

# 2024 MEDIA KIT

# LECTRIX<sup>®</sup>

## PROBLEM FIRST. PRODUCT LAST.

Whether you supply semiconductors, passive, electromechanical or interconnect components, or performance materials, we believe in solving your engineering customer's problem first, as the right way to introduce them to your product.

**We are electronics engineering marketing specialists.**

### Services Include:

- Strategic Planning
- SEO/SEM/CRO
- Virtual Conferences & Webinars
- Blogs
- Whitepapers
- Lead Generation
- Technical Content
- And more!

Find out more today at  
[lectrixgroup.com](http://lectrixgroup.com) or email [ashlee@lectrixgroup.com](mailto:ashlee@lectrixgroup.com)

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# LECTRIX

# THE MOST WIDELY READ RESOURCE FOR THERMAL MANAGEMENT

## EDITORIAL PROFILE

### YOUR NEXT THERMAL MANAGEMENT MARKETING PARTNER

We appreciate your interest in *Electronics Cooling*, the influential go-to source for engineers in thermal management, liquid cooling, and GaN/SiC.

*Electronics Cooling* is a resource to support engineers with innovative thermal management solutions. With our editorial board comprised of industry-leading engineers solving everyday cooling challenges, we are able to provide essential information for engineers across all markets.

For over 25 years, manufacturers of thermal management components, software, materials, devices, and equipment put their trust in *Electronics Cooling* to build awareness with their target audience and increase conversions.

The vision for *Electronics Cooling* is to supply the most current content for engineers—being a technical source they can rely on consistently.

Explore this media kit to see how you can target your audience with sponsored content, virtual events, and traditional advertising.

## EDITORIAL BOARD

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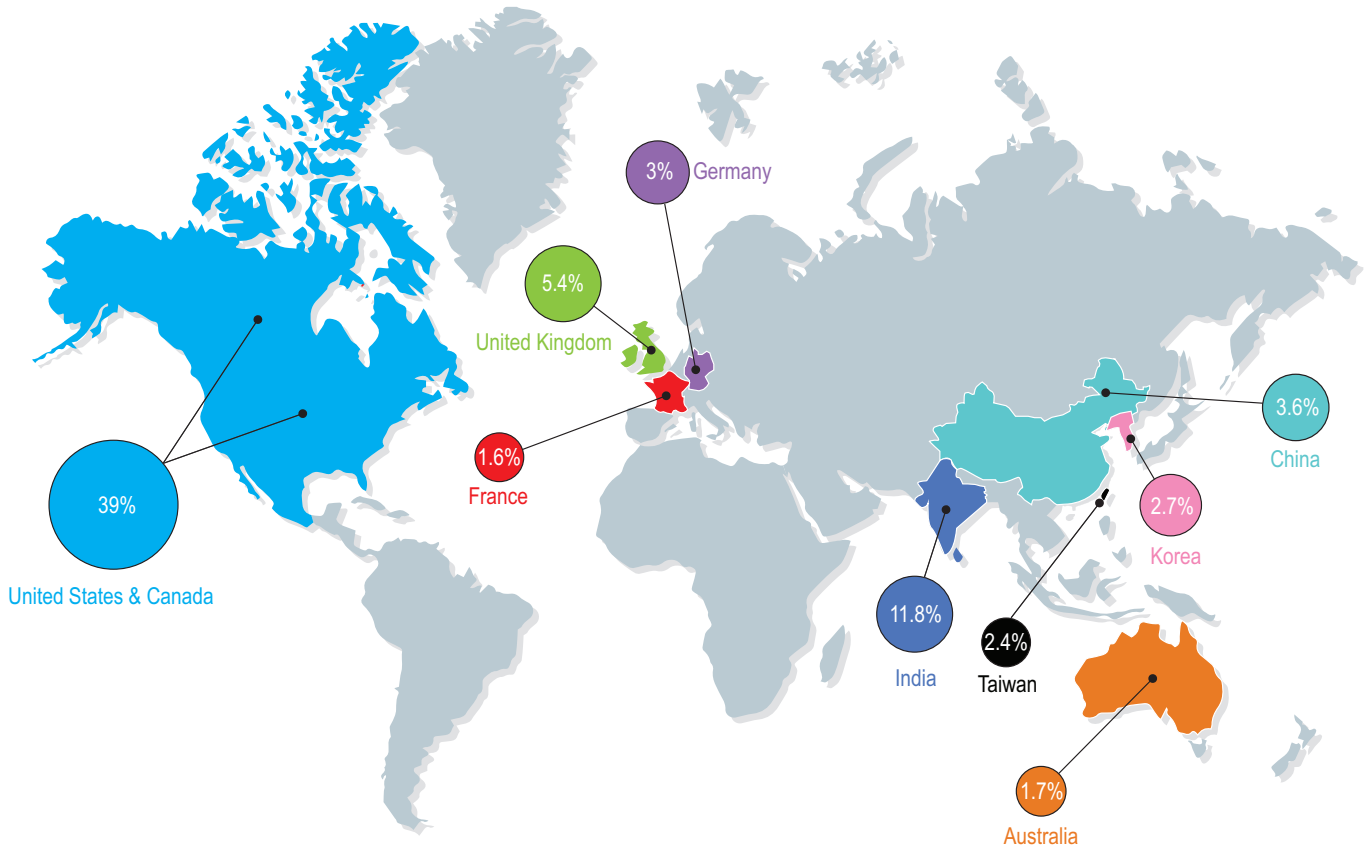
**Victor Chiriac, PhD, ASME Fellow**  
*Co-founder and Managing Partner*  
Global Cooling Technology Group

**Genevieve Martin**  
*R&D Manager, Thermal & Mechanics Competence*  
Signify

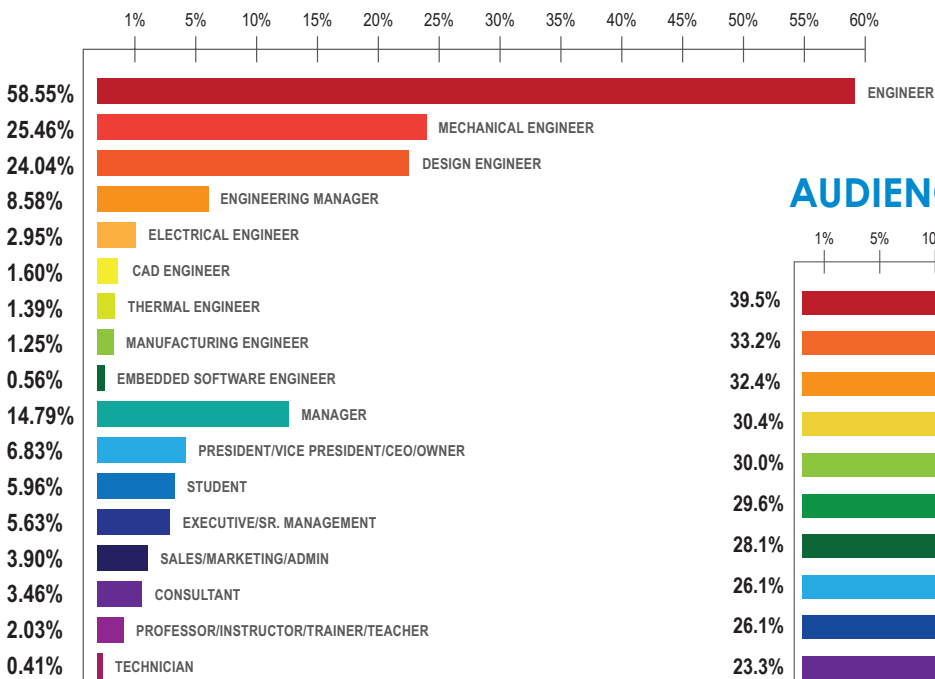
**Alex Ockfen, P.E.**  
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Meta

**Ross Wilcoxon, Ph.D.**  
*Technical Fellow*  
Collins Aerospace

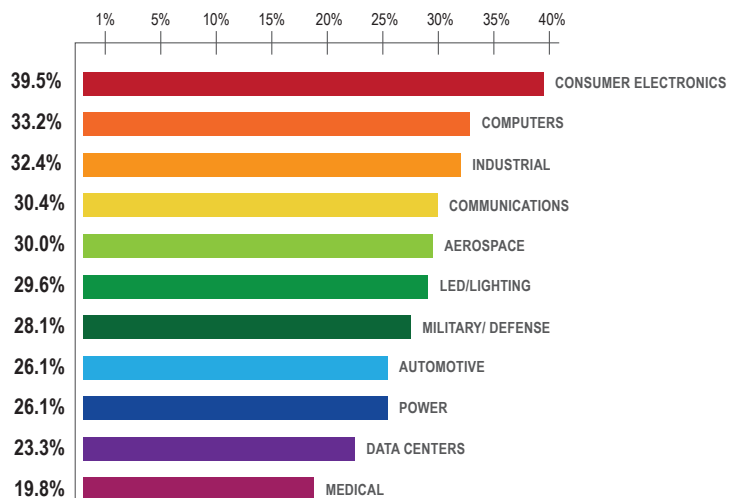
**AUDIENCE BY COUNTRY**



**AUDIENCE BY JOB TITLE**



**AUDIENCE BY INDUSTRY**



Month	Day	Newsletter	eMagazines	Event
January	9	Principles of Thermal Management		
	16	Heatsink Design and Applications		
	23	Thermal Interface Materials		
February	6	Liquid Cooling	Issue One	
	13	Automotive & EV		
	20	Fans/Air Moving Technology		
March	5	Principles of Thermal Management		
	12	Heatsink Design and Applications		
	19	Thermal Interface Materials		
	26	GaN/SiC		
April	2	Automotive & EV		
	9	Fans/Air Moving Technology		
	16	Liquid Cooling		
May	7	Thermal Interface Materials	Issue Two	<b>Thermal Live</b> Spring Summit May 7th, 2024
	14	Principles of Thermal Management		
	21	Heatsink Design and Applications		
June	4	Thermal Interface Materials		
	11	Automotive & EV		
	18	Fans/Air Moving Technology		
	25	Principles of Thermal Management		

Month	Day	Newsletter	eMagazines	Event
July	9	Principles of Thermal Management		
	16	Heatsink Design and Applications		
	23	Thermal Interface Materials		
August	6	Fans/Air Moving Technology	Issue Three	
	13	Liquid Cooling		
	20	Heatsink Design and Applications		
	27	Data Centers and Super Computing		
September	10	Principles of Thermal Management		
	17	Heatsink Design and Applications		
	24	Thermal Interface Materials		
October	8	Fans/Air Moving Technology		<b>Thermal Live</b> Fall Summit October 15 <sup>th</sup> -16 <sup>th</sup> 2024
	15	Data Centers and Super Computing		
	22	Thermal Live		
	29	Thermal Interface Materials		
November	5	Principles of Thermal Management	Issue Four	
	12	Heatsink Design and Applications		
	19	Liquid Cooling		
	26	Data Centers and Super Computing		
December	3	Thermal Interface Materials		
	10	Principles of Thermal Management		

\*Please note: publication and event dates subject to change

## OVERVIEW

Thermal Live, an innovative concept in education and networking in thermal management, is a free, live, and online event for electronics and mechanical engineers to learn the latest in thermal management techniques and topics. Produced by *Electronics Cooling* magazine, and launched in 2015, it features webinars, roundtables, whitepapers, videos, and product demos.

Powered By:  Goldcast

### AUDIENCE STATISTICS

- Registrants: 5,623
- Main Job Function of Attendees: Engineer
- Attendees Are From Over 650 Different Companies
- Countries: Most attendees Are From: North America and Europe. 67 Countries Represented
- Thermal Live Website: 5,481 Visits
- Thermal Live Website: 7,191 Page Views

### PAST PARTICIPANTS

- 3M
- ACT (Advanced Cooling Technologies)
- Boyd Corporation
- Cadence Design Systems, Inc.
- CEJN Industrial Corporation
- CPC Worldwide
- Dell Technologies
- Fujipoly
- Henkel Corporation
- Indium Corporation
- MSC Software Corporation
- Schlegel Electronic Materials
- Siemens Digital Industries Software
- Stäubli Corporation

### PAST PARTICIPANTS AND SPONSORS





Thermal Live Spring Summit 2024 is a one-day event focused on the latest thermal management breakthroughs, trends and industry developments. With a focus centered on product innovation and technological advancements, Thermal Live will offer the latest and greatest content, including whitepapers, videos, and product demonstrations.

Thermal Live Fall Summit 2024 is a free, two-day online learning and networking event for engineers to learn about the latest topics in thermal management. Produced by *Electronics Cooling*, it showcases the newest techniques and products in the industry.

## HOW IT WORKS

Presentations generally take the form of webinars and/or videos. You supply a speaker and presentation - we'll do the rest. Our event manager works directly with your speaker to make them comfortable with the Goldcast webinar platform. Then on event day, your speaker or staff is brought online for the live Q&A session at the end of your company's presentation. And we'll record all questions so your team can review again later and follow up with more comprehensive information to specific attendees. Our marketing promotions are robust across all types of media platforms to attract registrations for your presentation. Your registrations are secure in a private cloud reporting module, where you have access 24/7, and the data includes pre-and-post show stats. After Thermal Live is over, your recorded presentation will continue to be promoted and attract additional leads for you...Any questions?

## BENEFITS FOR PRESENTING COMPANIES

- Generate sales-qualified leads for your sales team
- Position your company as the thought leader in the industry
- Promotes your products and expertise
- Attract prospects
- Creates engagement and relationships
- 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

*Thermal Live is how online events should be done!*

## MARKETING OPPORTUNITIES

### SPRING 2024 Master Sponsorship

One exclusive master sponsor(1/per day)

QTD	INCLUDES
1	Branding as Master Sponsor on <u>ALL</u> event channels and marketing
1	Video recording of your presentation
1	Product Demo/ Tech. Presentation
1	Whitepaper/ Tech. Report
1	Event web page, with lead capture at download
1	Live Q&A session at event

Pricing:  
**\$10,000/PER EVENT**

### FALL 2024 Master Sponsorship

One exclusive master sponsor(1/per day)

QTD	INCLUDES
1	Branding as Master Sponsor on <u>ALL</u> event channels and marketing
1	Video recording of your presentation
1	Product Demo/ Tech. Presentation
1	Whitepaper/ Tech. Report
1	Event web page, with lead capture at download
1	Live Q&A session at event

Pricing:  
**\$10,000/PER EVENT**

### Technical Webinar Presentation

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

**ONLY 3 LEFT**

Pricing:

\$7,000
OR
2X \$5,000

JUST ONE EVENT
|
WHEN YOU PARTICIPATE IN BOTH EVENTS

### Product Demonstration Presentation

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

**ONLY 4 LEFT**

Pricing:

\$3,000
OR
2X \$2,500

JUST ONE EVENT
|
WHEN YOU PARTICIPATE IN BOTH EVENTS

\*Please note: event dates subject to change

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

## 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

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: \$10,000**

**OVER \$15,000 IN MARKETING VALUE!**

## GENERAL SPECIFICATIONS

- PowerPoint
- Video
- Live or Pre-recorded presentation(s)
- Our event team will work with you to confirm all deliverables and needed collateral to ensure a successful webinar



## AVAILABLE MARKETING SUPPORT

*Additional marketing support services available upon request.*

## Our e-magazines produce leads!

### BENEFITS

The *Electronics Cooling* eMagazine is not a traditional publication at all! This free download offered to our readership creates a 3-month sales-qualified lead generation program designed to uncover who is buying the most common materials and products for the thermal management of electronics packaging – and when. When you participate in the *Electronics Cooling* eMagazine leads program, you share in all the subscriber data.

### HOW THEY WORK

- 20+ pages of topic-specific content including manufacturer tables, how-to's, and critical reference material
- Distributed to Electronic Cooling email list and website audience
- Readers register to download the digital magazine
- Landing page questions are geared to source demographic data and buying intentions and timelines (see example on following page)
- Simply pay for the number of leads you want
- Each lead package includes 1 full page free
- Use your full-page space for either a display ad, an app note, a whitepaper, a datasheet – your choice



### PRICING:

Number of Leads | Rate

100 - \$3,500 | 125 - \$4,250 | 150 - \$4,950 | 200 - \$6,450 | 225 and up: Contact rep for pricing

\* Leads are generated over a 12-month period

### AD SPECIFICATIONS

- Full Page Ad Size: 8.375" x 10.875"
- File Format: PDF, High-Res .jpg, .eps
- Preferred Color Code: RGB
- Bleed: .125" minimum

### IMPORTANT DATES

- Issue One Ad Close: 1/16/2024
- Issue Two Ad Close: 3/13/2024
- Issue Three Ad Close: 6/12/2024
- Issue Four Ad Close: 8/14/2024

Title	Release Month
Issue One	February
Issue Two	May
Issue Three	August
Issue Four	November

\*Please note: publication dates subject to change

*It's simple! Pay for the number of leads you want.*

NOTE:  
Buying Intent questions are specific to the audience of each Electronics Cooling eMagazine.

- General Demographic Information
- Opt-In Consent (GDPR Compliant)



**2023 Summer Issue of Electronics Cooling is Now Available!**



**Grab Your Summer Issue of Electronics Cooling Today**

Electronics Cooling is your guide to thermal news, best practices, and emerging technologies. We're excited to bring you the newest edition of the Summer Issue.

This edition includes thermal events, expert articles, and product news you expect from Electronics Cooling.

Specifically, you'll find these articles and more:

- Advanced Cooling System for Modular Electronics Thermal Management
- TDP Calculation for Mobile Consumer Electronics
- Rapid and Accurate Analytical Model for Predicting Axial Fan Performance in Electronics Cooling
- And more!

**Download Your FREE Copy Today!**

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[Privacy Policy](#)

Please Fill out the Form to Download Your Digital Copy

First Name \*

Last Name \*

Email \*

Company \*

Address Line 1 \*

Address Line 2

City \*

State/Province \*

Zip/Postal Code

Country \*

Job Description \*

If Engineer, What Type? \*

Industry \*

**Electronics Cooling Email Opt-In \***

I understand that by downloading the Summer 2023 Issue of Electronics Cooling, my information will be shared with the publisher (Lectrix) and that I will receive email communication from Lectrix's Electronics Cooling publication. I can withdraw my consent by clicking "Unsubscribe" from the bottom of any emails.

**Advertiser Consent \***

I understand that by downloading the Summer 2023 Issue of Electronics Cooling, my information will be shared with, and I may be contacted by, the following companies (advertisers) who have supported the production of this publication: Cadence, Lectrix, and Siemens. I can withdraw consent from an advertiser at any time by clicking "Unsubscribe" from the bottom of an advertiser's email.

\* Required Fields

**DOWNLOAD NOW!**

Please Fill out the Form to Download Your Digital Copy

First Name \*

Last Name \*

Email \*

Company \*

Address Line 1 \*

Address Line 2

City \*

State/Province \*

Zip/Postal Code

Country \*

Job Description \*

If Engineer, What Type?

Industry \*

**Electronics Cooling Email Opt-In \***

I understand that by downloading the 2022 Electronics Cooling Annual Guide, my information will be shared with the publisher (Lectrix) and that I will receive email communication from Lectrix's Electronics Cooling publication. I can withdraw my consent by clicking "Unsubscribe" from the bottom of any emails.

**Advertiser Consent \***

I understand that by downloading the 2022 Electronics Cooling Annual Guide, my information will be shared with, and I may be contacted by, the following companies (advertisers) who have supported the production of this publication: Alpha Novatech, Inc., Ellsworth Adhesives, EMC LIVE, Lectrix, Malico Inc., Semi-Therm, Siemens, and Thermal LIVE. I can withdraw consent from an advertiser at any time by clicking "Unsubscribe" from the bottom of an advertiser's email.

I'd like a subscription to the free print edition of Electronics Cooling magazine (US Only)

\* Required Fields

**DOWNLOAD NOW!**

## BENEFITS

Our *Industry Sponsor Web Package Ad Program* is a mass market tool for reaching the greatest number of engineers seeking thermal management solutions. Generate heaps of awareness of share your message across the entire *Electronics Cooling* market— make your mark with our 12-month Industry Sponsor Web Package. In 2023, our Industry Sponsor clients enjoyed over 20,000 visitors per month.

## HOW THEY WORK

- The *Electronics Cooling* site is now found by over 20,000 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
- 1 Medium Rectangle banner
- **Note:** banner image specifications are width x height
- Company logo featured on every site page (excludes sponsored category pages)
- Company Listing on Industry Sponsor Page

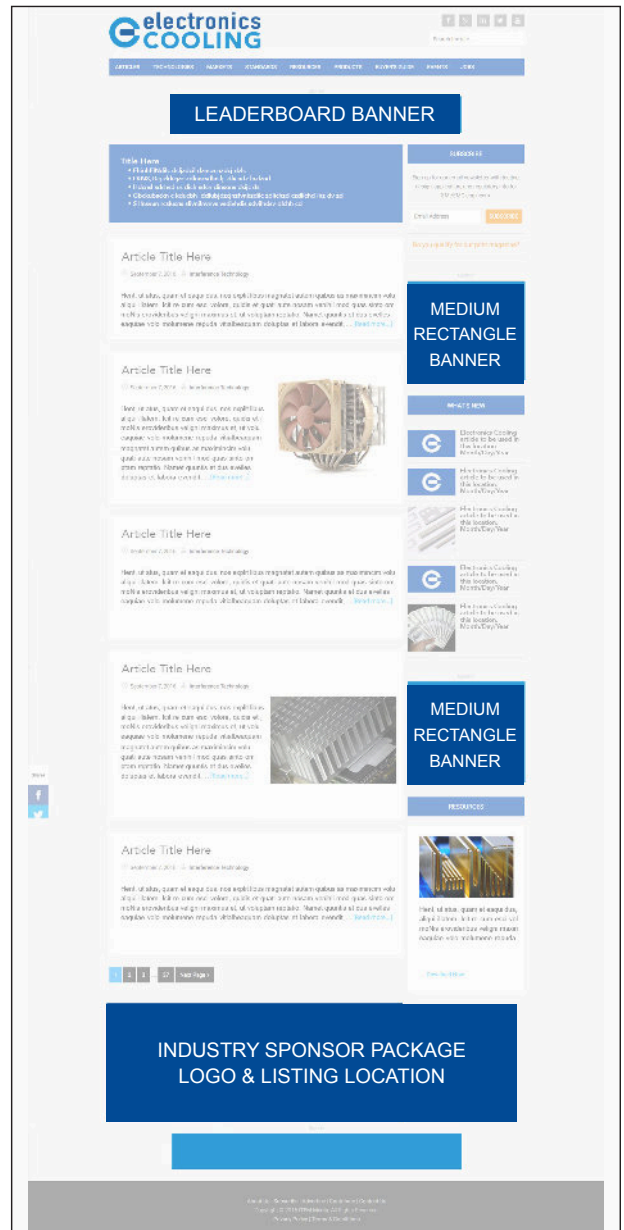
**PRICING: \$10,000 / 12 months or \$1,500 / month**

## SPECIFICATIONS

- All image specifications are width x height
- Medium Rectangle Dimensions: 300 x 250px
- Leaderboard Dimensions: 728 x 90px and 970 x 90px
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG, HTML, HTML5\*\*

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

\*\* If providing ad in 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**

## 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. You will receive the most qualified traffic to these pages thus increasing the quality of leads that contact you.

## HOW THEY WORK

Everything included in Industry Sponsor Web Package (see adjacent page), 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
- Ability to submit press releases within the selected category for consideration to be added to your category page
- Build your own email list by capturing traffic with click through forms

## CATEGORIES

- Blowers/Fans/Filters
- Ceramics
- CFD Software
- Coolers
- Enclosures
- Free Air Cooling
- Heat Exchanger
- Heat Pipes
- Heat Sinks
- Liquid Cooling
- Materials/Compounds/Adhesives/Substrates
- Plastics
- Refrigeration
- Semiconductor
- Software/Modeling
- Test & Measurement
- Thermal Imaging
- Thermal Interface Materials (TIM's)

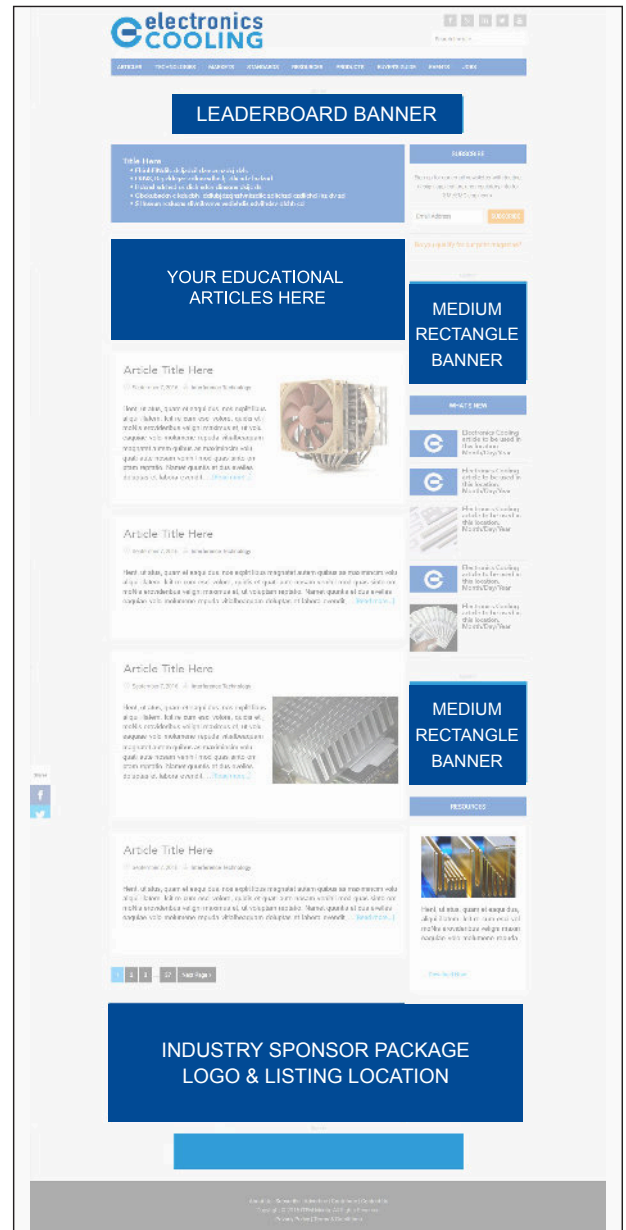
## PRICING

\$15,000 / 12 months or \$2,000 /month

## SPECIFICATIONS

- All image specifications are width x height
- 2x Medium Rectangle Dimensions: 300 x 250px
- 2x Leaderboard Dimensions: 728 x 90px and 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, HTML, HTML5\*

\* If providing ad in 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

**BENEFITS**

Pop-up Ads produce high visibility leads daily for products, especially from a website like Electronics Cooling. With now over 20,000 impressions 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.

**HOW THEY WORK**

- Highest performing *Electronics Cooling* ad location.
- Triggered by exit-intent: reaching bottom of an article, idling, or moving cursor to top of web browser
- Appears once per session per user
- Mobile and desktop-friendly
- Receive impressions and click report
- Best Practice: Try promoting technical content with this ad location!

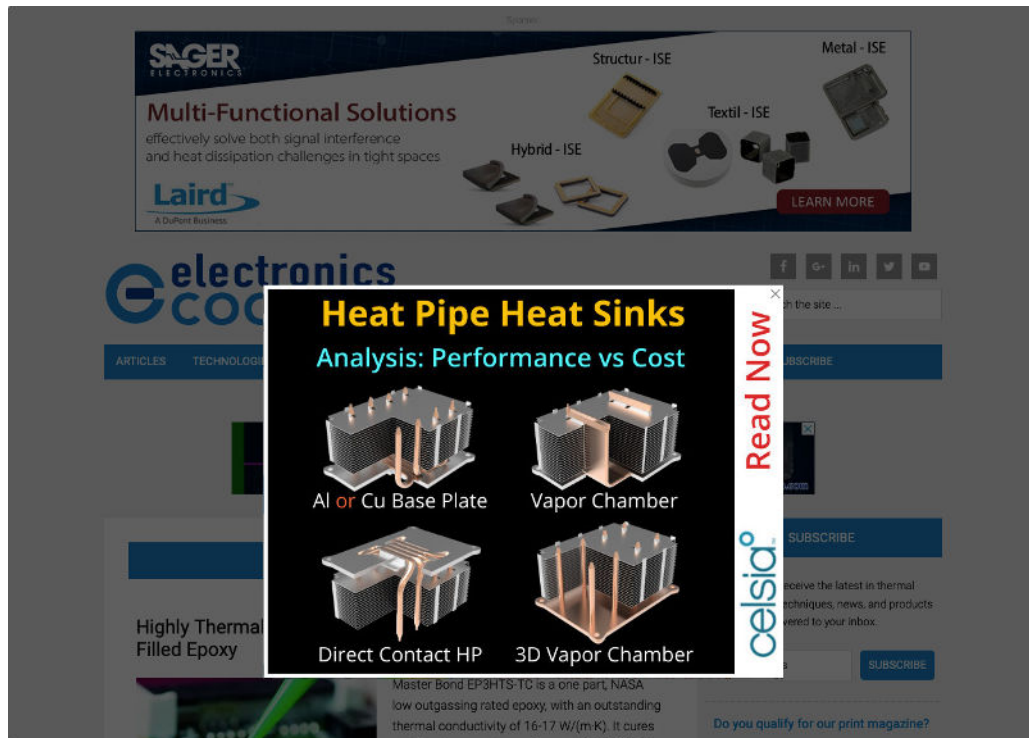
**PRICING: \$4,000\* / month**

Available to only 2 rotating sponsors per month\*

**SPECIFICATIONS**

- All image specifications are width x height
- 640 x 480px, .png or .jpeg, used for screens larger than 1366 pixels wide (Desktop)
- 300 x 250px, .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



\*If only one sponsor is sold, they will receive 100% of the impressions for the month at no additional cost.

## 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 970 x 250px 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* 20,000 impressions 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

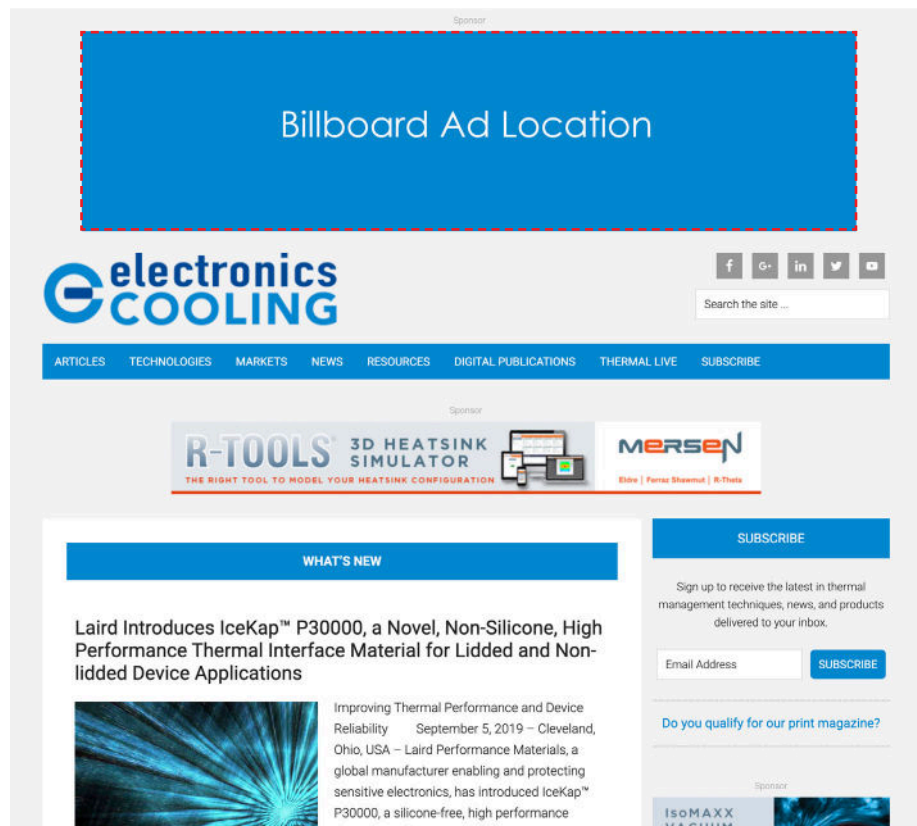
## PRICING: \$3,000 per month

## SPECIFICATIONS

- All image specifications are width x height
- Total Dimensions: Desktop 970 x 250px | Mobile Specs: 320 x 50px (used for screen smaller than 1366px)
- 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





## NEWSLETTER

Reach 15,500 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.

**2023 | Data Centers & Supercomputing**

**ULH**  
An Important Issue  
New  
Data Centers

**Cut Data Center Energy Use with New ULH EC Fans**  
Rosenberg's new Ultra-Low Harmonics (ULH) EC fans with Active Power Factor Correction (APFC) are made for data centers operating multiple fans in parallel. They minimize harmonic disturbance, eliminate external harmonic filters and reduce energy consumption. These high-efficiency 500-mm and 560-mm fans are "plug & play-capable" in new designs or retrofits. Download spec sheets! Contact [sales@rosenbergusa.com](mailto:sales@rosenbergusa.com) or call (704) 883-0883.

**High-performance Computing Requires High-speed Cooling**  
The rise of emerging technologies, such as 5G, IoT, and cloud computing, has caused explosive growth in the server industry. The data centers constructed by many servers in the cloud industry chain consume considerable power each year—therefore, thermal management of servers and data centers has become an important issue. Discover high-speed cooling solutions with T-Global. Contact Us

**PRODUCT NEWS**

- Data centers and AHUs conserve energy with these ultra-low harmonics fan motors
- Dive into this walkthrough on how to pick the right water-cooling and air-cooling tech for your data center
- Explore a complete portfolio of quick disconnects for liquid cooling applications
- How to beat the "magic numbers" for data center cooling

**thermalLIVE**  
ONLINE | OCTOBER 18-19, 2022

**ThermalLIVE™ is Back this October**  
Explore the latest thermal management topics, trends, and insights at ThermalLIVE™ Fall 2022: free, two-day online learning and networking event for electronics and mechanical engineers. Brought to you by Electronic Cooling, you'll discover the newest techniques and products in the industry. Topics include new methods in liquid cooling, unique TIMs, connector selection, and much more.

**Everis™ Quick Disconnect Couplings Built for Liquid Cooling**  
CPC's broad range of Everis™ quick disconnects (QDs) are exclusively designed for use in liquid cooling of electronics applications. Blind mate tolerances for rack-mounted configurations and side load resistance for latched connectors help assure connections for full flow and amidst dynamic or tight-spaced rack systems. Check out the complete portfolio or request a liquid cooling connector product catalog today. Contact Us

**FEATURES**

**Human-Centric Value for Smart Data Centers**  
In the data center world, innovation means "survival!" But innovation should not make systems more complicated, rather it should make systems usable and useful by focusing on the users, their needs, and requirements. However, the problem is that the human-centric approach to data center management is often overlooked, which places undue stress on managers as they question the integrity of intelligent data received from facility devices and systems. Questioning the data's integrity or in some cases—a complete lack of visibility into mission-critical devices—breeds a lack of confidence in a facility's overall operations. These blind spots are keeping managers up at night with a feeling of being "out-of-control" that should never be associated with running a data center. ...[Read More](#)

**Edge-Server Design Considerations**  
Explore an overview of Edge server trends, application, and design challenges for deployment in a harsh environment. The growing demand for compute speed, data bandwidth in modern IoT applications and AI-based time-sensitive critical applications are putting a heavy strain on cloud-based and centralized data centers. To meet these growing needs, the concept of edge computing has gained huge momentum. The edge servers bring the computing and networking resources close to the IoT and connected devices. Edge data centers are fairly small, usually between 1 to 10 IT racks consuming 100kW or less deployed for mission critical applications in smart buildings, hospital facilities or smart transportation. ...[Read More](#)

**SEEKING CONTRIBUTING WRITER**  
Do you have a passion for sharing your experience with thermal management with others in the industry? We want you!

## THERMAL RESOURCES

Whitepapers, brochures, app notes and spec sheets are perfect engagement tools, and our Thermal Resources gives you the platform to deliver them. Distributed to 15,500 subscribers.

**INDUSTRY-LEADING CONTENT | electronics-cooling.com**

**MAY**

**BOYD**  
DOWNLOAD: Thermal Characterization of Liquid Cold Plates for Electric Vehicle Batteries

**Thermal Characterization of EV Battery Cold Plates**  
Download Boyd's whitepaper on the thermal characterization of liquid cold plates for better performing, more reliable, more efficient electric vehicle batteries. This paper covers key steps and considerations in the design, development, and optimization of cold plates for next-generation electric vehicles.

**Liquid Cooling Case Study - HPE/Cray Cold Plates**  
Small, constrained spaces. High requirements for thermal management. Close proximity to valuable electronics. Learn how Hewlett Packard Enterprises worked closely with CPC to specify and develop new liquid cooling connectors. Read highlights of the innovation that was required and the collaboration that resulted in industry-leading components and system design and gain insights on best practices of how CPC can assist you.

**2022 ThermalLIVE™ Summit is Now Available On Demand**  
On May 10, Electronics Cooling presented ThermalLIVE™ Summit to hundreds of thermal management engineers in real time. If you missed the program or want to experience a particularly helpful session again, you can now access the full technical agenda on demand. Watch industry veteran speakers cover topics like TIMs, thermal simulation, liquid cooling optimization, and more.

**WHITEPAPER DOWNLOAD**  
**OHMITE**

**Thermal Interface Materials for Heatsinkable Devices - Theory & Practice**  
With devices running at higher frequencies, higher power, and often more compact form factors—a well-conceived thermal management strategy is critical. Selecting a thermal interface material requires several considerations including the advantages and disadvantages of different thermal interface materials and all aspects of the basic physics and practical application. Read on to learn everything you need to know about TIMs.

**You Have the Product or Service. We Have the Audience.**  
ADVERTISE WITH US  
[Learn More Today.](#)

**Simply Can't Wait for the Next One?**  
Good news, you don't have to! Join us on our social media platforms to be a part of the ongoing conversation. We saved you a spot!

[f](#) [t](#) [in](#)

View our Privacy Policy here  
For all our necessary, contact info, visit us at the bottom of our page.  
Thank you for your interest in our content. Please contact us if you have any questions or feedback.  
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## CUSTOM eBLASTS

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 15,500 thermal management engineers with measurable results.

**SPONSORED**

**VIDEO HIGHLIGHT**

**Using the Dam & Fill Method to Protect ELECTRONIC COMPONENTS**

**CLICK TO WATCH**

Sensitive electronic components mounted on a circuit board often require protection from exposure to harsh environments. While there are several ways to accomplish this, the dam and fill method offers many benefits. In this video, learn how a damming compound such as Supreme 3HTND-2DM-1 can create a barrier around the component, while the flowable filler material, EP3UF-1, completely covers the component for protection.

[Watch Now](#)

**MasterSil 151S: Silver Conductive, Low Outgassing Silicone**

**INFO GRAPHIC**  
MasterSil 151S

Master Bond MasterSil 151S is an addition curing, two part silicone that may be used as an adhesive, sealant, coating or form-in-place gasketing material. A unique feature of this product is that despite its silicone chemistry, it passes NASA outgassing specifications. Scroll through our infographic to discover more.

[Learn More](#)

**Adhesives for Electric Vehicles and Automotive Sensors**

The rise of electrical vehicles and driver aids along with the proliferation of electronic sensors and safety features point towards continued growth in automotive electronics. Due to their lightweight, functional properties, adhesives, encapsulants and coatings will be of increased importance for use in structural bonding, as well as in non-structural applications for electronic, optical and mechanical components in electric vehicle manufacturing. Read more about the properties, uses and future developments of these compounds as they pertain to the automotive industry.

[Download Now](#)

**EP40TC: Thermally Conductive, Electrically Insulative Adhesive**

Dates are held on First Come, First Serve Basis and only ONE is sent out per date given. Cancelling within 7 days of ad run constitutes a 50% charge.

SPONSORED

VIDEO HIGHLIGHT

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## BENEFITS

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## HOW THEY WORK

- Submit your content to us and we will design your eBlast. Materials must be supplied at least 2 weeks in advance.
- *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
- Optionally, design it yourself to our specifications

## PRICING

Number of Issues | Rate Per Issue

1X - \$5,500 | 4X - \$4,500 | 6X - \$3,500

A \$500 Savings is applied if you supply an HTML file.

### Landing Page Design Option:

Template	\$500
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
  - Subject line
  - Preview text:
 

The Preview text (sometimes referred to as "preheader text") is a brief description of what's in your email, shown as a preview in the inbox of most major email clients next to the subject line. It's a good idea to include preview text as it captures your audiences' attention and generally leads to higher open rates. This should be a concise sentence as there is a character limit
  - Images in .jpeg or .png file format, 72 dpi, RGB color
  - Full size banner width is 650px
  - 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.

**electronics COOLING** NEWSLETTER  
electronics-cooling.com

2023 | Data Centers & Supercomputing

**ULH**  
Ultra-Low Harmonics Fan  
Rosenberg's new Ultra-Low Harmonics Fan (ULH) line with active power factor correction (PFC) is made for data centers requiring maximum efficiency. These fan's unique design and advanced motor control allow them to reduce energy consumption. These high-efficiency fans are 360mm x 360mm x 40mm and available in 120V and 240V versions. Contact us at [sales@rosenberg.com](mailto:sales@rosenberg.com) or call (781) 851-0815.

**An Important Issue**  
High-performance Computing Requires High-Speed Cooling  
The use of emerging technologies, such as AI, IoT, and cloud computing, has caused exponential growth in the server industry. The data centers constructed by many servers in the cloud industry will continue to increase power each year—forcing thermal management of servers and data centers has become an important issue. Discover high-speed cooling solutions with T. Cohen. Contact Us

**PRODUCT NEWS**

- Data centers and AMEs conserve energy with these ultra-low harmonics fan motors
- Stay into the wilderness on how to pick the right water-cooling and air-cooling tech for your data center
- Explore a complete portfolio of quick-disconnects for liquid cooling applications
- How to beat the "magic numbers" for data center cooling

**thermalLIVE**  
Cooler Connections, Meet

**Learn More**

**thermalLIVE** is Back this October! Explore the latest thermal management topics, trends, and insights at ThermalLIVE™ Fall 2022: Two-day virtual event featuring award-winning speakers and practical applications. Register to join the Electronics Cooling Fall 2022 event to discover the latest technologies and products in the industry. Register for online networking in the form of Q&A, virtual TMI, contractor directory, and much more.

**Learn More**

**EMAIL LIST SIZE: 15,500**

**eNEWSLETTER**

**BENEFITS**

Highlight your company or product while driving traffic to your site with our *Electronics Cooling* email list of 15,500+ subscribers that covers thermal management standard updates, industry news, and reference materials.

**HOW THEY WORK**

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 Emails | Rate Per Email

1X - \$1,500 | 4X - \$1,400 | 6X - \$1,300 | 8X - \$1,200 | 12X - \$1,100

Premium Guaranteed Placement Top Left additional \$500 (1 available per newsletter)

**SPECIFICATIONS**

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

**2024 NEWSLETTER CALENDAR**

Month	Day	Topic
January	9	Principles of Thermal Management
	16	Heatsink Design and Applications
	23	Thermal Interface Materials
February	6	Liquid Cooling
	13	Automotive & EV
	20	Fans/Air Moving Technology
March	5	Principles of Thermal Management
	12	Heatsink Design and Applications
	19	Thermal Interface Materials
	26	GaN/SiC
April	2	Automotive & EV
	9	Fans/Air Moving Technology
	16	Liquid Cooling
May	7	Thermal Interface Materials
	14	Principles of Thermal Management
	21	Heatsink Design and Applications
June	4	Thermal Interface Materials
	11	Automotive & EV
	18	Fans/Air Moving Technology
	25	Principles of Thermal Management

Month	Day	Topic
July	9	Principles of Thermal Management
	16	Heatsink Design and Applications
	23	Thermal Interface Materials
August	6	Fans/Air Moving Technology
	13	Liquid Cooling
	20	Heatsink Design and Applications
September	27	Data Centers and Super Computing
	10	Principles of Thermal Management
	17	Heatsink Design and Applications
October	24	Thermal Interface Materials
	8	Fans/Air Moving Technology
	15	Data Centers and Super Computing
	22	Thermal Live
November	29	Thermal Interface Materials
	5	Principles of Thermal Management
	12	Heatsink Design and Applications
December	19	Liquid Cooling
	26	Data Centers and Super Computing
	3	Thermal Interface Materials
	10	Principles of Thermal Management

## 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 15,500 subscribers.

## HOW THEY WORK

- Submit your whitepaper, tech brief, application note or datasheet with a link to your own landing page or registration form
- *Electronics Cooling Thermal Resources* is published the third Wednesday of each month

## 2024 THERMAL RESOURCES CALENDAR

- January 17<sup>th</sup>
- February 21<sup>st</sup>
- March 20<sup>th</sup>
- April 17<sup>th</sup>
- May 15<sup>th</sup>
- June 19<sup>th</sup>
- July 17<sup>th</sup>
- August 21<sup>st</sup>
- September 18<sup>th</sup>
- October 16<sup>th</sup>
- November 20<sup>th</sup>

## PRICING

Number of Emails | Rate Per Email

1X - \$2,500 | 4X - \$2,000 | 6X - \$1,500 | 12X - \$1,250

If landing page is not supplied we will design and host for \$500.

## SPECIFICATIONS

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

\*Lectrix does not create capture forms.

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

THERMAL RESOURCES

Industry-Leading Content | [electronics-cooling.com](https://electronics-cooling.com)

MAY

**DOWNLOAD:**  
Thermal Characterization of **Liquid Cold Plates** for Electric Vehicle Batteries

**Thermal Characterization of EV Battery Cold Plates**  
Download Boyd's whitepaper on the thermal characterization of liquid cold plates for better performing, more reliable, more efficient electric vehicle batteries. This paper covers key steps and considerations in the design, development, and optimization of cold plates for next-generation electric vehicles.

[Learn More](#)

**Liquid Cooling Case Study – HPE/Cray & CPC**  
Small, constrained spaces. High requirements for thermal management. Close proximity to valuable electronics. Learn how Hewlett Packard Enterprises worked closely with CPC to specify and develop new liquid cooling connectors. Read highlights of the innovation that was required and the collaboration that resulted in industry-leading components and system design and gain insights on best practices of how CPC can assist you.

[Learn More](#)

**2022 thermalLIVE™ Summit is Now Available On Demand**  
On May 10, Electronics Cooling presented ThermalLIVE™ Summit to hundreds of thermal management engineers in real time. If you missed the program or want to experience a particularly helpful session again, you can now access the full technical agenda on demand. Watch industry veteran speakers cover topics like TIMs, thermal simulation, liquid cooling optimization, and more.

[Learn More](#)

**Thermal Interface Materials for Heatsinkable Devices – Theory & Practice**  
With devices running at higher frequencies, higher power, and often more compact form factors – a well-conceived thermal management strategy is critical. Selecting a thermal interface material requires several considerations including the advantages and disadvantages of different thermal interface materials and all aspects of the basic physics and practical application. Read on to learn everything you need to know about TIMs.

[Learn More](#)

**You Have the Product or Service. We Have the Audience.**  
ADVERTISE WITH US  
[Learn More Today.](#)

**Simply Can't Wait for the Next One?**  
Good news, you don't have to! Join us on our social media platforms to be a part of the ongoing conversation. We saved you a spot!

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]

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**Break the same old pattern.**

**Problem First. Product Last.**

Strategy | Content | Data | Technology

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# 2024 MEDIA KIT



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