

A photograph of a server room with blue lighting. The focus is on a server rack with a fan cage in the foreground, and other racks are visible in the background. The lighting is a vibrant blue, creating a high-tech atmosphere.

2025 MEDIA KIT

electronics-cooling.com

LECTRIX®

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 or email ashlee@lectrixgroup.com

CONTACT

INTRODUCTION

EDITORIAL PROFILE 4

AUDIENCE PROFILES 5

2025 EDITORIAL CALENDAR 7

EVENTS

THERMAL LIVE 8

NEW FOR 2025

SPONSORED NETWORKING SESSIONS 10

NEW FOR 2025 - RESOURCE HUBS 11

NEW FOR 2025 - VIDEO ADVERTISING 12

CUSTOM MARKETING – NEW FOR 2025

LECTRIX DIGITAL MARKETING AGENCY 13

THERMAL MANAGEMENT TECHNICAL CONTENT 15

TAKE IT APART 16

NEW PRODUCT LAUNCH PACKAGES 17

MEET OUR READERS 18

WEBSITE

INDUSTRY SPONSOR WEB PACKAGE 19

CATEGORY SPONSOR WEB PACKAGE 20

POP-UP ADS 21

BILLBOARD ADS 22

EMAIL MARKETING

CUSTOM EBLASTS 23

NEWSLETTER 24

THERMAL RESOURCES 25

PUBLICATIONS

EMAGAZINE 26

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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 have 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



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



Alex Ockfen, P.E.
Product Design Engineer
Meta

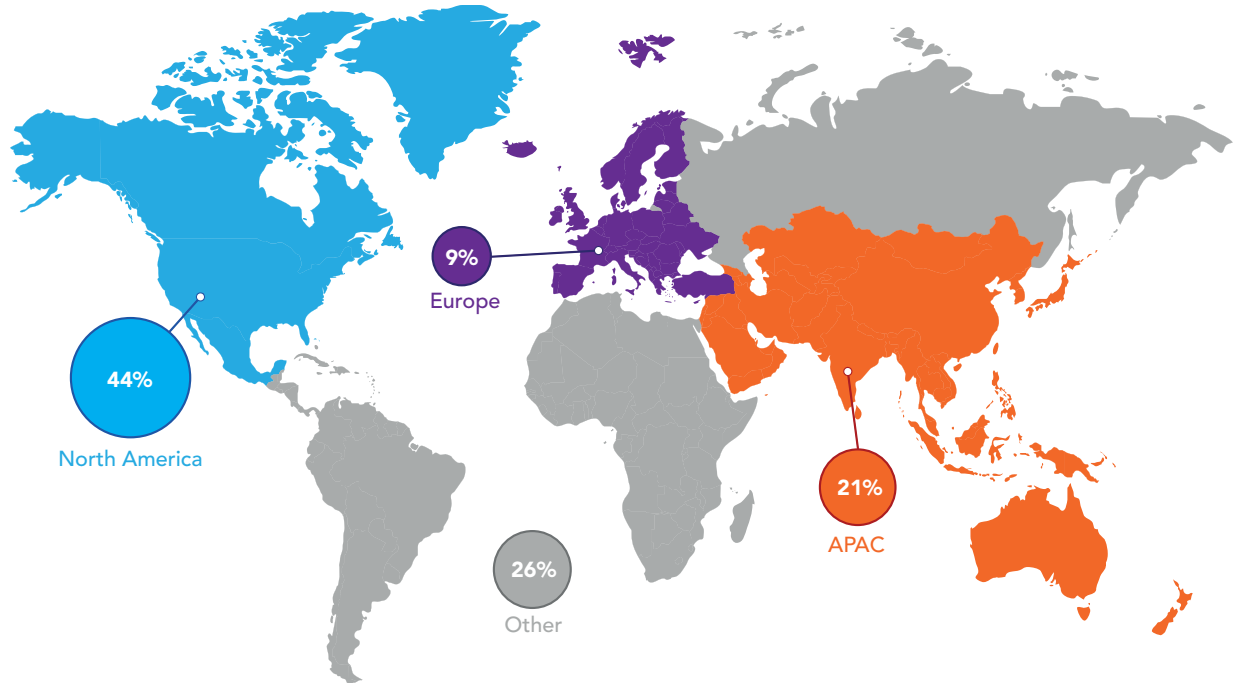


Genevieve Martin
Department Head
ASML

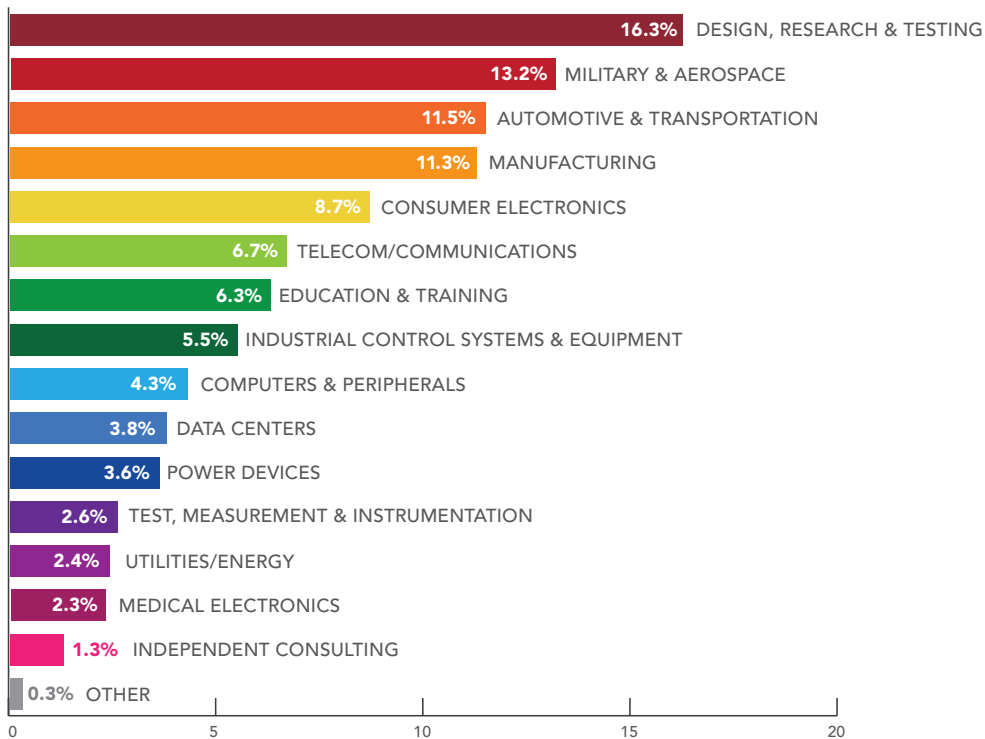


Ross Wilcoxon, Ph.D.
Senior Technical Fellow
Collins Aerospace Advanced Technology Group

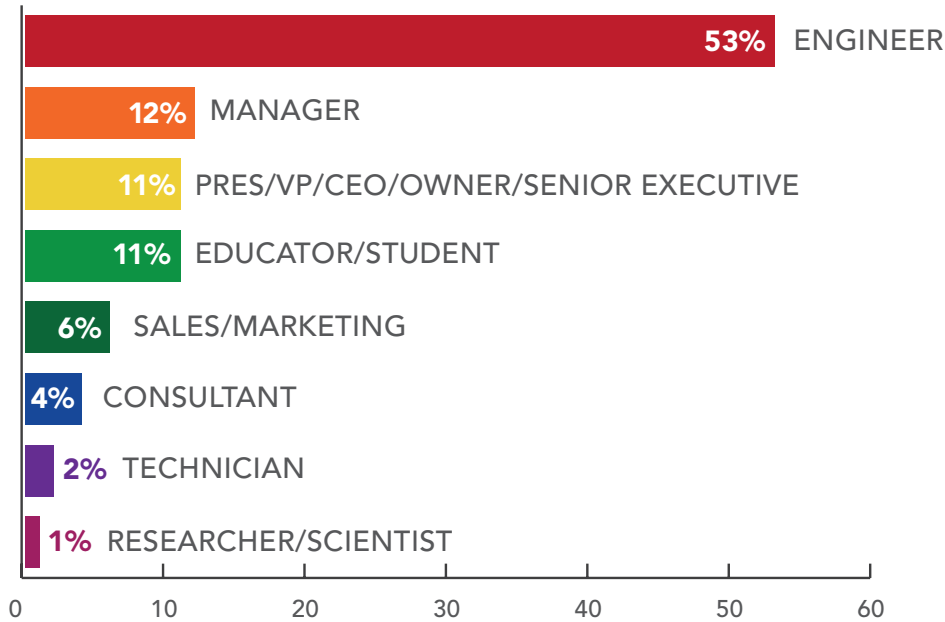
AUDIENCE BY CONTINENT



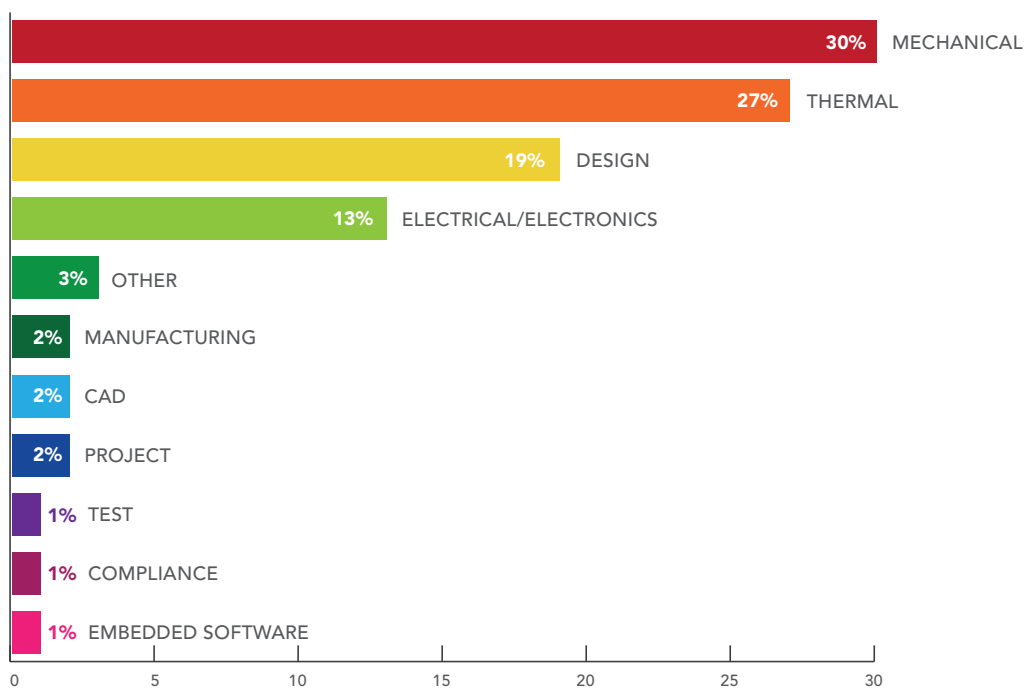
AUDIENCE BY INDUSTRY



AUDIENCE BY JOB



AUDIENCE BY ENGINEER



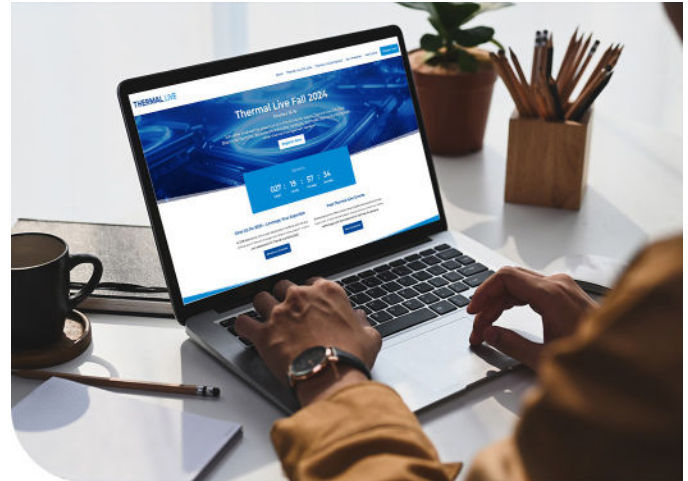
Month	Day	Newsletter	eMagazines	Events
January	7	Principles of Thermal Management		
	14	Heatsinks and Thermal Interface Materials		
	21	Thermal Spreading Technology		
February	11	Automotive & EV	Issue One: Spring	
	18	Fans/Air Moving Technology		
March	4	Principles of Thermal Management		
	11	Heatsinks and Thermal Interface Materials		
April	8	Automotive & EV		
	15	Fans/Air Moving Technology		
	22	Thermal Test Equipment		
May	6	Heatsinks and Thermal Interface Materials	Issue Two: Summer	Thermal Live Spring May 6-7, 2025
	13	Principles of Thermal Management		
June	3	Heatsinks and Thermal Interface Materials		
	10	Automotive & EV		
	17	Fans/Air Moving Technology		
July	8	Thermal Spreading Technology		
	15	Heatsinks and Thermal Interface Materials		
August	5	Fans/Air Moving Technology		
	12	Thermal Test Equipment		
	19	Data Centers and Super Computing		
September	9	Principles of Thermal Management	Issue Three: Fall	
	16	Heatsinks and Thermal Interface Materials		
October	7	Fans/Air Moving Technology		Thermal Live Fall October 7-8, 2025
	14	Data Centers and Super Computing		
	21	Thermal Test Equipment		
	28	Heatsinks and Thermal Interface Materials		
November	4	Principles of Thermal Management	Issue Four: Winter	
	11	Heatsinks and Thermal Interface Materials		
December	2	Heatsinks and Thermal Interface Materials		
	9	Principles of Thermal Management		

*Please note: publication and event dates subject to change

OVERVIEW

At *Electronics Cooling*, we've been producing **Thermal Live** since 2015 as an innovative platform for education and networking in thermal management. This free, live, and online event is designed for electronics and mechanical engineers to explore the latest techniques and advancements in the field. Each year, we bring you expert-led webinars, product demos, and more.

New for 2025: We're excited to introduce sponsored networking sessions each day, expanded video advertising opportunities, and new resource hubs to enhance our suppliers learning and engagement experience.



2023 AUDIENCE STATISTICS

- Session Registrations: 4,094
- Total Registrants: 652
- Attendees are:
From over 238 different companies from over 50 countries, with United States having the most visitors
Mostly thermal and design or development engineers
- Thermal Live Web Page:
Visits: 8,000
Page Views: 9,900

WAYS TO PARTICIPATE

- Master Sponsorships
- Technical Presentations
- Product Demonstrations
- Sponsored Networking Sessions
- Video Advertising
- Resource Hubs

PAST SPEAKERS AND SPONSORS



*Please note: event dates subject to change

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THERMAL.LIVE

BENEFITS FOR PRESENTING COMPANIES

- Attracts hard-to-reach engineers who do not have budget to travel to trade shows
- Save on company travel
- Positions your company as a true thought leader in your technology
- Allows you to meet prospective new customers live
- Completely turnkey: we handle all hosting, promotion, registration, and reporting
- **All you have to do is show up and present**

MARKETING OPPORTUNITIES *Book Now! Spots are limited.*

2025 Master Sponsorship

One exclusive master sponsor (1 per day)

Includes:

- Your exclusive sponsorship of one whole day of the event
- Two webinars
- **NEW:** Sponsorship and hosting (MC) of one 60-minute networking session – your choice of topic
- **NEW:** Video advertising between sessions. 1x 2-minute reel, minimum of 4 runs
- **NEW:** Resource Hub to display your brochures, whitepapers, app notes, videos, etc. No “booth manning” required
- Automated digital reporting
- Logo coverage on all event promotional material – web, email, social, event site, and platform
- MC shoutouts to the master sponsor on your exclusive day
- Exclusive master sponsor logos and custom messaging on the registration page, which every attendee sees
- Access to full registration/attendee/activity reporting of your session(s), even before the event goes live
- Presentation will remain accessible and will be marketed with ongoing lead generation efforts until the next Thermal Live event

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

Technical Webinar

Includes:

- 45-minute technical, educational, non-promotional webinar, with live Q&A (optional)
- Access to full registration/attendee/activity reporting of your session(s), even before the event goes live
- Presentation will remain accessible and will be marketed with ongoing lead generation efforts until the next Thermal Live event

Pricing: **\$7,000 FOR ONE WEBINAR. \$5,000 EACH FOR TWO WEBINARS.**

Product Demonstration

Includes:

- 30-minute product-related webinar, with live Q&A (optional)
- Access to full registration/attendee/activity reporting of your session(s), even before the event goes live
- Presentation will remain accessible and will be marketed with ongoing lead generation efforts until the next Thermal Live event

Pricing: **\$3,000 FOR ONE DEMO. \$2,500 EACH FOR TWO DEMOS.**

THERMAL.LIVE

NETWORKING SESSIONS – NEW FOR 2025

At events like Thermal Live, networking goes hand-in-hand with education. Thermal Live networking sessions give suppliers a new opportunity to engage with potential customers, while offering attendees the chance to meet and discuss thermal topics with their peers.

BENEFITS

Networking sessions give presenters the opportunity to meet and continue conversations with some of the most engaged attendees from their presentations earlier in the day and to pitch their product in a more casual, topic-focused format. Attendees are attracted to meet peers working on similar applications with similar challenges. Networking sessions are run at the end of day, as not to divert attendees from speaker sessions or advertising spots.

HOW IT WORKS

Thermal Live Networking Sessions run at the end of each show day after presentations are finished. Sessions are built into our virtual event platform (Goldcast) and last up to 60 minutes each.

- Each networking session will have a unique engineering topic/focus, selected by you
- Sessions are paid for and led by sponsors
- No presentation or document prep is needed for the meeting
- Sessions are limited to 10 seats each, allowing presenting companies to meet each attendee
 - Session attendees must sign up in advance for a limited number of seats, and you handpick the people you would like to attend
- Lectrix will provide sponsors with a suggested proven approach to the session
- Sessions are not recorded, in order to allow attendees to speak more freely
- Each session is attended and monitored by a Lectrix team member

PRICING:

Included with Master Sponsorship

Thermal Live Presenters: \$5,000

Thermal Live Non-Presenters: \$7,000



RESOURCE HUBS – NEW FOR 2025

BENEFITS

Thermal Live Resource Hubs are free to all presenting companies and sponsors. They operate like a virtual booth, but they do not require the presenting company to man the space. Activity within the Resource Hub is monitored digitally, collected, and reported to you. Reporting will continue for up to one month after each event.

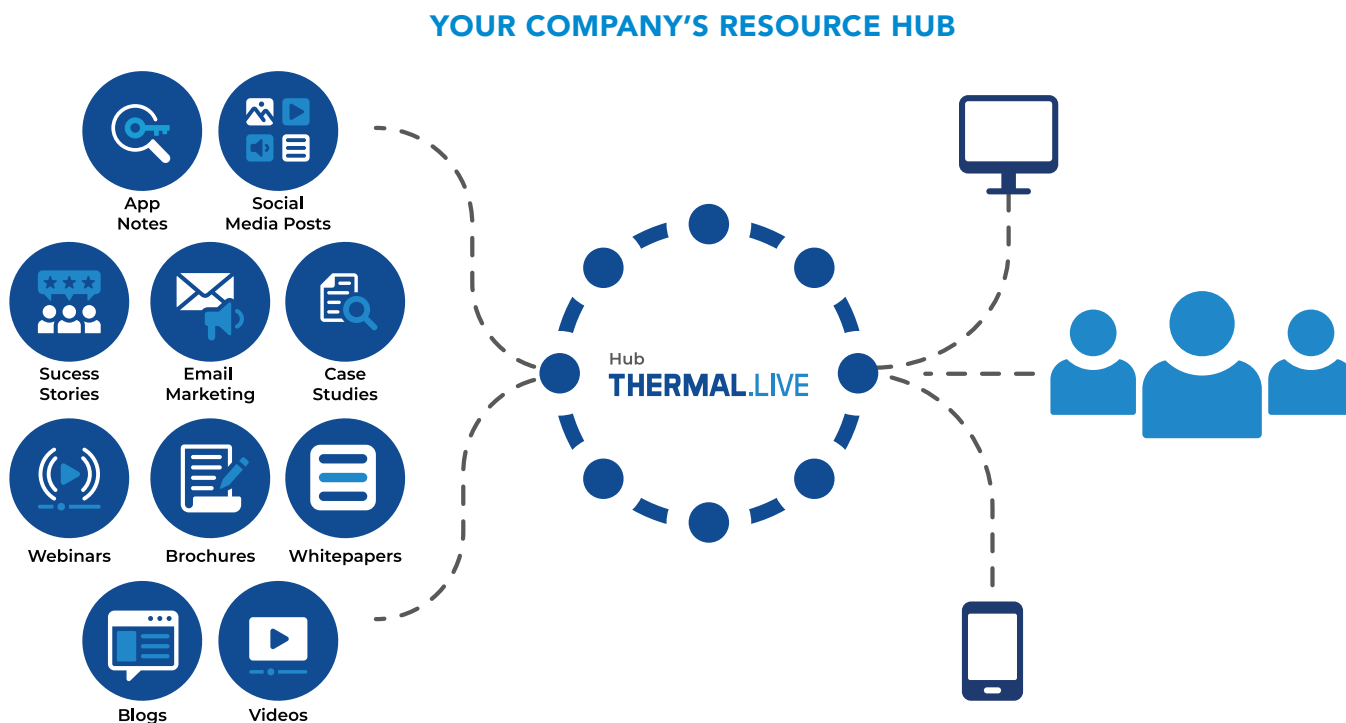
HOW THEY WORK

- Resource Hubs are virtual booths that are built into our virtual event platform (Goldcast)
- These are built in advance of each show, allowing sponsors and speakers to showcase their best content, including case studies, brochures, application notes, videos, etc.
- Lectrix will provide you (the presenting company) with material specifications (ie: formats, quantities, sizes, logos, etc.), collect your materials, and design/build your Resource Hub
- Resource Hubs can be shown on-screen during a speaker's presentation, granting additional exposure to an engaged audience
- Lectrix will also feature direct links to Resource Hubs from our own Thermal Live marketing site, and they will be promoted during the event by our MC

PRICING:

Thermal Live 2025 Presenters: Free

Thermal Live Non-Presenters: \$5,000 (Includes pre-event, live event, and post-event promotion)



VIDEO ADVERTISING – NEW FOR 2025

BENEFITS

Video advertising spots during Thermal Live events provide an ideal product messaging opportunity for suppliers. Video ads will be played between sessions to a highly targeted audience of thermal management professionals. The audience will be watching live while waiting for the next session, and ads on our virtual event cannot be skipped, ensuring higher engagement.

HOW THEY WORK

- Video advertisements are built into our virtual event platform
- We place at least four 2-minute video ads in between each presentation
- The ads will run 4 times or more during each show day
- Ads are provided in advance by suppliers and pre-loaded into the platform to run on cue

PRICING:

Thermal Live 2025 Master Sponsors: FREE

Thermal Live 2025 Presenters (One Ad / Four 2-min. spots): \$1,000

Thermal Live Non-Presenters (One Ad / Four 2-min. spots): \$1,750

Additional ads: \$500 each

Additional minutes: \$500 each, if available



LECTRIX®

YOUR THERMAL MANAGEMENT DIGITAL MARKETING AGENCY



Technical Prowess Meets Strategy Expertise

Lectrix, the publisher of *Electronics Cooling*, is a unique combination of an electronics industry media publisher and a full-service digital marketing agency. With over 50 years of marketing experience in electronics engineering under our belt, we are THE industry specialist in digital marketing for suppliers of thermal management components, materials, and devices.

Not only do we understand your highly specialized business, we also leverage the power of our media brand, *Electronics Cooling*, and its unique audience to find your next new customer.

Let Lectrix and *Electronics Cooling* set your brand up for guaranteed success with our range of digital marketing services.

BENEFITS

- Finding and managing team members who are **BOTH** strong digital marketers and experienced in thermal management products is not easy
- Developing and executing your marketing strategy with an industry-specialist agency like Lectrix provides your company with digital marketing expertise that is already geared toward electronics engineering and thermal management professionals
- In addition, leveraging the audience of our *Electronics Cooling* media brand provides you with turnkey access to a database of your future thermal customers

HOW WE WORK

Lectrix develops your strategy, marketing technology, and thermal management content to create new opportunities for you. Our key services include:



TECHNICAL CONTENT



SEARCH ENGINE
OPTIMIZATION



GOOGLE ADS
MANAGEMENT (PPC)



LEAD GENERATION



MARKETING
STRATEGY



NEW PRODUCT
LAUNCHES



PR



VIDEO



VIRTUAL EVENTS



CREATIVE SERVICES



SOCIAL MEDIA



ADVERTISING

PRICING:

Custom. Please inquire.

BENEFITS

Technical content is one of the most effective ways to prove industry expertise, pitch products and services, and build customer confidence. However, many industry-leading manufacturers and suppliers do not have the resources or bandwidth to produce as much content as they might wish.

Leveraging our expertise as the publisher of *Electronics Cooling*, our technical content development service delivers expertly crafted content by subject matter experts who understand your business, customers, and products.

HOW THEY WORK

Lectrix offers the following content types:



1. If needed, we can help you identify topics of interest to your customers
2. We identify an appropriate writer from our team for the assignment
3. You provide the Lectrix team with the essential details and supplementary materials through a series of simple Q&A meetings
4. Our writer drafts an initial outline to ensure all desired information is included and correctly presented
5. Once approved, our writer develops the draft into a completed content piece

PRICING:

- **Whitepapers, Application Notes, Case Studies & Success Stories:** \$6,270 to \$7,920 for 1750 words
- **Blogs:** \$3,000 for 800 words
- **Videos:** From \$5,500



TAKE IT APART, with Zach Peterson – NEW FOR 2025

Design Case Studies for Thermal Management Technology Suppliers

BENEFITS

- Show your customers exactly how your thermal technology works, in a video case study format, shot and produced in conjunction with an independent, influential engineer – [Zach Peterson](#)
- Combine the *Electronics Cooling* audience with the support of Zach's following
- Collaborate with us to produce the right topic and script that will resonate with your engineering audience
- We take care of the rest

HOW IT WORKS

- Your *Take it Apart*, with Zach Peterson! package consists of:
 1. One custom-produced 10-minute case study video of a board-level design
 2. Interview segment with your SME
 3. Three short videos (10-15 seconds each) for promotion of the full-length version
 4. One 800-word blog, created from the video content
 5. Branded as *Electronics Cooling*, sponsored by you, for maximum engagement by our audience
- Your custom content is produced, with your collaboration, by Zach Peterson, and *Electronics Cooling*
- The deliverables will be posted to Zach's channels and audiences, as well as the *Electronics Cooling* and Thermal Live website, social channels, YouTube channels, and newsletters
- And of course, you can re-post them to your own channels too

PRICING:

\$5,000 Per Episode

\$27,500 for a series of 6



Zachariah Peterson

PCB Design Expert & Electronics Design Consultant

Zachariah Peterson is a well-known researcher and electronics designer. In 2017, he founded Northwest Engineering Solutions as a technology consultancy and has since grown the company into an innovative design and manufacturing house for advanced electronic products.

He conducted his Applied Physics Ph.D. research in ZnO random laser theory and stability and his M.Sc. Physics research in chemisorptive sensors for environmental monitoring at Portland State University. He also received his MBA (Leadership & Finance) from Adams State University. His research work post-academia includes topics in laser theory, electronics and optoelectronics, finance, and evolutionary computing.

Currently, Zach works with the biggest brands in PCB design software and simulation, as well as innovative PCB manufacturers, bringing technological insights and foresight to their product development and digital marketing strategies. His goal is to help his clients remain competitive and show technical leadership in a quickly evolving technological landscape.

TURNKEY MARKETING & MEDIA PACKAGES TO SUCCESSFULLY LAUNCH YOUR NEW THERMAL MANAGEMENT PRODUCTS

BENEFITS

- Getting your new product noticed in a noisy marketplace requires a comprehensive and consistent campaign – and the right audience. *Electronics Cooling* provides a turnkey launch package
- Leverage our knowledge of the thermal management industry and our teams of experienced writers, designers, and digital marketers to get the job done
- \$7,500 added value *Electronics Cooling* media package in the deal

HOW THEY WORK

Each New Product Launch Package includes:

- Production (design/editing) of new product datasheet to your brand standards
- Single application note, for a primary application
- Copy & image selection for new product web page, keyword optimization
- 2-page brochure describing new product features, benefits, key applications and sample request
- \$7,500 added value email and web ad campaign within *Electronics Cooling* (optional development of advertising materials available)
- Social media campaign: 3 posts - copy and image selection for LinkedIn
- Press Release to top 100 EE media titles and editors in US/EMEA/APAC
- Sales Ready Pitch Deck comprising a 5-page PowerPoint-style document

PRICING:

\$24,995

OPTIONS

- Roundtable \$7,000
- Video \$3,000 to \$10,000 (avg \$5,500)
- Media planning - custom budget





BENEFITS

Electronics Cooling reaches thousands of engineers and thermal professionals worldwide each month. *Meet Our Readers* is a new offering to give our advertisers the opportunity to meet them personally and virtually, with topic-driven, engineering-focused networking sessions that are casual and educational.

Advertisers gain leads and introductions to self-qualified prospects, and an opportunity to pitch their product in a content-driven educational format; attendees learn more about their specific engineering interests and meet peers with similar challenges.

HOW THEY WORK

Using our existing *Electronics Cooling* newsletters and resources, we will promote your networking sessions. Each session lasts up to 60 minutes.

- Your session is promoted, managed, and hosted by us to ensure a smooth and productive experience, and an engineer from your team is the MC
- These networking sessions are free to attendees and sponsored by the advertiser
- Each session is topic-driven and engineering-focused, ending with a soft engineering pitch. Lectrix controls the sessions by providing a sign-up form
- Lectrix will provide you with a recommended formula for structuring the session
- Sessions are not recorded, in order to encourage attendees to attend live and to speak more freely
- Sessions are limited to 10 seats each, prompting attendees to take swift action. Readers who request a seat after the 10 spots are filled will be placed on a waiting list
- From the list of requests to join the meeting, you can select attendees to ensure a diverse representation of companies, exclude your competitors, and avoid direct competitors among the attendees
- Sessions are run via Microsoft Teams, keeping them simple and casual

PRICING:

\$6,995

BENEFITS

Our Industry Sponsor Web Package Ad Program is a mass marketing tool for reaching the greatest number of engineers seeking thermal management solutions. Need Branding? Display ads on electronics-cooling.com serve over 15,000 thermal engineers each month while they are reading our articles.

HOW THEY WORK

- The *Electronics Cooling* site is now found by over 15,000 visitors per month, and Industry Sponsors are seen on almost every page of the site
- 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
- Mobile friendly
- 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

Ad dimensions:

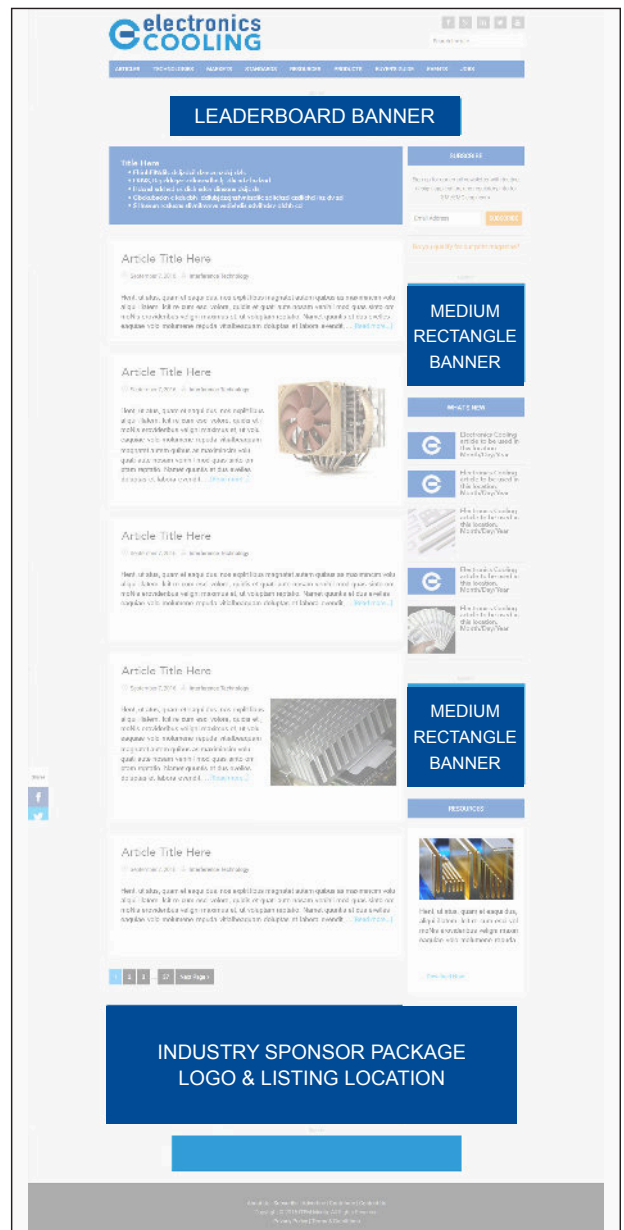
- Medium Rectangle: 300px wide x 250px high
- Leaderboard: 728px wide x 90px high

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 jpg, 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. This targeted exposure ensures that you receive highly qualified traffic, enhancing the quality of leads that reach out to you.

HOW THEY WORK

Everything included in [Industry Sponsor Web Package](#)
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 per year
- 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
- Phase Change Materials
- Refrigeration
- Semiconductor
- Software/Modeling
- Test & Measurement
- Thermal Imaging
- Thermal Interface Materials (TIMs)

PRICING

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

SPECIFICATIONS

Ad dimensions:

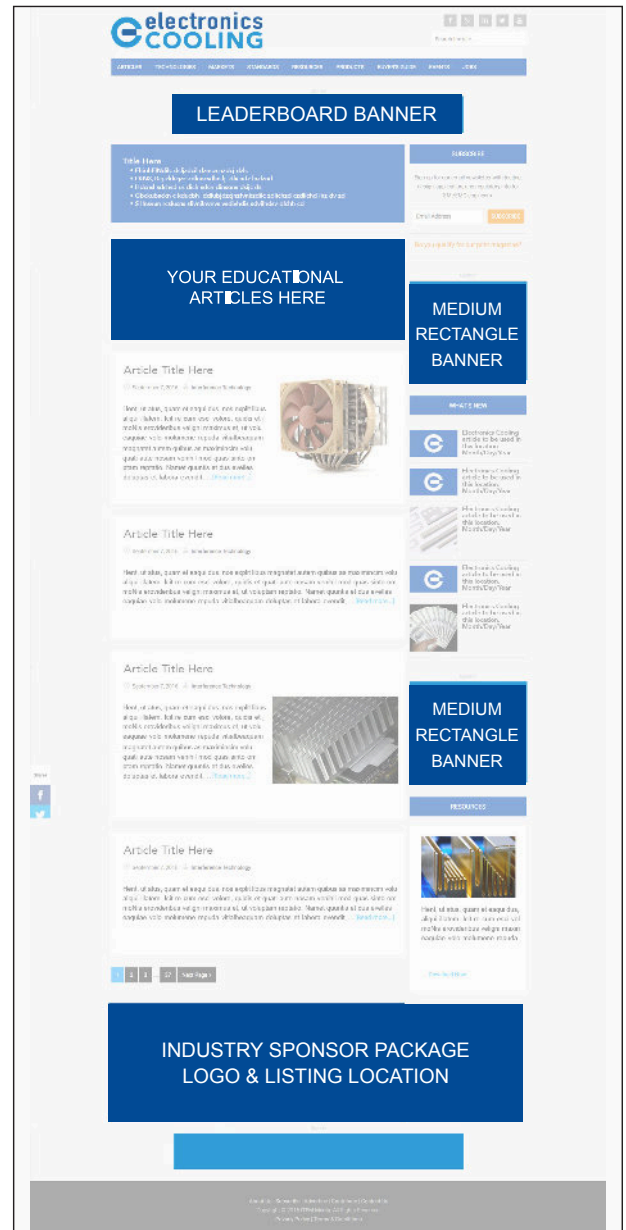
- Medium Rectangle: 300px wide x 250px high
- Leaderboard: 728px wide x 90px high
- Leaderboard ads, ad must also be provided in 300 wide x 250 high pixels to support mobile viewing

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 jpg, 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 25,000 page views 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
- Pop-Up Ads appear on whichever page a visitor uses to enter the site; in other words, every visitor sees your ad first
- Appears once per session per user
- Mobile and desktop-friendly
- Maximum of 2 pop up advertisers per month
- Impression 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

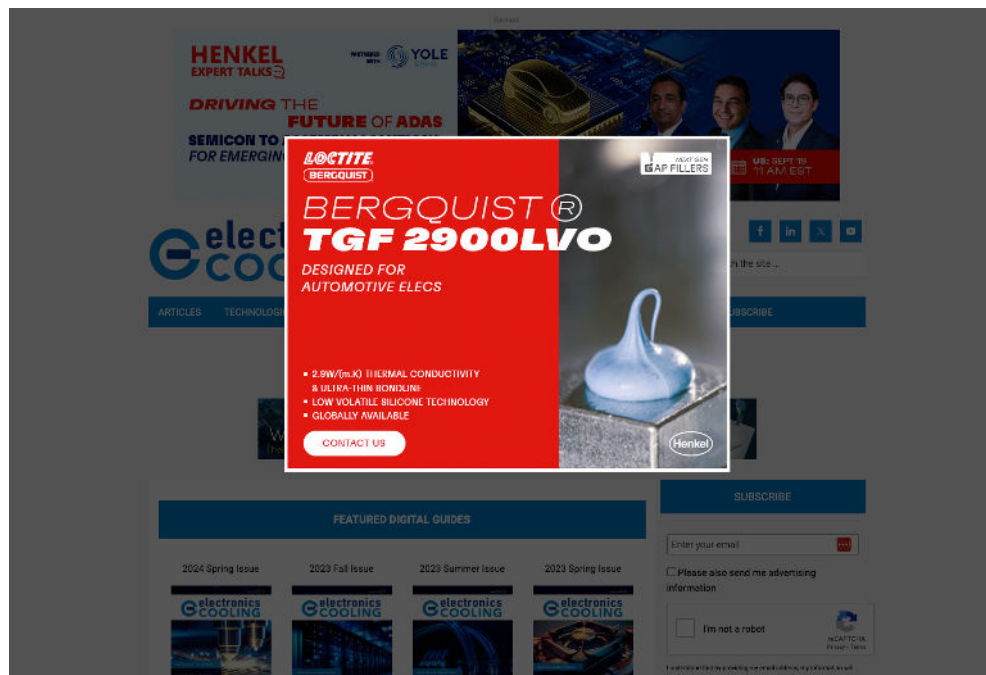
Ad dimensions:

- Desktop: 640px wide x 480px high, png or jpg, used for screens larger than 1366px wide
- Mobile: 300px wide x 250px high, png or jpg, used for screens smaller than 1366px wide
- Ad must be provided in both dimensions to support the range of screen widths
- All image specifications are width x height

Max File Size: 200 KB

File Type: jpg, png

Pop-Up Ad Location



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* 15,000 impressions per month.

HOW THEY WORK

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

PRICING: \$3,500 / month

SPECIFICATIONS

Ad dimensions:

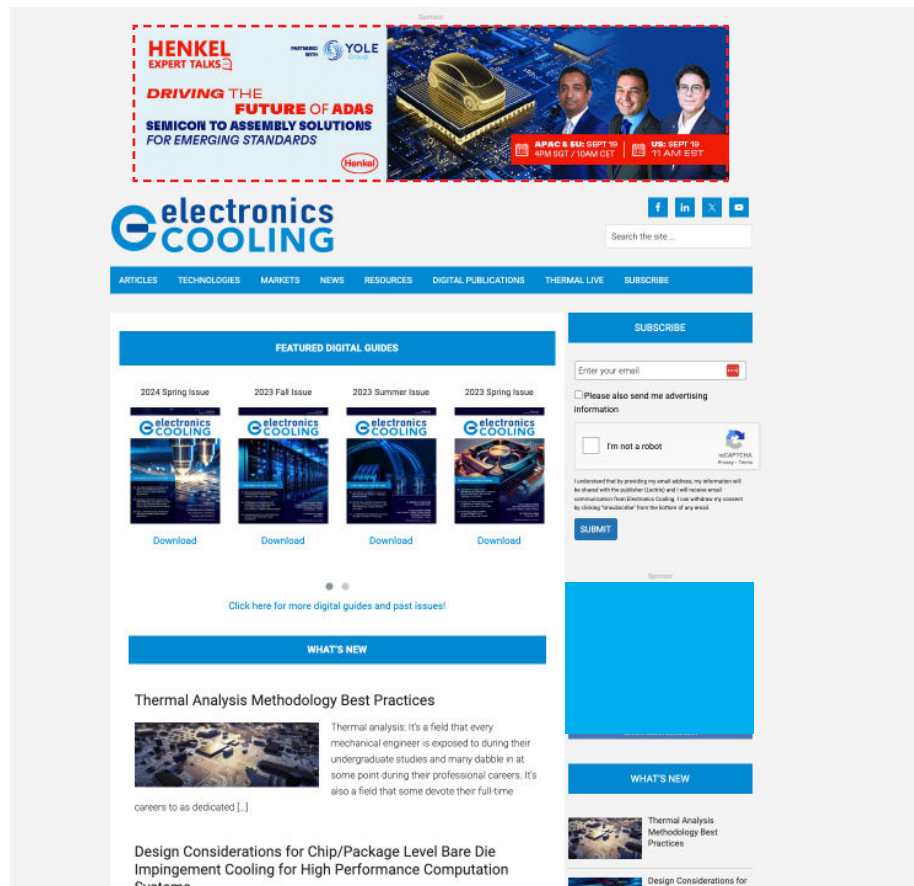
- Desktop: 970px wide x 250px high
- Mobile: 320px wide x 50px high, used for screens smaller than 1366px wide
- Template with instructions will be provided to format ad to best fit site

Max File Size: 120 KB

File Type: jpg, png



Billboard Ad Location



SPONSORED

Learn About Key Considerations in the Design of Liquid Cooling Systems (Including: Flow, Pressure & Reliability)

And Check Out CPC's Small Form Factor Everis® LQ2 Quick Disconnects

Understanding the fundamentals of liquid cooling is critical to designing high performance systems. The tech guide, "Critical Liquid Cooling Considerations in Electronics – Technical Guide for Connectors" highlights performance, materials, flow rate, pressure, reliability and pressure drop characteristics of connectors and how coolant and component material composition harmony help lead to systems performing as designed.

Download Tech Guide

Properly specifying quick connectors by Cv and for material compatibility is important. Engineers often need high flow in as compact a QD as possible. Accordingly, CPC is proud to offer the Everis® LQ2 QD series.

Purpose-designed and built for liquid cooling of electronics applications, this line features a superior size to flow ratio as well as elbow bends and swivel joints for ease of incorporation and access in tight spaces. [Watch to learn more](#) or [download the product details](#).

Watch to Learn more

Get Spec Sheet

With decades of experience and a focus on liquid cooling connector performance, CPC has insights and expertise well beyond that of industrial coupling suppliers. Have a question? Interested in a custom engineered QD solution? Need a product sample? Want liquid cooling answers?

Ask Our Engineers

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4200 Round Lake Rd W, Arden Hills, MN 55112 1-800-444-2474

We occasionally send out emails on behalf of third parties, who pay for the opportunity to provide their products or services to our readers. We promise that we will only partner with high quality and relevant providers and that we'll never spam you. The opinions expressed in these eBlasts are those of our sponsors and not necessarily those of Electronics Cooling.

View our Privacy Policy [here](#)

For additional questions, contact us by [email](#) or in the address below.

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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. Custom eBlasts are dedicated entirely to your content, reaching 12,000 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
- Once approved, your eBlast is broadcast, and we send you an activity / leads report within a month
- You can choose to design it yourself following our guidelines
- A \$500 saving is applied if you supply your own designed eBlast

PRICING

Number of Issues | Rate Per Issue

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

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:**
 1. eBlast copy/text
 2. Subject line
 3. 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
 4. Images in jpg or png file format, 72 dpi, RGB color
 5. Full size banner width is 650px
 6. Link(s) to your selected web pages, landing pages, registration pages, etc.
 7. 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.

EMAIL LIST SIZE: 14,763

BENEFITS

Highlight your company or product while driving traffic to your site with our *Electronics Cooling* email list of 14,700+ subscribers that covers thermal management 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

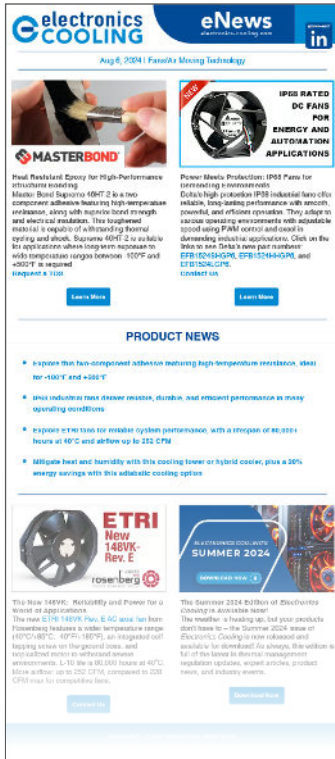
1X - \$1,500 | 4X - \$1,400 | 6X - \$1,300 | 8X - \$1,200 | 12X - \$1,100

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

SPECIFICATIONS

1. Headline + maximum 60 words of text
2. Company logo or image: static jpg or gif - 300px wide x 169px high
3. Image specifications are width x height
4. Web link
5. Email address

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



2025 NEWSLETTER CALENDAR

Month	Day	Newsletter
Jan	7	Principles of Thermal Management
	14	Heatsinks and Thermal Interface Materials
	21	Thermal Spreading Technology
Feb	11	Automotive & EV
	18	Fans/Air Moving Technology
Mar	4	Principles of Thermal Management
	11	Heatsinks and Thermal Interface Materials
Apr	8	Automotive & EV
	15	Fans/Air Moving Technology
	22	Thermal Test Equipment
May	6	Heatsinks and Thermal Interface Materials
	13	Principles of Thermal Management
Jun	3	Heatsinks and Thermal Interface Materials
	10	Automotive & EV
	17	Fans/Air Moving Technology

Month	Day	Newsletter
Jul	8	Thermal Spreading Technology
	15	Heatsinks and Thermal Interface Materials
Aug	5	Fans/Air Moving Technology
	12	Thermal Test Equipment
	19	Data Centers and Super Computing
Sep	9	Principles of Thermal Management
	16	Heatsinks and Thermal Interface Materials
Oct	7	Fans/Air Moving Technology
	14	Data Centers and Super Computing
	21	Thermal Test Equipment
Nov	28	Heatsinks and Thermal Interface Materials
	4	Principles of Thermal Management
Dec	11	Heatsinks and Thermal Interface Materials
	2	Heatsinks and Thermal Interface Materials
	9	Principles of Thermal Management

BENEFITS

Whitepapers, brochures, application notes, and data sheets are effective tools for capturing new contact data, and the *Electronics Cooling Thermal Resources* download program gives you the platform to deliver them. Distributed to 14,763 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 on the third Wednesday of each month

2025 THERMAL RESOURCES CALENDAR

- | | |
|---------------|----------------|
| • January 22 | • July 16 |
| • February 19 | • August 20 |
| • March 19 | • September 17 |
| • April 16 | • October 15 |
| • May 21 | • November 19 |
| • June 18 | |

PRICING

Number of Emails | Rate Per Email

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

SPECIFICATIONS

Please provide:

1. Headline
2. Approximately 60 words of text
3. Image: static jpg or gif at **280px wide x 218px high**
4. Your whitepaper, tech brief, application note or data sheet
5. 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

SEPTEMBER

Understanding Flow Dynamics for Liquid Cooling
For optimal cooling performance, engineers designing liquid cooling systems must understand a range of principles unique to flow. "Why Fluidic Flow Dynamics Are Critical to the Design of High-Performance Electronics" covers a range of calculations and concepts to know when designing liquid cooling systems. For example, engineers should use Cv to compare connector performance, and become familiar with pressure drop.
[Contact Us](#)

[Download Now](#)

600 W/(m·K) Heatspreader Silver-Diamond
600 W/(m·K) Heatspreader, "Silver-Diamond" | A.L.M.T. Corp.
Looking for any solution to maximize the performance of devices? Consider "Silver-Diamond" as one of your choices to solve the problem. It has higher conductivity and low thermal expansion close to semiconductor chips. This material can contribute to improving the reliability of your devices. Click below to download the technical paper about Silver-Diamond.
[Download Now](#)

Thermal Live Fall Summit 2023 is on October 17th & 18th
Electronics Cooling presents Thermal Live Fall Summit, a two-day virtual event of cutting-edge webinars and product demos from industry leaders. Hear from experts from companies like Fujipoly, CPC, Laird, and more. This two-day, informative event will spark creativity in testing and design, answer your questions, and keep you updated on everything thermal management.
[Register Now](#)

Challenges and Support Needs for EV Battery Systems
Many complex electrical systems today have subsystem requirements that overlap, impact, and sometimes conflict with each other. EVs are a prime example of this challenge. The Intersection of Electric Isolation and Thermal Transfer in EV Battery Systems outlines processes and best practices for balancing safety, reliability, and cost requirements in EVs.
[Download Now](#)

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f t in

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Our eMagazines produce leads!

BENEFITS

Electronics Cooling eMagazine is not a traditional publication. This free download offered to our readership creates a guaranteed, 3-month sales-qualified lead generation program. 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
- Simply pay for the number of leads you want. Each lead package includes 1 full-page ad
- Use your full-page space for a display ad, an application note, a whitepaper, a datasheet – your choice
- Leads are generated over a 12-month period



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: 1/28/2025
- Issue Two Ad Close: 4/24/2025
- Issue Three Ad Close: 8/21/2025
- Issue Four Ad Close: 10/22/2025

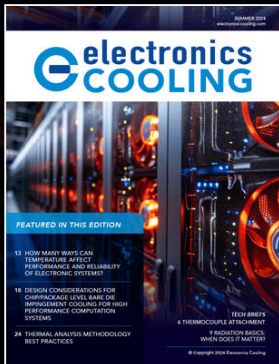
Title	Release Month
Issue One	February
Issue Two	May
Issue Three	September
Issue Four	November

*Please note: publication dates subject to change

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



Electronics Cooling Summer 2024 Now Available!



The Summer Issue of Electronics Cooling is Available Now!

Electronics Cooling, released four times per year, is your guide to thermal management news, best practices, and emerging technologies.

The second release this year includes all the regulation updates, events, expert articles, and product news you expect from Electronics Cooling.

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- How Many Ways Can Temperature Affect Performance and Reliability of Electronic Systems?
- Design Considerations for Chip/Package Level Bare Die Impingement Cooling for High Performance Computation Systems
- Thermal Analysis Methodology Best Practices
- Tech Brief: Thermocouple Attachment
- Tech Brief: Radiation Basics: When Does it Matter?
- 2024 Cooling Events

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