

# POWER ELECTRONICS<sup>®</sup>

TECHNOLOGY<sup>®</sup>

FOR ENGINEERS, DESIGNERS AND INTEGRATORS

# 2005

# MEDIA

# INFORMATION

# No One Covers Power

*Power Electronics Technology* is the #1 source power electronics professionals turn to for industry information. No other magazine examines the engineering, design and integration of power electronics systems with the same in-depth coverage as *PE Tech*.

With every issue, our goal is to provide our subscribers — 36,600+ power electronics engineers, designers and system integrators<sup>1</sup> — with the information they need to do their jobs better. *PE Tech* focuses on the important topics in the power electronics industry, including semiconductors, passive components, magnetics, thermal management and more. Monthly columns, such as Data Points, Analog Feedback, Power Design and Executive Viewpoint, examine the issues of importance to our readers — your customers.

The *PE Tech* family of products includes a wide variety of opportunities to help you reach the market. In particular, we are pleased to introduce *WARD's Auto Electronics*, a special issue focusing on electronics trends in the automotive industry from the perspective of the design engineer. *PE Tech* also introduces four new e-newsletters focusing on Auto Electronics, Defense Electronics, Communications Systems and Emerging Technologies in the electronics industry.

*PE Tech* provides comprehensive coverage of the power electronics market, and it is the only brand you need to deliver your marketing message to this industry.

## ***PE Tech* covers the engineering, design and integration of power electronics system<sup>1</sup>**

- Automotive Electronic Systems
- Communications/Telecommunications/Networking Systems
- Instrumentation Systems/Test Equipment/ATE
- Computers & Peripherals/Consumer Electronics/Electric Appliances/Portable Electronics/Office Systems
- Custom Power Systems
- Factory Automation/Industrial Systems (Motors & Drives)
- Medical Systems
- Military/Aerospace Systems/Transportation Systems
- Uninterruptible Power Systems/Power Quality Equipment/Power Supplies
- Consulting and R&D

## ***A diverse mix of products to generate exposure and connect you to the marketplace***



### **NEW! *WARD's Auto Electronics***

*PE Tech* is partnering with *WARD's AutoWorld* and *RF Design* magazines to publish *WARD's Auto Electronics*, a special issue addressing the electronics trends and design issues in the automotive industry. See page 5.

***Defense Electronics*** examines developments in defense electronics and component design. See page 5.

**NEW! *Weekly E-Newsletters*** focusing on **Auto Electronics**, **Defense Electronics**, **Communications Systems** and **Emerging Technologies** in the electronics industry. See page 8.

***Niched Seminars/Conferences*** address the important and evolving technical and business issues occurring in the power electronics market.

<sup>1</sup>June 2004 *PE Tech* BPA Worldwide Circulation Statement

# Electronics Like We Do

**PE Tech Times E-Newsletter** is sent to thousands of professionals weekly and covers the top stories, news and events, and new products impacting today's power electronics marketplace.

**Specifiers & Buyers Guide** is an indispensable resource for professionals making buying decisions. Targeted ads and enhanced listings — in print and online — are your key to unlimited sales potential, giving your message year-round visibility.

Closing Date: 11/7/05

Publication Date: December 2005

**PowerSystems World** houses two powerful events under one roof: Power Electronics Technology Exhibition & Conference and Power Quality Exhibition & Conference. This combined event provides comprehensive coverage of power-related industries.

## Ad Perception Study

Is your sales message working? Is your ad memorable? How does it compare to the competitor? You'll get answers to these questions and more with *PE Tech's* new ad perception study. To participate, schedule a 1/2-page or larger display ad in the February or September study issue.

**Calendar of Events** places your product in front of thousands of professionals nationwide for an entire month of the year! Space is limited to the first 12 advertisers.

**Product Marketplace Ads** are 4-color, 1/9-page ads with a 35-word product description and reader service number to generate leads.

**PE Tech's Catalog Section** gives your product extra exposure in a 4-color, 1/6-page ad, featuring a product description and a reader service number for leads. Send us your catalog or brochure and brief description, and we'll create your ad.

**Classified Advertising** promotes your products and services and recruits potential employees for a reduced rate. Online classified advertising is available on [powerelectronics.com](http://powerelectronics.com) and in *PE Tech* Times e-newsletter.

**RF Design** is the only technical, tutorial-style magazine written exclusively for 39,400+<sup>2</sup> RF & microwave design engineers working in radio frequencies from DC to light. Visit [rfdesign.com](http://rfdesign.com) for more information.

**The Electronics Source Book** provides distributor information for thousands of manufacturers worldwide and is indispensable to buyers and engineers who source electronic components, products and services. Visit [sourceesb.com](http://sourceesb.com) for more information.

**PE Tech Research** provides industry-related information, emphasizing actionable market data that is accurate, ethical and timely.

**Custom Publishing** allows your company to build brand loyalty while creating and maintaining a personalized relationship with your customers.

**Lists & Databases** are available to rent from our qualified subscriber lists, trade show attendees and book buyers, allowing you to target 4 million potential buyers. 203-778-8700 • [statistics.com](http://statistics.com)

**Reprint Services**, available through FosteReprints, provide high-quality article and ad reproductions that include your company's logo and advertisement or marketing copy to create a one-of-a-kind promotion piece. 866-436-8366 • [fostereprints.com](http://fostereprints.com)

*For more information on these opportunities, contact your Regional Sales Manager.*

<sup>2</sup>June 2004 *RF Design* BPA Worldwide Circulation Statement

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# PE Tech Subscribers

## Are Involved in Important/Relevant Areas: <sup>1</sup>

- 44.5% Design/Development Engineering
- 27.4% Engineering Management
- 14.9% Engineering Services/R&D
- 7.7% Applications Engineering
- 5.5% System Integration Engineering

## Are in Active Purchasing Roles: <sup>2</sup>

### Selecting and purchasing electronic equipment

- 73% Determine the need for electronic equipment
- 65% Specify or recommend makes or brands
- 64% Establish technical specifications
- 62% Discuss requirements with suppliers

## Represent Significant Purchasing Power: <sup>2</sup>

*The average subscriber's company spends \$1.6 million annually on power electronics equipment and supplies.*

- Manufacturing equipment/services — \$193,540
- Semiconductors — \$179,371
- Hardware — \$150,105
- Passive components — \$137,390
- Software, CAE/CAD — \$122,742
- Test instruments — \$120,590

## Take Action: <sup>2</sup>

*72% of PE Tech subscribers have taken action concerning the advertising and editorial content of the magazine.*

- 40% Filed the magazine for future reference
- 39% Removed/marked articles for future reference
- 35% Accessed a manufacturer's Web site
- 33% Discussed articles with colleagues

## A Growing Market

- Analysts predict the worldwide power supply market to increase from \$17.9 billion in 2004 to \$21.3 billion in 2008.<sup>3</sup>
- The market for power management ICs worldwide is expected to increase from \$8.5 billion in 2003 to \$11 billion in 2007.<sup>4</sup>
- The uninterruptible power supply market is expected to grow from \$4.85 billion in 2004 to \$6.34 billion in 2008.<sup>3</sup>

## PE Tech Reaches the Right People

### More Reach

In addition to the more than 36,600+ subscribers<sup>1</sup> who receive *PE Tech* every month, issues are passed along to an average of 3 people<sup>2,5</sup> — for a total reach to more than 65,200.<sup>2</sup>

### Subscribers Who Buy

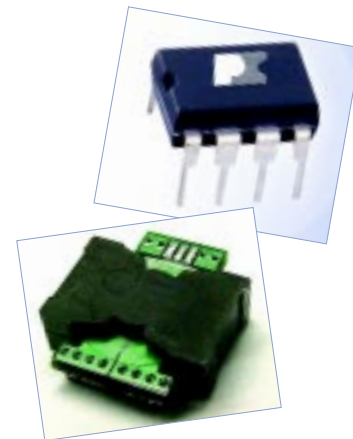
92% of *PE Tech* subscribers are involved in the purchasing process for their company.<sup>2</sup>

### Loyal Subscribers

The average *PE Tech* reader has been reading the magazine for 3.4 years, picks up each issue 2.2 times and reads it for a total of 61 minutes.<sup>2</sup>

## The top recommended/purchased products by PE Tech subscribers in the past 12 months: <sup>2</sup>

- 68% Capacitors
- 60% Resistors & potentiometers
- 55% Diodes/rectifiers
- 55% Fuses & circuit breakers
- 54% Analog ICs
- 52% Wire/cable
- 52% Interconnection devices
- 50% Temperature sensors
- 48% AC-DC power supplies
- 47% Voltage regulators
- 47% Batteries
- 41% Discrete power semiconductors (MOSFETS, IGBTs, etc.)
- 41% Power switches/contractors



Sources:

<sup>1</sup> June 2004 *PE Tech* BPA Worldwide Circulation Statement

<sup>2</sup> 2003 *PE Tech* Reader Profile

<sup>3</sup> Micro-Tech Consultants

<sup>4</sup> Frost & Sullivan

<sup>5</sup> 26% of subscribers pass their issues along

# New! Issues to Connect You to the Electronics Industry

## **WARD's Auto Electronics**

The race to build more fuel-efficient, safer and comfortable cars has resulted in a dramatic increase in the use of electronic components and semiconductors in today's automobiles. *PE Tech* is partnering with *WARD's AutoWorld* and *RF Design* magazines to offer *WARD's Auto Electronics*, a new issue addressing the major electronics trends and design issues in the automotive industry today.

*WARD's Auto World* addresses such topics as LED lighting systems, automotive multimedia, wireless connectivity, on-board vehicle diagnostics, tire pressure monitoring systems, voice recognition and the latest active and passive safety systems. Deliver your marketing message to this targeted circulation of electronics professionals with *WARD's Auto Electronics*. Published in January, March, May, July, September and November.



## **Defense Electronics**

With homeland security issues at the forefront, today's design engineers are under heightened demand to provide the fastest and strongest defense and military electronics. *Defense Electronics* examines the latest developments in electronics and component design. Put your marketing message in front of thousands of electronics design engineers with *Defense Electronics*. Published in February, April, June, August, October and December.



## **Special Sections**

### **Applied Power Electronics Conference Issue — February**

Reaches attendees and decision-makers at one of the most important conferences in the power electronics industry.

### **Power Management — June**

Explores the critical components of power management, including power supply design, battery-based power supplies, distributed power, etc.

### **Lifetime Achievement Award — September**

Honors an individual's contributions and lifetime of commitment to the power electronics industry.

### **Product of the Year Award — October**

Identifies the best products within the power electronics sector.

### **PowerSystems World Show Issue — October**

Previews the show, including products, booth listings and seminars.

### **Power Semiconductors — November**

Details the innovations, including power MOSFETs, IGBTs, thyristors, rectifiers/diodes and MOS-gated devices.

### **Buyers Guide — December**

Lists components, subsystems and services employed in power electronics systems. This issue includes tutorial subjects related to the design of power electronics systems.

# 2005 Editorial Calendar

December & Buyers Guide

|  | January    | February                             | March  | April  | May         | June   | July    | August  | September | October              | November | December & Buyers Guide |
|--|------------|--------------------------------------|--------|--------|-------------|--------|---------|---------|-----------|----------------------|----------|-------------------------|
| <b>Power Semiconductors</b><br>Power MOSFETs, IGBTs, Rectifiers/Diodes, MOS-Gated Devices, Bipolar Transistors, Power ICs, Thyristors, Power Modules                       | C          | ○                                    | ○      | ○      | ○           | ○      | ○       | R       | ○         | ○                    | ○        | S                       |
| <b>Power Management</b><br>Power Supply Design: AC-DC, DC-DC; VRMs, Distributed Power, Topologies, Design Techniques   | ○          | C                                    | ○      | ○      | ○           | ○      | ○       | ○       | ○         | ○                    | ○        | ○                       |
| <b>Battery/Portable Power Management</b><br>Battery-Based Power Supplies, Batteries, Chargers, Protection Circuits, Gas Gauges, Monitors, Portable Electronics, Fuel Cells | ○          |                                      |        | ○      |             | C      | ○       |         |           | ○                    |          | ○                       |
| <b>Motor Power Management</b><br>AC, DC, Brushless, Switched Reluctance, PWM Control, Drive Semiconductors   |            | ○                                    |        |        |             | ○      |         |         |           |                      | ○        | ○                       |
| <b>Lighting Power Management</b><br>Flourescent Lamps, HID Lamps, LEDs, Drive Modules  |            |                                      |        |        | ○           |        |         |         |           | ○                    |          | ○                       |
| <b>Passive Components</b><br>Capacitors, Resistors, Inductors, Transformers, Potentiometers  |            | ○                                    |        |        | C           |        |         | ○       |           |                      |          | ○                       |
| <b>Magnetics</b><br>Core Materials, EMI Cores, Planar Magnetics, Bobbins, Wire, MEMS Technology  | ○          |                                      |        | S      |             |        | C       |         |           | R                    |          | ○                       |
| <b>Thermal Management</b><br>Fans, Heat Sinks, Heat Pipes, Heat Spreaders, Liquid Cooling, Thermal Interface Materials   |            | ○                                    |        |        |             | ○      |         | ○       |           |                      | C        | ○                       |
| <b>Power Systems</b><br>Board Mounted & Modular Supplies, Inverters, Switchers, Converters, Linears  |            |                                      | ○      |        |             |        |         |         | ○         |                      | ○        |                         |
| <b>EMC &amp; Power Protection</b><br>EMI Suppressors, EMI Filters, EMI Specs., Safety Standards, Power Line Filters, Fuses, Circuit Breakers, TVS, UPS Systems             | ○          |                                      |        |        | ○           |        |         |         | ○         |                      |          | ○                       |
| <b>Test Equipment</b><br>Power Supply, Semiconductors, Battery, Magnetics, EMI, Power Line, Frequency Response Analyzer, ATE   |            |                                      | ○      |        |             |        |         |         | C         |                      |          | ○                       |
| <b>CAD/CAE</b><br>SPICE, System Simulation, Modeling, Circuit Analysis   |            |                                      | C      |        |             |        | ○       |         |           |                      | ○        | ○                       |
| <b>Sensors/Transducers</b><br>AC & DC Current Sensors, Voltage Power, Frequency, Thermal   |            |                                      |        | ○      |             |        |         | ○       |           |                      |          | ○                       |
| <b>Hardware/Interconnect</b><br>Bus Bar, Power Connectors, Relays, Solenoids, Switches, IMS, DBC, PC Boards, Hybrid Packaging  |            |                                      |        |        |             | ○      |         |         |           |                      |          | ○                       |
| <b>NEW! Ad Perception Study</b> (see page 3)   |            | ○                                    |        |        |             |        |         |         | ○         |                      |          |                         |
| <b>Industry Calendar of Events – 2006</b>  |            |                                      |        |        |             |        |         |         |           |                      |          | ○                       |
| <b>WARD's Auto Electronics Issue</b> (see page 5)  | ○          |                                      | ○      |        | ○           |        | ○       |         | ○         |                      | ○        |                         |
| <b>Defense Electronics Issue</b> (see page 5)  |            | ○                                    |        | ○      |             | ○      |         | ○       |           | ○                    |          | ○                       |
| <b>Special Supplement/Emphasis Issue</b> (see page 5)  |            | ○                                    |        |        |             | ○      |         |         | ○         | ○                    | ○        | ○                       |
| <b>Bonus Distribution</b>  |            | APEC<br>STHERM<br>Electronica<br>SAE |        | EDS    | PCIM-<br>EU |        |         |         |           | PSW<br>EME<br>Wescon |          |                         |
| <b>Insertion Order Deadline</b>  | Dec 10 '04 | Jan 7                                | Feb 7  | Mar 7  | Apr 8       | May 6  | June 6  | July 8  | Aug 8     | Sept 9               | Oct 7    | Nov 7                   |
| <b>Materials Deadline</b>  | Dec 17 '04 | Jan 14                               | Feb 14 | Mar 14 | Apr 15      | May 13 | June 13 | July 15 | Aug 15    | Sept 16              | Oct 14   | Nov 14                  |

○ = Featured Article Subject

C = Cover

R = Special Report & Cover

S = Survey & Cover

## Columns & Departments Featured Every Month (see page 7)

Product Innovation • Analog Feedback • Power Design • Data Points • Executive Viewpoint • New Products  
System Integration • Editor's Viewpoint

## Monthly Columns & Departments

**Editor's Viewpoint** explores current topics for debate and discussion, and provides an opportunity for reader feedback on these topics.

**Data Points** presents industry news of interest to power electronics professionals.

**Analog Feedback** describes leading-edge analog/mixed-signal/power ICs, power supply modules and other components of interest to power electronics professionals. Analog feedback requires detailed device information from data sheets and other sources.

**Product Innovation** identifies a ground-breaking technological development of importance to electronics professionals.

**Power Design** presents subjects authored by well-known engineers in the power electronics industry. Subjects include CAD/CAE, power supply design and thermal management.

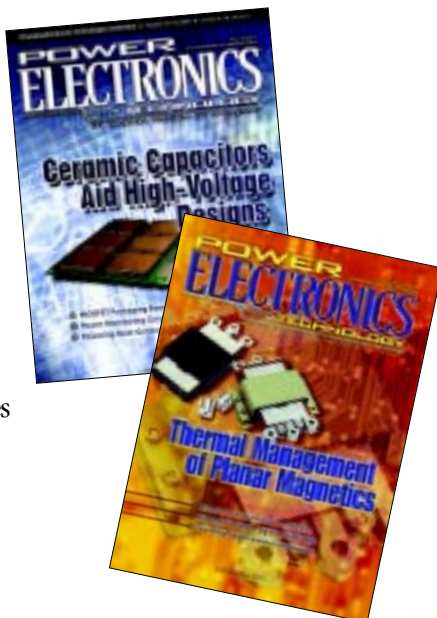
**System Integration** identifies significant design techniques and issues related to the application of power supply modules.

**New Products** provides an opportunity to describe a new component, subsystem, system or service.

**Special Reports** are a collection of short articles that discuss design-related aspects of the specific report's subject. The editorial calendar identifies the months when these reports are scheduled.

**Surveys** review recent power electronics product introductions.

**Executive Viewpoint** offers opinions of CEOs, chief technical officers, vice presidents of R&D, project leaders/supervisors, design managers and other technical executives on topics relating to design issues, key trends, standards and other technical challenges confronting designers.



## Are You An Electronics Distributor?

Electronics distributors targeting the power electronics market can reach industry decision-makers through *PE Tech* magazine. More than 36,600+ subscribers<sup>1</sup> interested in your distribution channels read *PE Tech* every month. Targeted regional and national coverage is available for electronics component distributors.

## 2005 ESB Special Offer

Now any advertiser in the *Electronics Source Book* can add the 36,600+<sup>1</sup> recipients of *PE Tech* for an additional \$1,250, or an ad directed to a specific region for \$850.

Another option is to buy the *Electronics Source Book* at the regular price and get *PE Tech* magazine, *PE Tech* E-Zine and *PE Tech* Times for an additional \$2,750. This allows you to reach a diverse and complete circulation of electronics professionals who need and use the products you manufacture and distribute. (Total circulation: 96,000+<sup>2</sup>)

## Bonus Distribution

- |                    |   |
|--------------------|---|
| <b>APEC</b>        | Applied Power Electronics Conference<br>March 6-8, Austin, TX       |
| <b>STherm</b>      | Semi-Therm<br>March 15-17, San Jose, CA                             |
| <b>Electronica</b> | Embedded Systems Conference<br>March 8-10, San Francisco, CA        |
| <b>SAE</b>         | SAE World Conference<br>April 11-14, Detroit, MI                    |
| <b>EDS</b>         | Electronic Distribution Show & Conference<br>May 3-5, Las Vegas, NV |
| <b>PCIM-EU</b>     | PCIM Europe<br>June 7-9, Nuremberg, Germany                         |
| <b>PSW</b>         | PowerSystems World<br>October 25-27, Baltimore, MD                  |
| <b>EME</b>         | Electrical Manufacturing Expo<br>October 25-27, Indianapolis, IN    |
| <b>Wescon</b>      | Western Electronics Conference<br>November 8-10, Long Beach, CA     |

Sources:

<sup>1</sup> June 2004 *PE Tech* BPA Worldwide Circulation Statement

<sup>2</sup> Publisher's Own Data

# Maximize Your Message Online

Online exposure reinforces your print advertising message. Powerelectronics.com offers multiple online opportunities giving you the flexibility to shape an integrated program that best fits your needs. For the latest online offerings, rates and specifications, please visit [advertisers.powerelectronics.com](http://advertisers.powerelectronics.com).

## E-Newsletter Sponsorships

In addition to *PE Tech Times*, we're offering **four new e-newsletter sponsorships**, delivering your message directly to the desktops of our targeted subscribers. Written by the *PE Tech* and *RF Design* staffs, these **weekly updates** cover the industry's hot topics.

**Auto Electronics** examines electronics trends in the automotive industry, including LED lighting systems, automotive multimedia, wireless connectivity, on-board vehicle diagnostics, tire pressure monitoring systems, voice recognition and much more.

**Defense Electronics** examines the latest topics in defense electronics and component design, including electronic warfare systems, weapons control, missile defense systems, airborne/sea based/ground communications, remote control vehicles/systems and much more.

**Emerging Technologies** examines the technological and business developments as they occur in radio frequency identification, nanotechnology, MEMS, biochips, wireless security, semiconductors, thermal management and much more.

**Communications Systems** examines the latest RF and microwave/millimeter wave technologies and business developments shaping the burgeoning electronic communications industry, including breaking news, emerging standards, technology advancements, new products and other related timely information. (written by the *RF Design* staff)

**PE Tech Times** weekly e-newsletter covers the top stories, news and events, and new products impacting today's power electronics marketplace.

### Power electronics professionals use powerelectronics.com for a variety of purposes:<sup>1</sup>

|                                |     |
|--------------------------------|-----|
| Access the story archive       | 34% |
| Source a supplier              | 28% |
| Visit an online special report | 34% |
| Use the online Sourcebook      | 24% |
| Locate a specific advertiser   | 20% |

<sup>1</sup>Results are based on 318 responses collected via pop-up survey among all visitors to the *PE Tech* Web site between April 14 – June 29, 2004, resulting in a reply ratio of 2.3%.

## Branding and Sponsorships

### Web Site Sponsorships – Banners and Buttons

*PE Tech* offers numerous IAB standard sponsorship ad placements, strategically positioned for maximum visibility and impact.

### Targeted Content Sponsorships

Target only readers who are interested in your market segment and own the category that best matches your product or service.

### Ask the Experts

Sponsor an interactive Q&A session between our readers and *your* expert.

### Roadblocks

Exclusively own, or "roadblock" all Web site ad placements within a specific time frame.

### Certification Course Sponsorships

Reach advancing professionals by associating your brand with essential career development training resources.

## Direct/Email Marketing

### Email Blasts

Transmit your message to a customized list of highly receptive industry professionals.

### Trade Show Daily E-Newsletters

Don't get lost in the shuffle; stay top of mind before, during and after key industry trade shows.

## Custom Publishing

### Custom E-Newsletters

Create your own e-newsletter and explore the full range of our options: content, frequency and audience.

### Online Supplements

Promote and distribute a PDF version of your print supplement online and capitalize on our lead generation capabilities.

# Advertising Rates

| Black & White   | 1x       | 4x       | 7x      | 13x     | 18x     | 24x     |
|-----------------|----------|----------|---------|---------|---------|---------|
| Spread          | \$10,635 | \$10,065 | \$9,725 | \$9,380 | \$8,925 | \$8,355 |
| Full Page       | \$5,725  | \$5,480  | \$5,305 | \$4,825 | \$4,585 | \$4,290 |
| 2/3 Page        | \$4,590  | \$4,395  | \$4,260 | \$3,870 | \$3,680 | \$3,440 |
| 1/2 Page Island | \$4,305  | \$4,125  | \$3,985 | \$3,635 | \$3,455 | \$3,230 |
| 1/2 Page        | \$3,775  | \$3,615  | \$3,495 | \$3,185 | \$3,025 | \$2,830 |
| 1/3 Page        | \$3,065  | \$2,935  | \$2,840 | \$2,580 | \$2,460 | \$2,295 |
| 1/4 Page        | \$2,195  | \$2,100  | \$2,030 | \$1,850 | \$1,755 | \$1,645 |
| 1/6 Page        | \$1,450  | \$1,375  | \$1,305 | \$1,230 | \$1,160 | \$1,085 |

## Color Rates (in addition to b/w rates)

|  |         |
|--|---------|
| 2 <sup>nd</sup> Color Process or Match | \$520   |
| 4-Color Process (single page)          | \$1,360 |
| 4-Color Spread                         | \$2,445 |

## Additional Advertising Rates

| Ad Type                                    | 1x      | 6x      | 12x     |
|--|---------|---------|---------|
| Classified Per Column Inch (width 2 1/8")* | \$240   | \$225   | \$210   |
| Catalog/Lit Guide (1/6" page)              | \$950   | \$685   | \$530   |
| Business Reply Card**                      | \$3,575 | \$2,850 | \$2,175 |

\*Restricted to ads regarding employment positions, business opportunities and products for sale.

No agency commission or cash discount allowed. General display rates apply, and agency commission allowed for ads supplied camera-ready 1/6-page or larger.

\*\*Business Reply Cards may only be run in conjunction with and next to your full-page display ad.

## Online Classifieds

\$250 per posting, per month

Discounts available for print and online packages

## Cover Rates (4-color only. Rates include the 4-color charge)

|              |         |
|--------------|---------|
| Inside Front | \$7,450 |
| Inside Back  | \$7,085 |
| Back         | \$7,610 |

## Inserts

For inserts furnished complete, ready to bind, requiring no backup, the following per page discounts apply (based on the 1 x b/w rate):

|              |              |               |               |
|--------------|--------------|---------------|---------------|
| 2 Page = 20% | 6 Page = 40% | 10 Page = 50% | 16 Page = 65% |
| 4 Page = 35% | 8 Page = 45% | 12 Page = 55% |               |

Inserts may not be counted to earn frequency discounts for run-of-book advertising. Above rates apply to each individual insert; no additional discounts allowed.

Insert backup non-commissionable.

|                                  |         |
|----------------------------------|---------|
| Backup one page of 2-page Insert | \$1,225 |
| Backup one page of 4-page Insert | \$1,445 |

\*Regional splits available. Contact your Regional Sales Manager for details and pricing.

## Industry Calendar Rate

|               |         |
|---------------|---------|
| Single Page   | \$5,000 |
| Multiple Page | \$4,750 |

## PSW Product Show Calendar

|                | 1-2 Ads | 3+ Ads |
|----------------|---------|--------|
| Advertiser     | \$605   | \$500  |
| Non Advertiser | \$965   | \$795  |

## Buyers Guide Listing Enhancements

|                          |       |
|--------------------------|-------|
| Company Logo             | \$150 |
| 1 x 2 1/4 Mini Ad        | \$230 |
| 3 x 2 1/4 Mini Ad        | \$470 |
| Product Category Listing | FREE  |

## Tabbed Divider Ads in Buyers Guide\* (two-sided)

|      | 1x       | 4x      | 7x      | 13x     | 18x     |
|------|----------|---------|---------|---------|---------|
| Tabs | \$10,150 | \$9,640 | \$9,175 | \$8,625 | \$8,120 |

\*Rates include 4-color process. Only process colors are allowed.

## Buyers Guides/Classifieds

List your company, product, service or employment opportunity in the following searchable databases and directories:

- Products/Services
- Equipment for Sale
- Job Listings

## Lead Generation

### Webinars/Webcasts

Attract industry decision makers to educational and informative multimedia presentations, and capture leads and feedback on specific issues that pertain to your products and services.

### White Papers/Research

Share your knowledge and strengthen your brand while capturing leads through this highly informative offering.

### Contests/Sweepstakes

Generate substantial leads by offering readers enticing rewards for registration information.

## Power Electronics Technology E-Zine

The E-Zine is an electronic, interactive monthly magazine with a look similar to the print publication. Comprised of many of the same articles, the E-Zine combines text, images, animation, audio and video in a single rich-media document. The E-Zine operates in a standard browser and is optimized for active reading.

As an E-Zine sponsor, readers can link to your Web site and hear an audio-taped message from your company. Four sponsorship levels are available with the E-Zine: platinum, gold, silver and bronze. At each level, you can select between full-page or 1/2-page ad sponsorship units, each with a separate rate structure. Ask your Regional Sales Manager for details.

**86% of E-Zine recipients found it to be a convenient way to read information relevant to their jobs.**

Source:  
2003 PE Tech E-Zine Reader Survey

# Specifications & Mechanicals

## Mailing Instructions

Space orders, insertion instructions, correspondence, proofs, copy, artwork and offset materials should be sent to:

**Power Electronics Technology**  
9800 Metcalf Avenue  
Overland Park, KS 66212-2216  
Attn: Production Department  
Fax: (913) 967-1629

## Digital Ad Specifications

**PDF Format:** Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit [www.primediabusinessads.com](http://www.primediabusinessads.com).

**Preferred Applications:** Ad layouts should be created using either QuarkXpress™, Adobe Pagemaker® or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

**Proofs:** We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

**Photos:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

**Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

**Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

**Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

**Fonts:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

**Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

**Media:** Mac or IBM CD, Zip 100, floppy.

### FTP Upload:

<ftp://adclient:adclient@ftpserver2.primediabusiness.com/vendors/prepressop>. Please contact the *Power Electronics Technology* Production Coordinator when files are submitted.

**Film Conversion:** Ad materials supplied as film will be converted to a digital file at a cost of \$50.00 per ad.

**For complete preparation guidelines and file delivery information, please visit [www.primediabusinessads.com](http://www.primediabusinessads.com) or contact the PE Tech Production Coordinator.**

## Insert Specifications

**Insert Size:** Preprinted inserts should be furnished as 8 1/8" x 11" (206 x 279 mm). When perfect bound, inserts will trim 1/8" (3.175 mm) from head, 1/8" (3.175 mm) from gutter, face and foot. Keep critical matter 1/4" (6.35 mm) from all sides. Inserts greater than two pages should be furnished folded. Contact advertising production coordinator for maximum stock weight, required quantities, delivery deadlines, glue tipping/magna stripping options and specifications, and shipping information.

## Insert Printing

*Power Electronics Technology* magazine is pleased to provide advertisers with competitive printing quotations for all inserts. Details of printing quotations can be obtained through your Regional Sales Manager.

## Rate Policy and Contract Provisions

All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

## Agency Commission

15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date.

Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

## Sequential Liability

Advertiser and Advertising Agency are jointly and severally liable for payment. *Primedia Business Magazines & Media Inc.* will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

## Cancellation Policy

Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

## General Specifications

**Method of Printing:** Web Offset

**Trim Size:** 7 7/8" x 10 3/4" (200 x 273 mm) — No. Cols. 3 and 2

**Binding Method:** Saddle-stitch

**Paper:** Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood offset

**Ink:** SWOP standard and four-color process

## Error Liability Limit

The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

## Short Rate Protection

Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

## Rate Card in Effect

Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card.

## Terms of Sale

Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed.

## Line of Credit

Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of *Primedia Business Magazines & Media Inc.*, and no advanced notification is promised or implied.

## Past Due Accounts

Orders may be held at the Publisher's sole discretion.

## Collection Related Issues

If *Primedia Business Magazines & Media Inc.* must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

## Definitions

As used in this section and this rate card, the term "Publisher" shall refer to *PRIMEDIA Business Magazines & Media Inc.*, and *PRIMEDIA*.

| Maximum Ad Dimensions  | Non-Bleed        | Bleed                        |
|------------------------|------------------|------------------------------|
| <b>2-page spread</b>   | 15" x 10"        | 16" x 11" 406 x 279 mm       |
| <b>Full page</b>       | 7" x 10"         | 8 1/8" x 11" 206 x 279 mm    |
| <b>2/3 page</b>        | 4 1/2" x 10"     | 5 1/16" x 11" 129 x 279 mm   |
| <b>1/2 page spread</b> | 15 1/8" x 4 7/8" | 16" x 5 1/2" 406 x 140 mm    |
| <b>1/2 page horiz.</b> | 7" x 4 7/8"      | 8 1/8" x 5 1/2" 206 x 140 mm |
| <b>1/2 page vert.</b>  | 3 3/8" x 10"     | 4" x 11" 102 x 279 mm        |
| <b>1/2 page island</b> | 4 1/2" x 7 1/4"  | 5 1/8" x 8" 130 x 203 mm     |
| <b>1/3 page square</b> | 4 1/2" x 4 7/8"  |                              |
| <b>1/3 page vert.</b>  | 2 1/4" x 10"     | 57 x 254 mm                  |
| <b>1/4 page</b>        | 3 3/8" x 4 7/8"  | 86 x 124 mm                  |
| <b>1/6 page</b>        | 2 1/4" x 4 7/8"  | 57 x 124 mm                  |

NOTE: Essential material must be kept at least 1/2" (13 mm) from all sides of dimensions on bleed ads.

