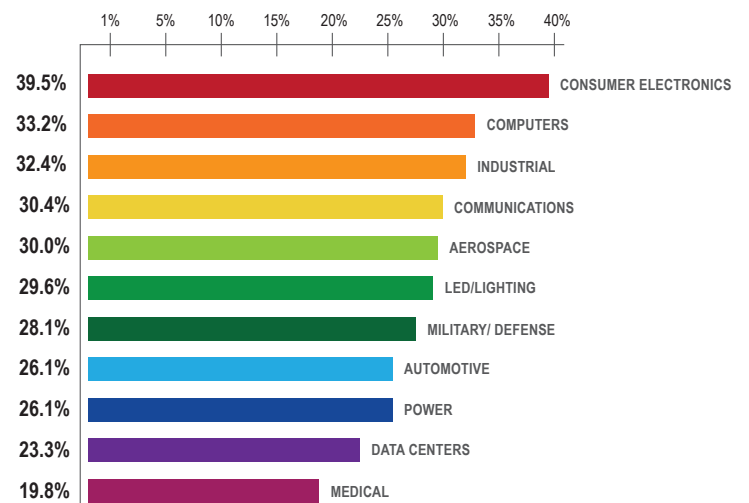


AUDIENCE BY JOB TITLE

Source:
Audience Audit 2019



AUDIENCE BY INDUSTRY





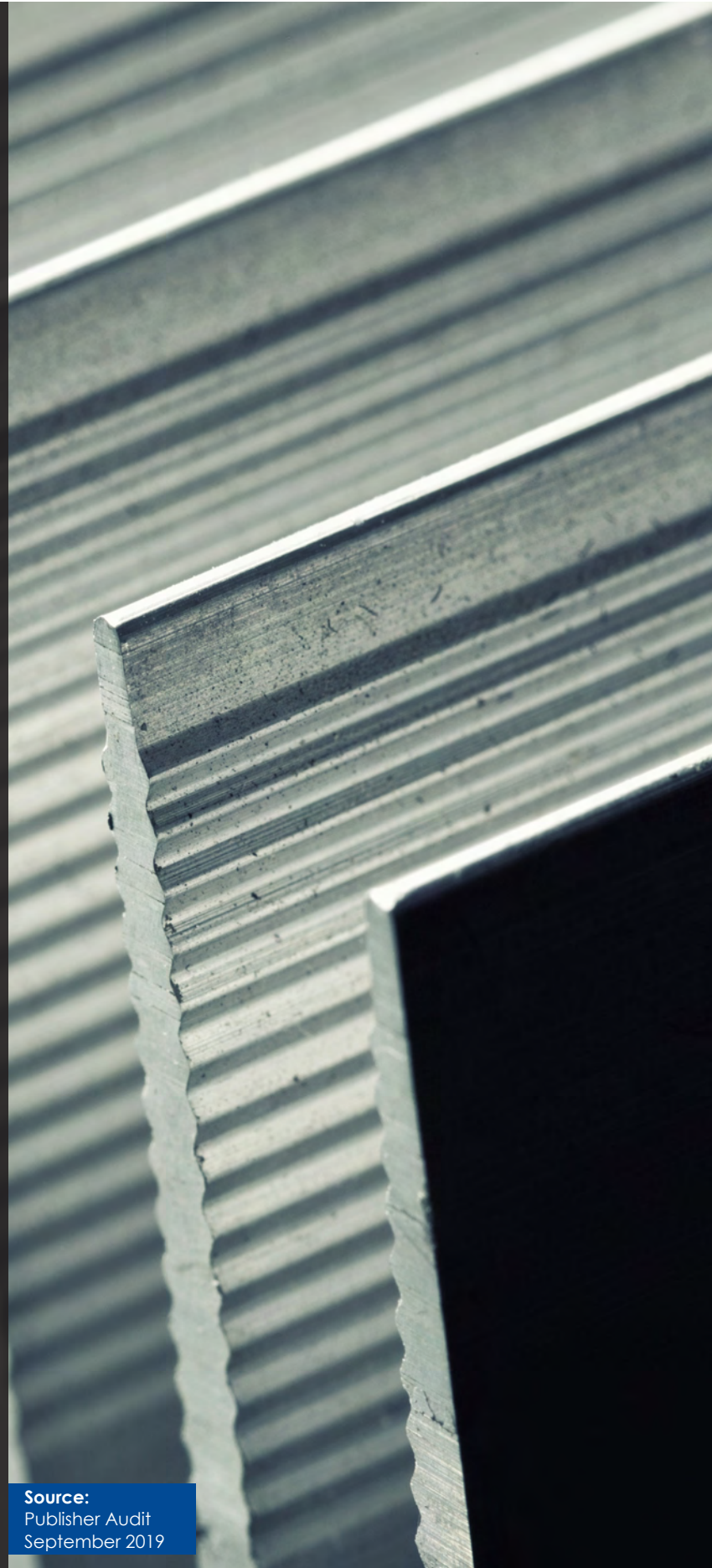
BUYING BEHAVIOR

WHAT OUR READERS PLAN TO BUY WITHIN THE NEXT 12 MONTHS

40%	Adhesives
27%	Advanced Materials
14%	Air Filters
18%	Blowers
31%	Chillers
14%	Circuit Assembly Materials
23%	Cold Plates
14%	Coolers
23%	EMI Shielding
21%	Enclosures
26%	Epoxy
18%	Fan Filters
10%	Fan Trays
43%	Fans
30%	Filler Pads
24%	Heat Exchangers
36%	Heat Pipes
56%	Heat Sinks
33%	Heat Spreaders
09%	Infrared Imaging
47%	Interface Materials
12%	Laboratories, Test & Research
38%	Liquid Cooling
21%	Passive Air Conditioning
18%	Phase Change Materials
30%	Sensors, Test & Measurement
26%	Software (Simulation)
24%	Software (Thermal)
16%	Temperature Controllers
37%	Thermal Compounds
11%	Thermal Design Services
21%	Thermal Tapes
18%	Thermal Testing
16%	Thermally Conductive Graphite Fibers
21%	Thermoelectric Coolers

Note: Survey recipients could select more than one item. Percentages will not add to 100.

Source:
Publisher Audit
September 2019





 EDITORIAL CALENDAR

Month	Topic	Day	Newsletter	Print	Event
January	Automotive/EV	7	Automotive		
		14	Electric Vehicles		
		21	Automotive Battery Technology		
		28	Automotive Standards		
February	Data Centers	4	Data Centers		
		11	Environmental controls		
		18	Energy efficiency		
		25	Air Flow Management		
March	Wireless/5G/IoT	3	Wireless	Spring Edition: Data Centers, Wireless/5g/IoT	
		10	5G		
		17	IoT		
		24	Consumer Electronics		
		31	Smart City Technology		
April	Power Electronics	7	Power Electronics		Thermal LIVE
		14	Battery Technology		
		21	Thermal LIVE		
		28	Consumer Electronics		
May	IT Products/Hardware	5	IT products		
		12	Hardware		
		19	Lighting/LED		
		26	Virtual Reality/Artificial Intelligence		
June	Mil/Aero	2	Mil/Aero		
		9	Mil Standards		
		16	Aircraft Lighting		
		23	Thermal Management		
		30	Mil/Aero		

Month	Topic	Day	Newsletter	Print	Event
July	Automotive/EV	7	Automotive	Summer Edition: Mil/Aero, Automotive/EV	
		14	Electric Vehicles		
		21	Automotive Battery Technology		
		28	Automotive Standards		
August	Data Centers	4	Data Centers		
		11	Environmental controls		
		18	Energy efficiency		
		25	Air Flow Management		
September	Wireless/5G/IoT	1	Wireless	Fall Edition: Power Electronics, IT Products/ Hardware	
		8	5G		
		15	IoT		
		22	Consumer Electronics		
		29	Smart City Technology		
October	Power Electronics	6	Power Electronics		Thermal LIVE
		13	Battery Technology		
		20	Thermal LIVE		
		27	Consumer Electronics		
November	IT Products/Hardware	3	IT products		
		10	Hardware		
		17	Lighting/LED		
		24	Virtual Reality/Artificial Intelligence		
December	Mil/Aero	1	Mil/Aero		
		8	Mil Standards		
		15	Aircraft Lighting		
		22	None		
		29	None		



RESEARCH & DATA (NEW)

Contents

- RESEARCH CONSULTING & INFORMATION SERVICES
- STANDARD R&D SURVEY

BENEFITS:

ITEM Media's transformation to Lectrix in 2019 was done in large part to provide our clients with a wider range of marketing and research services. Over the last few years, we have hired key skilled personnel and leveraged our vast network of relationships in the electronics industry. As a result, we can now offer high value technical research. This includes consulting and information services, all of which provide actionable intelligence to manufacturers, distributors, consultants and design firms.

HOW IT WORKS:

Our research, consulting and information services typically fall into one of the following 4 categories:

1. **Market Research & Analysis:** The collection and analysis of market data from publicly available sources and presenting the results in detailed documents and/or presentations. This could also include the full development of a market research report for external publishing, or solely for internal circulation.
2. **Trends Analysis:** Market analysis may also include researching and reporting on market data-over-time to provide trend and forecasting insights with changing market factors.
3. **Engineering Technology Research & Analysis (ETRA):** Engineering technology research and analysis (ETRA) eliminates the larger market dynamics, focusing instead on the specific nuances of technology and engineering practices. This allows for a more in-depth study of technology features and trends, and is a great value for dept chiefs, R&D engineers, project line managers, and higher-level engineers. Technology professionals are able to significantly cut down on the time spent trying to stay up to date with their technology field by combing through journals, magazines, presentations, and seminars.
4. **Competitor Analysis:** Compare an organization's standing in the market against relevant competitors, with respect to technology, existing or planned products, distribution, sales and marketing strategies.

Our Fields Of Expertise Include:

1. Blowers / Fans / Filters
2. CFD Software
3. Design
4. Heat Sinks
5. LED Lighting
6. Liquid Cooling
7. TIMs
8. Test & Measurements
9. Thermal Imaging
10. ...and More

PRICING:

Custom

SPECIFICATIONS:

Custom



STANDARD R&D SURVEY



BENEFITS:

Are you launching new products and could use the insight market research provides? Each year, *Electronics Cooling* reaches over 310,000 engineers involved in buying and using thermal management components, materials, software, facilities, test equipment and services. Backed by our reader base, we're pleased to offer a simple and cost-effective way for you to test your new ideas and obtain vital data and feedback, before you go into production or begin your next R&D phase. You can use this new *Standard R&D Survey* tool for almost any thermal management market research.

HOW IT WORKS:

- Write 6 questions you would like your target audience to answer.
 - Unsure about your questions? We will gladly provide you with examples to get you started, and some tips on how to get the most informative answers.
- We format your questions into a survey form.
- Your survey can be either branded to your company, or sent anonymously on your behalf by *Electronics Cooling*.
- Write an invitation to our readers to complete your survey
 - Examples are available if needed.
 - We strongly advise offering an incentive for each engineer who completes the survey, or prizes for a few lucky winners, to maximize the number of respondents.
- We design and email your invitation, linking our readers out to your survey.
- We can segment geographically, by industry, or by job title in most cases.
- After the closing date, we email an Excel spreadsheet of the complete data to you.

PLUS:

- We will sign an NDA with you confirming that this is proprietary information – **no one else sees your data.**
- If you would like to send the survey to your own email database, we will provide you with the survey link, no extra charge.

PRICING:

\$6995 per survey + email

SPECIFICATIONS:

Client to supply:

- 6 survey questions | Max 20 words each
- Company logo, in high resolution (300dpi), file format: .jpg | PDF | .psd | .eps | .ai | Tiff
- Survey invitation text | Max 100 words

NOTE: Survey and email blast layout includes 2x rounds of edits each. Additional rounds of edits available at \$200 per hour.

CUSTOM R&D SURVEY

BENEFITS:

If your survey project requires more than our *Standard R&D Survey* offering above, please contact us to discuss your ideas and a free quote.

PRICING:

Custom



 VIDEO (NEW)

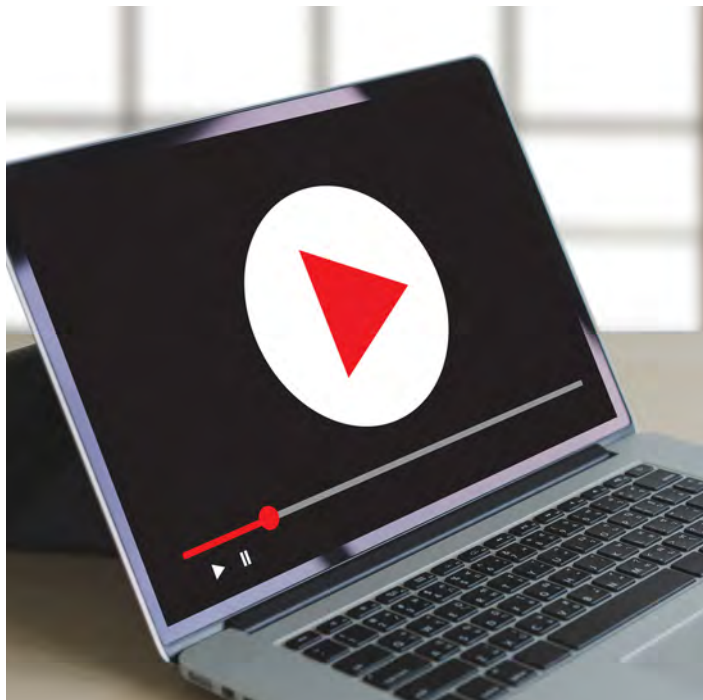
VIDEO

As part of our transition from ITEM to Lectrix, we are particularly excited to be able to offer full video production services. Buyers love video because it's easy to digest, entertaining and an efficient use of their time without having to interact with a salesperson. Videos can give a huge return on investment (ROI) through many channels.

While general agencies often struggle to understand the B2B electronics industry and its buyers, our team are specialists who have worked with Electronics Engineers day-in and day-out for 48 years. **We are the only thermal management video agency in the world.**

BENEFITS:

- Distill complex information into digestible soundbites
- Build trust with prospects by introducing your product or company to them on their own terms
- Share with vast audiences at the click of a button on social and email platforms
- Deliver technical messaging without it getting lost in translation
- Amplify the brand awareness efforts of small teams with limited resources
- Standardize a product pitch for remote sales teams, startups, and non-sales professionals
- Scale your unique value proposition rapidly, through ebcasts, online, and tradeshow screens



HOW IT WORKS:

- We provide one-stop Full-Service Production – concept development, scripting, casting, shooting, voiceover, editing, producing, even distribution if applicable.
- Videos can be a combination of Live Action (real people), Animation, Narration, Music, Call-To-Action...whatever is in line with budgetary parameters and goals.
- Onsite shoots typically last no more than a day or two.
- The average turnaround is 6-8 weeks.
- Rush options are available for a 15% additional fee.
- You retain ownership of the (IP) Intellectual Property as an intangible asset.

Video options can include but are not limited to:

- Web Series
- Social Videos
- Product Videos
- Corporate Videos
- How-To or Educational Videos

Take a Look at our Video Work on our Brand New Lectrix Site:

Click - [Corporate Video example](#) (for brand awareness)

Click - [Product Video example](#) (for lead generation)

Plus: Video content can be repurposed into various forms of other media to engage prospects and customers in different mediums and formats, such as white papers, ebooks, and webinars.

PRICING:

Custom, but the average video engagement is \$15-25k



EVENTS & WEBINARS

Contents

- Thermal Live 2020
- Webinars
- Create Your Own Event

THERMAL LIVE 2020 is a free online learning and networking event for engineers to learn about the latest topics in thermal management. Produced by *Electronic Cooling*, it showcases the latest techniques and products in the industry.

BENEFITS FOR PRESENTING COMPANIES:

- Generate sales-qualified leads for your sales team
- Position your company as an industry thought leader
- Promote your products and expertise – present to a captive audience without leaving your office!
- Attract prospects and create engagement
- No booth fees or airline reservations needed
- We provide ALL hosting, marketing and promotion, registration, broadcasting, recording, replay, and lead reporting.

HOW IT WORKS:

Presentations generally take the form of webinars and/or videos. You supply a speaker and presentation, and we'll do the rest.

Our event manager works directly with your speaker(s) to familiarize them with the ON24 webinar platform and record their presentation. On event day, your speaker or staff goes online for the live Q&A session at the end of your company's presentation. We'll record all questions, so your team can follow up with more comprehensive information to specific attendees should they desire.

Our robust marketing promotions covers multiple media platforms to attract registrations for your presentation. Your registrations are secure in a private cloud reporting module, which you can access 24/7, and the data includes pre-and-post show stats.

After THERMAL LIVE is over, we continue to promote your recorded presentation and attract additional leads for you.

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MARKETING OPPORTUNITIES

MASTER SPONSORSHIP:

- One exclusive Master Sponsor
- Sponsor Package includes:
 - Branding as Master Sponsor on all event channels and marketing materials
 - Webinar (1)
 - Product Demonstration (1)
 - Preferred timeslot – first choice
 - Company ad in event day newsletter linking to your website (1)
 - Whitepaper post on Thermal LIVE event website, with lead capture at download (1)
 - Live mention by M.C. during event

PRICING: \$10,995 per event

Sponsors may give a Presentation such as:

TECHNICAL WEBINAR PRESENTATION:

- 45 minutes of practical, technical, non-commercial content, plus Live Q&A.

PRICING: \$6,560

PRODUCT DEMONSTRATION PRESENTATION:

- 20-minute demo of your product(s) plus Live Q&A.
- Can be commercial, technical, or non-technical presentation

PRICING: \$3000

Book early! The sooner you book, the more registrations and leads you receive.

May 12, 2020



New for 2020!

Fundamentals of Thermal Management - Online Training Course

BENEFITS:

The Thermal LIVE Online Bootcamp is your opportunity to position your company as an educator and thought leader in the industry, while gaining valuable, qualified sales leads in the process.

HOW IT WORKS:

The new Thermal LIVE Bootcamp is a 1-day online event for thermal management professionals, dedicated to the essential fundamentals of thermal management. It's free to attendees, who will learn from How-To style presentations.

Presentations will focus on the fundamentals of thermal management and will be delivered by our host and qualified presenters. Sponsor companies share in the leads generated during this event.

BENEFITS FOR MASTER SPONSORS:

- Generate sales-qualified leads
- Promote your expertise
- Attract prospects
- Create engagement
- Present to a captive audience without leaving your office
- Powerful marketing campaign where we do all the work!
- We provide ALL hosting, marketing and promotion, registration, broadcasting, recording, replay, and lead reporting.

HOW IT WORKS:

Presentations take the form of How-To webinars, PowerPoints and/or videos.

Our robust marketing promotions covers multiple media platforms to attract registrations for your presentation. Your registrations are secure in a private cloud reporting module, which you can access 24/7, and the data includes pre-and-post show stats.

After THERMAL LIVE Bootcamp is over, recorded presentation will continue to be promoted and attract additional views and leads for 45 additional days.

MARKETING OPPORTUNITIES

MASTER SPONSORSHIP:

- One minimum to three maximum (1-3 Sponsors)
- Sponsor Package includes:
 - Branding as Master Sponsor on all event channels and marketing
 - Optional presentation during event (1)
 - Whitepaper post on Thermal LIVE event website, with lead capture at download (1)
 - Lead guarantee: 150 total
 - Live mention by our M.C. during Event

PRICING \$9,995 per Sponsor

BENEFITS:

Webinars provide your company with significant customer engagement, allowing you to better understand their challenges and buying intentions. *Electronics Cooling*® clients use webinars as a tool not only to grow lead volume, but also to re-engage existing prospects with new developments, new capabilities, product launches and more.

HOW THEY WORK:

OPTION 1: Bring Your Own Presenter

Your company creates the webinar presentation, and your employee or representative gives the presentation

- Presentations may be either technical or commercial in nature
- 30 minutes / 20 to 30 slides is the recommended length of presentation to keep your audience engaged
- Plus allow 10 to 15 minutes for Q&A
- Presentations may be made live or pre-recorded
- *Electronics Cooling*® provides the following support:
 - Webinar hosting, production, registration services and lead management
 - 1x eBlast promotion to the *Electronics Cooling*® subscriber list to announce your upcoming presentation
 - 1x further eBlast promotion a few days before your presentation date
 - Calendar listing on *Electronics Cooling*® website events page
 - 4x listings in *Electronics Cooling*® newsletters

PRICING: \$6565

OPTION 2: We Provide Your Presenter

If your team does not include the resources to write, produce or present your own webinar, *Electronics Cooling*® can help. Through our years of experience in the thermal management world, *Electronics Cooling*® has an unmatched wealth of contacts, writers, authors, editors and presenters - for hire! Contact us to discuss your ideas and topics. Your presentation and marketing follow the same format as Option 1 above.

PRICING: \$8565

NEED A PRESENTER?

We have writers and presenters for hire to help you to produce a webinar. Here are just some of the topics, with which they can help:

- | | | |
|--------------------------------|-----------------------|------------------|
| • Power electronics | • Data center cooling | • Heatsinks |
| • Automotive electronics | • Chip Design | • Liquid Cooling |
| • Batteries and energy storage | • Fans | • Materials |

SPECIFICATIONS:

- Powerpoint or Similar
- Video
- Live or Pre-recorded presentation(s)

AVAILABLE MARKETING SUPPORT

Additional marketing support services available upon request.

Looking for something a little different? Create your own online events.

If you are not afraid to break the mold with something innovative that'll engage your audience in new ways, our online event hosting is for you. Online events not only succeed at developing your audience, they also provide your company and/or service with significant customer engagement, allowing you to better understand their challenges and buying cycles. And we would know – *Electronics Cooling*® has been hosting our own successful thermal management-based online events for years. Our past clients have been rewarded in lead growth, more sales, and a stronger grasp of their customer personas and prospects' intentions.

Now you can design and host your own lead generation or prospect development events online with live Q&As and immediate customer feedback. Whether it's a product launch, technical presentation, product training, rep meetings, user groups, or anything else you can dream of, we have the platform and expertise to support you.

HOW THEY WORK:

OPTION 1: Bring Your Own Presenter

All online events are fully customized, but here are a few ideas:

- Choose from between a half-day, up to a two-day event
- Presentations can be live or pre-recorded. Live is recommended so that you engage your prospects
- Presentations are generally given in the form of webinars, using PowerPoint, or similar, and videos
- Formats can include technical presentations, product announcements, product demonstrations, roundtables, panel discussions, keynotes – you choose!
- We can provide an MC, or bring your own
- If you are hosting an in-person event already, we can even record those presentations and re-use them at your online event

PRICING: Budget between \$10,000 and \$30,000

OPTION 2: *Electronics Cooling*® Provides Your Presenter

If your team does not have the resources to write, produce or present your own event, we can help. Through our years of experience in the thermal management world, *Electronics Cooling*® has an unmatched wealth of contacts, writers, authors, editors and presenters - for hire! Contact us to discuss your ideas and topics. Your presentation and marketing follow the same format as Option 1 above.

PRICING: Budget between \$10,000 and \$30,000

NEED A PRESENTER?

We have writers and presenters for hire to help you produce a webinar. Here are just some of the topics, with which they can help:

- Power electronics
- Automotive electronics
- Batteries and energy storage
- Data center cooling
- Chip Design
- Fans
- Heatsinks
- Liquid Cooling
- Materials

SPECIFICATIONS:

- Powerpoint or Similar
- Video
- Live or Pre-recorded presentation(s)

AVAILABLE MARKETING SUPPORT

Marketing support will be customized according to the scale of your event, to include, for example: eBlasts, newsletters, social media, online advertising.



EMAIL MARKETING

Contents

- Newsletter
- Custom eBlast
- Thermal Resources



NEWSLETTER

BENEFITS:

Keep your brand in front of your target customers on a regular basis. It's Marketing 101! Drive new customers from the ever-growing *Electronics Cooling*® email list to your own site to build your web traffic and generate new leads.

HOW THEY WORK:

Each mailing to 14,500 subscribers includes thermal management standard updates, industry news, and reference material, which makes it a great place to highlight your company or product and drive traffic to your site. Place your ad in a special edition that matches your specific thermal management technology, or in an edition that features the electronics cooling markets you are targeting.

PRICING:

Number of Issues | Rate Per Issue

4X - \$1,350 | 6X - \$1,190 | 8X - \$1,050 | 12X - \$995

SPECIFICATIONS:

- Headline + Maximum 60 words of text
- Company Logo or image (static .jpeg or .gif - 300 x 169 pixels)
- Web Link
- Email Address
- Headline

2020 NEWSLETTER CALENDAR

Month	Day	Newsletter
January	7	Automotive
	14	Electric Vehicles
	15	Thermal Resources
	21	Automotive Battery Technology
	28	Automotive Standards
February	4	Data Centers
	11	Environmental controls
	18	Energy efficiency
	19	Thermal Resources
	25	Air Flow Management
March	3	Wireless
	10	5G
	17	IoT
	18	Thermal Resources
	24	Consumer Electronics
April	31	Smart City Technology
	7	Power Electronics
	14	Battery Technology
	21	Thermal LIVE
	22	Thermal Resources
May	28	Consumer Electronics
	5	IT products
	12	Hardware
	19	Lighting/LED
	20	Thermal Resources
June	26	Virtual Reality/Artificial Intelligence
	2	Mil/Aero
	9	Mil Standards
	16	Aircraft Lighting
	17	Thermal Resources
July	23	Thermal Management
	30	Mil/Aero

Month	Day	Newsletter
July	7	Automotive
	14	Electric Vehicles
	21	Automotive Battery Technology
	22	Thermal Resources
	28	Automotive Standards
August	4	Data Centers
	11	Environmental controls
	18	Energy efficiency
	19	Thermal Resources
	25	Air Flow Management
September	1	Wireless
	8	5G
	15	IoT
	16	Thermal Resources
	22	Consumer Electronics
October	29	Smart City Technology
	6	Power Electronics
	13	Battery Technology
	20	Thermal LIVE
	21	Thermal Resources
November	27	Consumer Electronics
	3	IT products
	10	Hardware
	17	Lighting/LED
	18	Thermal Resources
December	24	Virtual Reality/Artificial Intelligence
	1	Mil/Aero
	8	Mil Standards
	15	Aircraft Lighting
	16	Thermal Resources
December	22	None
	29	None

electronics COOLING Sponsored
September 14, 2017 Products | Articles

Panasonic THERMAL MANAGEMENT

NEW PRODUCT!
NASBIS Insulating Sheets

Don't Just Spread Heat—Isolate it with NASBIS!

Introducing **NASBIS** Insulating Sheet, "NASBIS" stands for Nano Silica Balloon Insulator Sheet. This new addition to Panasonic's line of Thermal Management solutions is a thin, flexible Nano-Silica heat insulation material composed of silica aerogel and polyester fiber that has high thermal isolative properties.

The thermal conductivity of NASBIS is comparable to that of air, making it a very attractive material for heat insulation. NASBIS Sheets protect thermally weak products from heat and works to maintain a uniform temperature throughout a device. When combined in a stack with Panasonic's Pyrolytic Graphite Sheet or PGS, NASBIS Insulating Sheets enable the control of heat direction. This proprietary composite material provides greater heat insulating performance. Learn more about Panasonic's **Thermal Management Solutions**.

NASBIS Material Structure
The shape of NASBIS is formed using a punching die and then the product is pouched using PET tape and adhesive tape (double-sided). This structure enables the product to be attached to any electronic devices, such as PCBs, for example, using adhesive tape. The thickness and form of NASBIS can be selected based on the target temperature, form of product or available board space.

NASBIS Features At-A-Glance

- Low Thermal Conductivity: 0.014 – 0.02 W/m • K.
- Both Thin and Flexible
- Thicknesses Range from 100µm to 1,000µm
- RoHS and REACH Compliant
- Easily Bent and Used in Narrow Spaces
- NASBIS Sheets Are Covered with Polyester (PET) Tape and Offered with Adhesive
- NASBIS / PGS Composite Stacks Provide Optimal Thermal Management Solutions

Download the NASBIS Intro White Paper
Download Datasheet

Watch the NASBIS Video to Learn More:

NASBIS
A NEW HEAT ISOLATING THERMAL MANAGEMENT MATERIAL

PRODUCT SPECIALIST
THERMAL SOLUTIONS
PANASONIC

BENEFITS:

To generate a high volume of leads in a short amount of time, a customized eBlast is a powerful tool that is especially useful for a product launch, a corporate announcement or a new event. Customized eBlasts are dedicated entirely to your content, reaching 14,500 engineers, who are looking for thermal management solutions - with measurable results.

HOW THEY WORK:

- Submit your content to us and we will design your eBlast. Materials must be supplied at least 2 weeks in advance.
- Optionally, design it yourself to our specifications
- Also, provide us with a link to your own landing page to capture our readers' information. Or, we can build one for you for a small additional fee
- *Electronics Cooling*® provides you with two rounds of edits at no additional charge.
- Once approved, your eblast is broadcast, and we send you an activity / leads report within a month

PRICING:

Number of Issues	Rate Per Issue
1X	\$5,035
4X	\$4,035
6X	\$3,035

Landing Page Design Option:

Template	\$495
Custom	Please Inquire

SPECIFICATIONS:

- All materials must be received no later than two weeks before your scheduled date
- Your eBlast can be sent on any weekday except Tuesdays.
- Please provide:
 - eBlast copy/text
 - Images in .jpeg or .png file format, 72 dpi, RGB color
 - Link(s) to your selected web pages, landing pages, registration pages, etc
 - HTML code and text files are accepted for email creation

Please Note: Broadcast dates must be selected at time of booking. Dates may be changed after booking subject to availability, but invoicing will occur based upon your initial selected date, and payment required in full, net 30 days.

TIP:

Add customized campaign parameters to your URLs in order to track traffic in Google Analytics.

BENEFITS:

Whitepapers, brochures, app notes and data sheets are effective tools for engaging prospective new leads, and the *Electronics Cooling® Thermal Resources* download program gives you the platform to deliver them. Distributed to 13,100 subscribers.

HOW THEY WORK:

- Submit your whitepaper, tech brief, application note or datasheet with a link to your own landing page or registration form.
- Optionally, we will provide a landing page for you at no extra charge
- *Electronics Cooling® Thermal Resources* is published the third Wednesday of each month.
- If you are using your own landing page, your leads are instantly available to you of course
- If you are using a landing page provided by *Electronics Cooling®*, we will provide your leads within 1 month

PRICING:

Number of Blasts	Rate Per Email
1X	\$2,775
4X	\$2,150
6X	\$1,735
8X	\$1,375
12X	\$1,095

SPECIFICATIONS:

- *Thermal Resources* is sent on the third Wednesday of each month.
- Please provide:
 - Headline
 - Maximum 60 words of text
 - Image (static .jpeg or .gif – 280 x 218 pixels)
 - Your whitepaper, tech brief, application note or data sheet
 - Link to your own landing page or registration form

Note: Materials must be supplied at least 1 week in advance.



electronics COOLING Resources
August 16, 2017 Products | Articles

electronics COOLING

OLEDs and how Polymer Science, Inc. can help! Superb image quality, reduced power consumption and minimal product widths only touch the surface of the advantages OLEDs have to offer. Polymer Science, Inc. offers a diverse array of products for your OLED application solutions including glass protection tapes, cushioning tapes, thermal shields and more. Please contact us today at sales@polymerscience.com for more information or to request a sample!

[Learn More](#)

FREE Electronics Cooling Summer 2017 Edition – Download Now
The Electronics Cooling Summer 2017 Issue is now available for download! Read the latest thermal management articles on topics most relevant today, like Thermal Management of Onboard Chargers in E-Vehicles, Thermal Management and Safety Regulation of Smart Watches, and much more. Find who and what you're looking for in the Company Directory or explore upcoming thermal management events. **Download your FREE e-mail copy today!**

[Learn More](#)

Panasonic
NEW
NASBIS Thermal Protection Material [Learn More >>](#)

Panasonic Adds 10 µm Thick Insulating Sheet
Panasonic's NASBIS Insulating Sheets are now available in thickness of 10 µm. This addition to Panasonic's line of Thermal Management solutions is a thin, flexible Nano-Silica heat insulation material composed of silica aerogel and polyester fiber that has high thermal isolative properties. The thermal conductivity of NASBIS is comparable to that of air, making it a very attractive material for heat insulation.

[Learn More](#)

thermal LIVE 2018
Thermal Management Education and Advancement.
1 Day | ONLINE | FREE
October 23, 2018
Save The Date!

Mark Your Calendar: Thermal Live Returns October 23, 2018
Things move quickly in the electronics world. Tech we used and best practices we learned in 2017 may already be outdated! Attend this FREE online event to learn and network with industry thought leaders about the latest in thermal management. Attend a full day of webinars and product demos – without ever leaving your seat!

[Learn More](#)

View our Privacy Policy [here](#)
For additional assistance, contact us by **email** or at the address below.
To ensure that you receive Electronics Cooling e-newsletters properly, please add the following domain to your e-mail "safe" list: [\[electronics-cooling.com\]](mailto:[electronics-cooling.com])
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EMAIL MARKETING EXAMPLES



NEWSLETTER

electronics COOLING Newsletter
September 12, 2017 Products | Articles

DISSIPATE THE HEAT

Shin-Etsu THERMAL INTERFACE MATERIALS

MasterBond

Disipate the Heat – Thermal Interface Materials from Shin-Etsu MicroSi Thermal grease, curable gels, adhesives, pads and more for CPU, GPU, PLC, LEDs, and other temperature sensitive components. Excellent ability to dissipate heat; improves reliability, enables more functionality. Market proven, high volume, custom packaging (kytriges, cartridges and bulk containers). Samples available for testing. Shin-Etsu MicroSi Thermal Interface materials.

Epoxy Compound Resists Cryogenic Shock
Master Bond EP29LPSPAO is a two component, thermally conductive, electrically insulative, high performance epoxy system. It is specially formulated for cryogenic applications and is serviceable at temperatures as low as 4K as an adhesive, sealant, coating and encapsulant. EP29LPSPAO has superior electrical insulation properties and outstanding chemical resistance.

Request A TDS

Product News

- Sample TIMs Available for Testing
- Thermally Conductive High Performance Epoxy System Available
- Full Range of Quick Disconnect Couplings Available Now
- New TIM is Thermally Conductive in Z-Axis Thickness Direction & Flexible
- New Laminates Introduced for 5G and Other Millimeter Wave Applications
- Advanced ETRI 120mm EC Axial Fan With Winglet-Style Blades Introduced

Graphite-PAD Thermal Interface Material

Couplings by Stäubli
Stäubli offers a full range of quick disconnect couplings to meet the demanding requirements for the liquid cooling of critical electronics. Whether making connections at the facility supply point, the rack, the manifold, or the blade, trust the reliability of all metallic dry-break connectors.

Graphite-PAD by Panasonic
Introducing the new EYG-T Series 'Graphite-PAD', this new addition to Panasonic's line of Thermal Management solutions is a thermal interface material that competently obtains excellent thermal conductivity in Z-axis thickness direction along with providing superior flexibility. The new Graphite-PAD product provides properties that are greater than that of most existing thermal interface materials.

What's New?

Thermal Management and Safety Regulation of Smart Watches
A smart watch is one of the most popular wearable devices now. Along with battery life and security, thermal safety is the most common concern. We show how to meet the ergonomic standards for users and predict thermal performance in typical scenarios. Thermal simulation software applied at the design stage can provide guidance on the use of heat spreading materials and other thermal solutions to meet the design requirements.

thermalLIVE 2017

October 24-25
Free | Online

Registration Open Now for Thermal Live 2017!

Registration is now open for Thermal Live 2017! The FREE online event is LIVE October 24th and 25th, 2017, with presentations from thermal industry leaders like Aavid Thermalloy, Mentor Graphics, Phononic, and Fujipoly. Learn the latest techniques and topics in thermal management without leaving your seat at home or in the office. Register for Thermal Live 2017 now!

Courses & Events

View our Privacy Policy here

For additional assistance, contact us by email or at the address below

To ensure that you receive Electronics Cooling e-newsletters, please verify and the following domain in your e-mail "spam" folder: info@electronics-cooling.com

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Unsubscribe from this e-newsletter here

CUSTOM EBLASTS

electronics COOLING Sponsored
September 14, 2017 Products | Articles

Panasonic THERMAL MANAGEMENT

NEW PRODUCT!

NASBIS Insulating Sheets

Don't Just Spread Heat—Isolate it with NASBIS!

Introducing **NASBIS** Insulating Sheet, "NASBIS" stands for Nano Silica Balloon Insulator Sheet. This new addition to Panasonic's line of Thermal Management solutions is a thin, flexible Nano-Silica heat insulation material composed of silica aerogel and polyester fiber that has high thermal isolative properties.

The thermal conductivity of NASBIS is comparable to that of air, making it a very attractive material for heat insulation. NASBIS is a primary weak products from heat and works to maintain a uniform temperature in the device. When combined in a stack with Panasonic's Pyrolytic Graphite or PGS, NASBIS Insulating Sheets enable the control of heat direction. This proprietary composite material provides greater heat insulating performance. Learn more about Panasonic's Thermal Management Solutions.

NASBIS Material Structure

The shape of NASBIS is formed using a punching die and then the product is pouched using PET tape and adhesive tape (double-sided). This structure enables the product to be attached to small electronic devices, such as cases for example, using adhesive tape. The thickness and form of NASBIS can be selected based on the target temperature, form of product or available board space.

NASBIS Features At-A-Glance

- Low Thermal Conductivity: 0.014 – 0.02 W/m · K
- Both Thin and Flexible
- Thicknesses Range from 100µm to 1,000µm
- RoHS and REACH Compliant
- Easily Bent and Used in Narrow Spaces
- NASBIS Sheets Are Covered with Polyester (PET) Tape and Offered with Adhesive
- NASBIS / PGS Composite Stacks Provide Optimal Thermal Management Solutions

Download the NASBIS Intro White Paper

Download Datasheet

Watch the NASBIS Video to Learn More:

NASBIS

A NEW HEAT ISOLATING THERMAL MANAGEMENT MATERIAL

PRODUCT SPECIALIST
THERMAL SOLUTIONS
PANASONIC

THERMAL RESOURCES

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August 16, 2017 Products | Articles

NEW

Thermal Management Education and Advancement: 1 Day | ONLINE | FREE

October 23, 2018
Save The Date!

Download Now

Learn More

Whitepapers, brochures, app notes and spec sheets are perfect engagement tools, and our Thermal Resources gives you the platform to deliver them. When a reader requests your content, you instantly receive the lead. Distributed to 13,100 subscribers.

TIP: Reach 14,500 thermal management engineers through the *Electronics Cooling* Newsletter. Each mailing includes feature articles, industry news and valuable reference material, which makes it a great place to highlight your company or product. You can place your ad in a specific product or market issue.

TIP: To generate a high volume of leads in a short amount of time, a customized, dedicated eBlast is a powerful tool that is especially useful for a product launch, corporate announcement, or new event. Customized eBlasts are dedicated entirely to your content, reaching 14,500 thermal management engineers with measurable results.



WEBSITE MARKETING

Contents

- Billboard Ads (NEW)
- Inter-Article Ads (NEW)
- Welcome Ads
- Google Re-targeting Ads (NEW)
- Industry Sponsor Package
- Category Sponsor Package

BENEFITS:

Excellent for companies looking for brand awareness, Billboard Ads are a newer option in the marketing scene that has grown in popularity over the last several years. Thanks to their highly viewable 970x250 size and placement above the fold of the page, your billboard ad ensures that your message or offer immediately gets in front of Electronics Cooling's 26,000+ unique visitors per month.

HOW THEY WORK:


- Appears above the *Electronics Cooling* logo on every page of the site that is not sponsored by an advertiser
- Mobile and desktop-friendly
- You receive impressions and click report
- Available as exclusive sponsorship in 30-day increments only

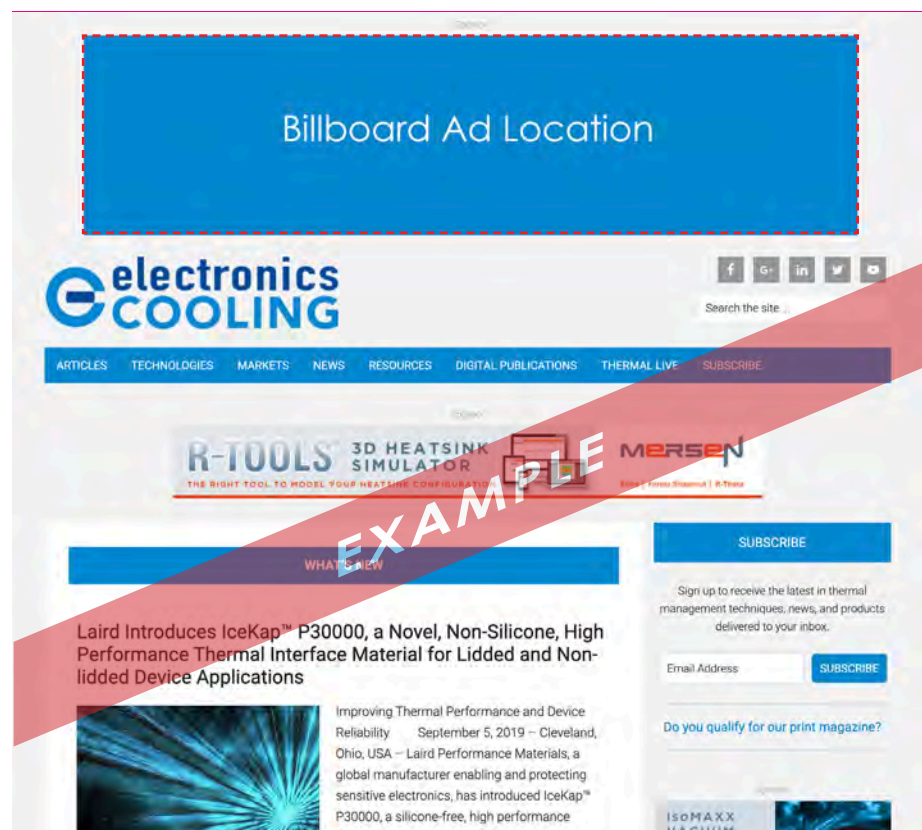
PRICING:

\$3,995 Per Month

SPECIFICATIONS:

- Total Dimensions: 970 pixels wide × 250 pixels tall
- Export as .jpeg or .png
- 120 KB maximum file size
- Template with instructions will be provided to format ad to best fit site.

 Billboard Ad Location



BENEFITS:

Inter-article ads are an ideal opportunity for content promotion and brand awareness. These leaderboard-sized graphics sits within an article after the first paragraph. The unconventional ad location is both highly visible and offsets the risk of “banner blindness”, guaranteeing greater impressions. Combining an inter-article ad with a billboard ad is a great way for your brand to “own” a page.

HOW THEY WORK:

- Appears between first and second paragraphs of all article pages that are not sponsored by an advertiser
- Mobile and desktop-friendly
- You receive impressions and click report
- Available as exclusive sponsorship in 30-day increments only
- Best Practice: Try promoting technical content with this ad location!

PRICING:

\$3,995 Per Month

SPECIFICATIONS:

- Total Dimensions:
728 x 90 pixel | 300 x 250 pixel
- Export as .jpeg or .png
- 120 KB maximum file size
- Template with instructions will be provided to format ad to best fit site.



Inter-Article Ad Location

BENEFITS:

Pop-up Ads are a great tool for producing high visibility and daily new leads for a product, especially from a website like *Electronics Cooling*. With now over 26,000+ unique visitors per month, our site is being found by an ever increasing audience of electronics engineers looking for thermal management solutions. Your Pop-up Ad ensures that your message, or offer, gets in front of them first before they engage in any other material in their search. In 2018, our Pop-up Ad clients enjoyed an average of 13,422 impressions per campaign.

HOW THEY WORK:

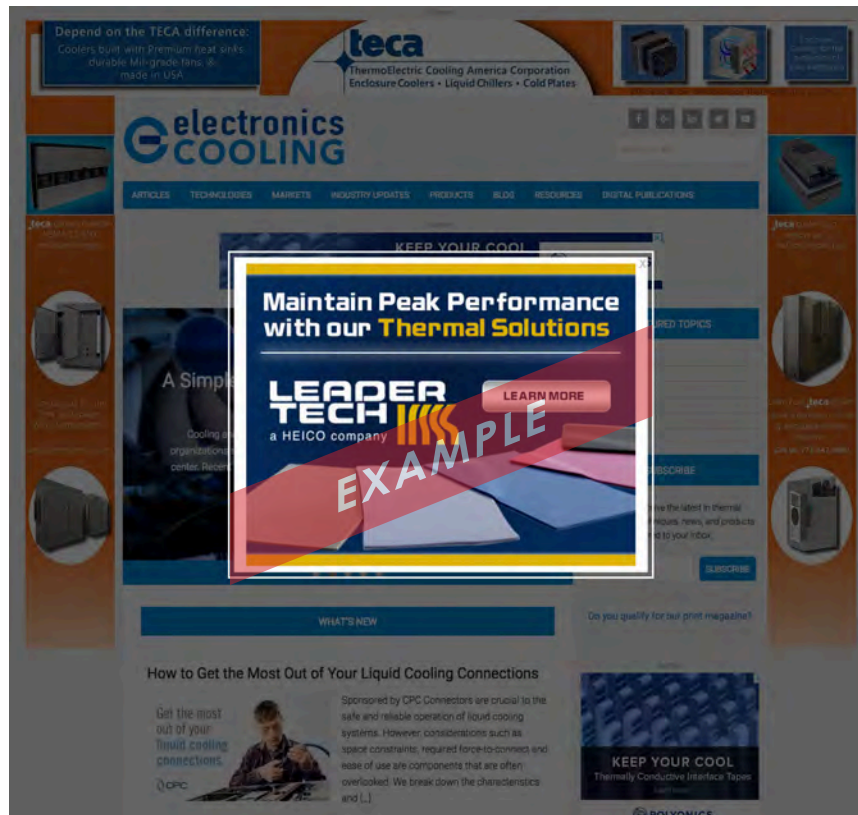
- Highest performing *Electronics Cooling* ad location – 80 times industry average!
- Triggered by exit-intent: reaching bottom of an article, idling, or moving cursor to top of web browser
- Appears once per day per user
- Mobile and desktop-friendly
- Receive impressions and click report
- Available as exclusive sponsorship in 30-day increments only
- Best Practice: Try promoting technical content with this ad location!

PRICING: \$3,995 / month

SPECIFICATIONS:

- 640x480, .png or .jpeg, used for screens larger than 1366 pixels wide (Desktop)
- 300x250, .png or .jpeg, used for screens smaller than 1366 pixels wide (Mobile)
- Max File Size: 200 KB
- Ad must be provided in both dimensions to support the range of screen widths.

Pop-Up Ad Location



BENEFITS:

Expand the reach of your web ads to the *Electronics Cooling* website beyond electronics-cooling.com. With retargeting, your ads will continue to be seen by our website visitors after they leave our site, utilizing the Google Display Network: a collection of over 2 million websites that reaches over 90% of Internet users*. In other words, our website visitors will see your ads on future sites that they visit. Excellent for continued brand awareness and lead generation. (Hint: offering technical content works best!)

HOW IT WORKS:

You simply provide the banners and specify your maximum ad spend and the length you'd like your campaign to run, and we'll deploy the campaign and provide performance reports.

SUPPORTED BANNER SIZES:

While Google supports a wide range of banner sizes,** they've found the following to be most effective:

- 336x280 large rectangle
- 300x250 medium rectangle
- 728x90 leaderboard
- 300x600 half page
- 320x100 large mobile banner

There is no requirement for minimum number of ad sizes you need to provide, but providing most or all of the five sizes recommended by Google will increase the likelihood for your ads to display and be clicked.

PRICING:

\$6,000 minimum

Want to extend your reach beyond the Google Display Network or explore social advertising?

Ask us about how you can utilize our retargeting services on LinkedIn, Facebook, other display networks, and even email!

*<https://support.google.com/google-ads/answer/2404191?hl=en>

**https://support.google.com/adsense/answer/6002621?visit_id=637019912286970060-893603874&rd=1

BENEFITS:

Our *Industry Sponsor Package Ad Program* is a mass market tool for reaching the largest number of engineers seeking thermal management solutions anywhere. If your goal is to create mass awareness of your message across the entire electronics cooling marketplace, over a sustained period, consider our 12-month *Industry Sponsor Package*. In 2018, our Industry Sponsor clients enjoyed an average 23,024 impressions per month.

HOW THEY WORK:

- The *Electronics Cooling*® site is now found by over 23,000 unique visitors per month, and Industry Sponsors are seen on almost every page of the site.
- Each campaign includes an exclusive 12-month run of site program, limited to only 12 advertisers at one time.
- Your ads rotate through the 4 ad positions (2 ads x 2 positions) that appear on every site page (excludes sponsored category pages)
- 1 Leaderboard banner (choice of 728 x 90 pixels or 970 x 90 pixels)
- 1 Medium Rectangle banner (300 x 250 pixels)
- Company logo featured on every site page (excludes sponsored category pages)
- Company Listing on Industry Sponsor Page

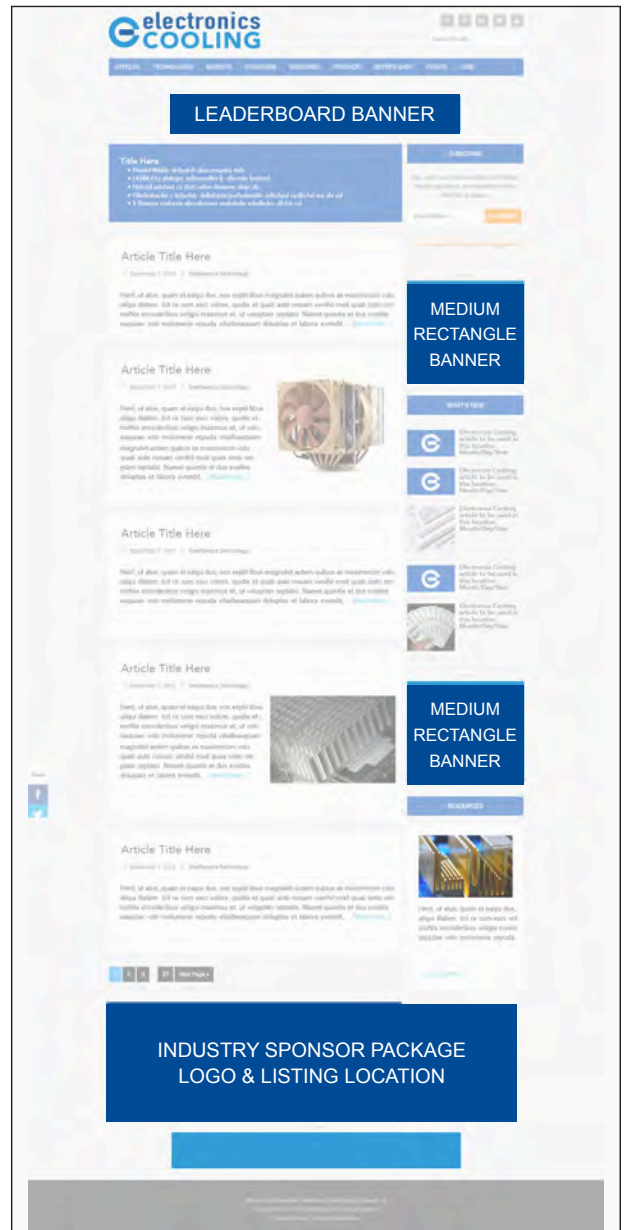
PRICING: \$10,095 / 12 months

SPECIFICATIONS:

- Medium Rectangle Dimensions: 300 x 250px
- Leaderboard Dimensions: 728 x 90px or 970 x 90px*
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG, Flash™**, HTML, HTML5**

* For Leaderboard ads, ad must also be provided in 300 x 250 pixels to support mobile viewing.

** If providing ad in Flash™ or HTML5 format, also provide ad in .jpeg, .gif, or .png format in case the viewer's browser does not support creative functionality. Please contact us for specifics if interested in using HTML5.



BENEFITS:

As a *Category Sponsor*, you affiliate your brand with the topic (“Category”) of your choice and benefit exclusively from being seen by every visitor to our site who visits any of the pages in that category. Let’s say that Military & Aerospace is a vital market for your company, become the exclusive Category Sponsor of all of the military and aerospace pages in the *Electronics Cooling*® site, and for a year, every visitor to our site who reads our military / aerospace content will see your brand. In 2018, our Category Sponsor clients enjoyed an average 23,024 impressions per month in addition to the page views from the category of your choice.

HOW THEY WORK:

Everything included in **Industry Sponsor Package** (see page 27), **PLUS:**

- Exclusive ownership of the content category of your choice – see category choices below
- Your ads simultaneously display in all 4 available positions
- Sponsorship of 1 category-specific newsletter

CATEGORIES

TECHNOLOGIES

- Blowers/Fans/Filters
- Thermal Interface Materials (TIM’s)
- CFD Software
- Data Centers
- Coolers
- Design
- Heat Pipes
- Liquid Cooling
- Heat Sinks
- Materials/Compounds/Adhesives/Substrates
- LED/Lighting
- Test & Measurement
- Semiconductor
- Thermal Imaging
- Software
- Free Air Cooling

MARKETS

- Aerospace - Military
- IoT
- Automotive
- Consumer Electronics
- Communications
- Industrial

PRICING: \$15,755

SPECIFICATIONS:

- 2x Medium Rectangle Dimensions: 300 x 250px
- 2x Leaderboard Dimensions: 728 x 90px or 970 x 90px
- For Leaderboard ads, ad must also be provided in 300 x 250 pixels to support mobile viewing.
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG, Flash™*, HTML, HTML5*

* If providing ad in Flash™ or HTML5 format, also provide ad in .jpeg, .gif, or .png format in case the viewer’s browser does not support creative functionality. Please contact us for specifics if interested in using HTML5.



Sponsor Locations



PUBLICATIONS

Contents

- Spring Edition 2020
- Summer Edition 2020
- Fall Edition 2020

BENEFITS:

Electronics Cooling® magazine, the only commercial magazine today dedicated to thermal management, provides practical information that is directly applicable to real thermal design problems in today's electronic equipment. In an ever increasing digital world, some engineers prefer to consume good content at a slower pace – many *Electronics Cooling*® readers read each issue outside of the workplace – at home, on travel etc., giving you the advertiser an opportunity to be in front of your prospects for much longer than a few seconds. Print has real benefits!

HOW THEY WORK:

Published three times yearly and distributed to 14,500 engineers, *Electronics Cooling*® includes technical articles and reference data, new product information, buyers' guides, events, and more. US subscribers receive their copy in print. Non US subscribers receive their copy in digital format (PDF).

2020 EDITORIAL CALENDAR: SPRING 2020 ISSUE

Bonus Distributions at:

- Semi Therm 2020
- APEC 2020

Features: SEMI-THERM 2020 Special Coverage

Ad Close: 2/3/2020

Ad Materials Due: 2/10/2020

Publication Month: February

SUMMER 2020 ISSUE

Bonus Distributions at:

- ECTC 2020

Features: Buyers' Guide 2020

Ad Close: 6/5/2020

Ad Materials Due: 6/12/2020

Publication Month: June

FALL 2020 ISSUE

Bonus Distributions at:

- IMAPS 2020

Features: Thermal LIVE™ 2020

Ad Close: 8/28/2020

Ad Materials Due: 9/4/2020

Publication Month: September

PRICING:

No. of Publications	1x	2x	3x
Premium Space	1x	2x	3x
Inside Front Inside Back Cover Back Cover	\$8,785	\$8,510	\$8,135
Ad	Price	Price	Price
Full Page	\$7,640	\$7,400	\$7,075
2 Page Spread	\$12,980	\$12,565	\$12,040
1/2 Page	\$6,035	\$5,850	\$5,625
1/4 Page	\$3,610	\$3,525	\$3,415



PUBLICATION SPECIFICATIONS:

- Dimensions: Width x Height
- Trim Size: 8.375" x 10.875"
- Bleed: 0.25"
- Live Area: 7" x 10"
- Press: Web offset
- Stock: 40-lb. coated
- Screen: 133-line
- Density: 240-300
- Binding: Perfect bound

AD SPECIFICATIONS: Width x Height

- File Format: PDF
- File Resolution: High Resolution - 300dpi
- File Color Code: CMYK 4-Color Process
- *Ads with bleed require crop marks on submitted PDF files.
- 2 PAGE SPREAD
16.375" x 10.875" | *Bleed: 16.875" x 11.375"
- FULL PAGE
8.375" x 10.875" | *Bleed: 8.875" x 11.375"
- 1/2 PAGE HORIZONTAL
7" x 4.875" | No Bleed
- 1/2 PAGE VERTICAL
3.375" x 9.54" | No Bleed
- 1/4 PAGE
3.5" x 4.875" | No Bleed

The logo features a blue circular icon with a white horizontal bar on the left, followed by the word "electronics" in white lowercase letters and "COOLING" in blue uppercase letters.

electronics
COOLING

The logo consists of the word "LECTRIX" in a light blue, uppercase, sans-serif font.

LECTRIX

1000 Germantown Pike, #F2 Plymouth Meeting, PA 19462, United States

+1.484.688.0300 | www.lectrixgroup.com