

ECN ASIA

2009
MEDIA GUIDE

ABOUT ECN ASIA

ECN Asia is the complete electronics design magazine. With rich content and complete industry coverage, it provides the Asian design engineering community with its monthly dose of news, technology features, technical articles, product information, interviews and more.

Published in English, Korean and Traditional Chinese, it is distributed across eight Asian nations, and read by a BPA-audited audience of 27,000[^] engineering professionals.

Reach your target audience with our integrated media platform. Whether via print advertisements or a combination of our online marketing solutions, ECN Asia delivers your message clearly to the people that matter.

EDITORIAL SUMMARY

ANALYSIS interprets technological news for the designer.

BREAKTHROUGH examines the latest technological advances that will impact designs.

CUTTING EDGE features new "benchmark" products unique in the market. Product codes give online access to detailed information via the ECNAsiamag.com product search function.

FEATURES are carried in each issue, covering key topics like software, engineering practices, power, automotive electronics, packaging and more.

INTERVIEW profiles the top people from the key industry players.

FIRST LOOKS consists of new product snippets. Product codes give online access to detailed information via the ECNAsiamag.com product search function.

DISTRIBUTION focuses on the electronics industry's supply chain, looking at issues and developments across the many links in the chain.



EDITORIAL CALENDAR[#]

Issue	Cover Story	Feature 1	Feature 2	Supplements	Bonus Distribution
Jan	T&M	Automotive	Converters		Semicon Korea
Feb	Signal Sources	Portable/Mobile	Packaging		Componex Nepcon New Delhi Nepcon Korea
Mar	RF Test	Wireless	Programmable Logic	India 1	
Apr	MOSFET	Medical Electronics	Automotive		KPCA Show Autotronics Taipei
May	Power Management	Consumer	General-purpose Test		LED Expo Semicon Singapore
Jun	ICs & Semi	Power/Analog	Communications		Computex Taipei Display Taiwan Nepcon Penang World IT Show (Korea)
Jul	FPGA	Passives	Display		Componex Nepcon Chennai
Aug	Sensors	Motors & Motion Control	Power Sources		
Sep	Analog	GPS/Navigation	DSP	India 2	Electronica & Productronica India ElectronicIndia Semicon Taiwan
Oct	Automotive	Wireless	Software	T&M ⁺	Broadband Taiwan ElectronicAsia Korea Electronics Show Taitronics Autumn Taiwan RFID
Nov	Communications	Embedded Design	T&M		RFID/USN Korea
Dec	MCU	PLDs/CPLDs	Ethernet		

[^] BPA Audit Statement Jun 2008

[#] Articles may be changed without notice, subject to technological developments or industry needs

⁺ Taiwan edition only

CIRCULATION PROFILE



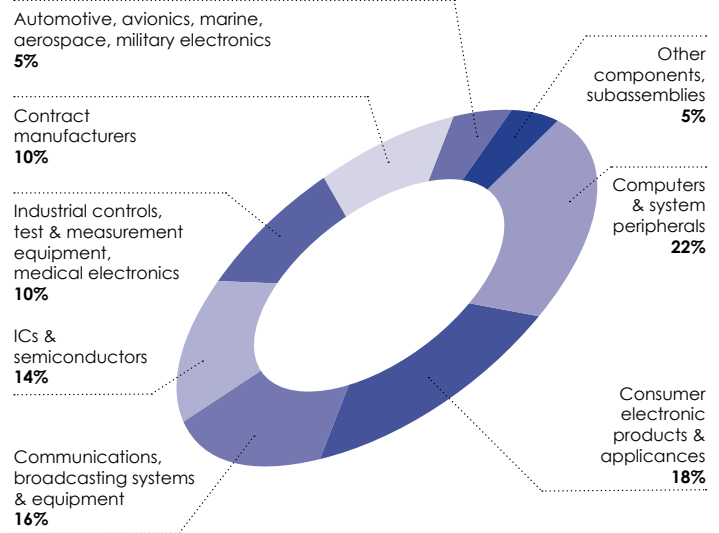
ECN Asia is circulated to 27,000+ design & development engineers and engineering managers in Asia.

Analysis by Job Function*

Design & development	80%
Corporate / engineering / purchasing management	20%
Total	100%

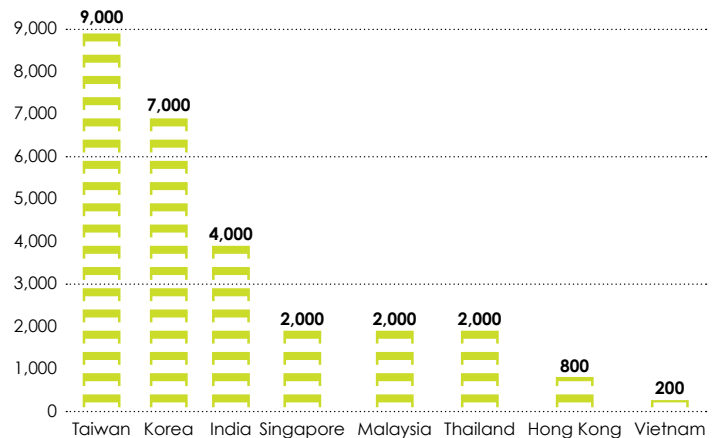
Analysis by Business Type*

Computers & systems peripherals	22%
Consumer electronic products & appliances	18%
Communications, broadcasting systems & equipment	16%
ICs & semiconductors	14%
Industrial controls, test & measurement equipment, medical electronics	10%
Contract manufacturers	10%
Automotive, avionics, marine, aerospace, military electronics	5%
Other components, subassemblies	5%
Total	100%



Analysis by Region*

Taiwan	9,000
Korea	7,000
India	4,000
Singapore	2,000
Malaysia	2,000
Thailand	2,000
Hong Kong	800
Vietnam	200
Total	27,000



+BPA Audit Statement Jun 2008
* Publisher's own data projected in Oct 2008

DIRECT MAIL

Select the audience of your choice for your direct mail promotions. The ECN Asia subscriber list is available for rental.

List Rental Rates

Postal address rental	US\$250/M
Email address rental	US\$500/M
Transmission	US\$0.20/name
Minimum order	2,000 names

Selections

Geographic analysis	US\$10/M
Business type	US\$10/M
Job function	US\$10/M
Product specified	US\$10/M

For further information and pricing, please contact your ECN Asia sales representative or:

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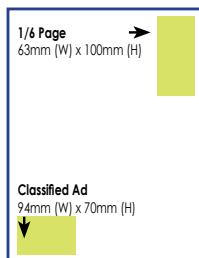
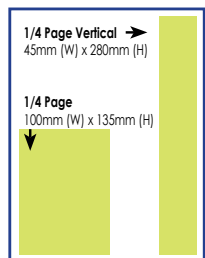
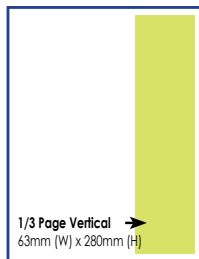
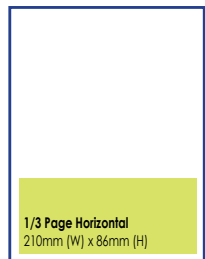
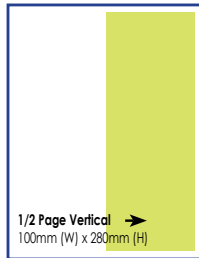
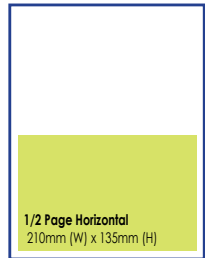
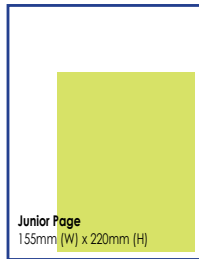
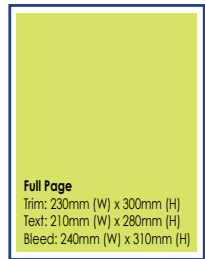
PRINT ADVERTISING RATES

All rates are quoted in US dollars and are gross on a per issue basis, valid as of January 1, 2009.

Advertising Space

Publication trimmed size:
230mm (W) x 300mm (H)

Binding: Saddle-stitched



Premium Positions

Cover II	10,750
Cover III	9,900
Cover IV	11,550

- 10% surcharge for guaranteed right hand page and premium positions
- Plate change rates: \$500 (non-commissionable)
- Matched/metallic color change: \$500 per page or spread (non-commissionable)
- Advertising agency commission: 15%

Full Run Rates

Ad size	1x	6x	12x	24x
Full page	8,200	7,800	7,400	7,000
Junior page	6,550	6,250	5,950	5,650
1/2 page (vertical)	6,250	6,050	5,850	5,650
1/2 page (horizontal)	6,250	6,050	5,850	5,650
1/3 page (vertical)	4,050	3,850	3,650	3,450
1/3 page (horizontal)	4,050	3,850	3,650	3,450
1/4 page (square)	2,900	2,800	2,700	2,600
1/4 page (vertical)	2,900	2,800	2,700	2,600
1/6 page/Classified ads	1,650	1,550	1,450	1,350

South Asia/Hong Kong Edition Only

Ad size	1x	6x	12x	24x
Full page	3,450	3,250	3,150	3,050
Junior page	2,800	2,600	2,500	2,400
1/2 page (horizontal/vertical)	2,600	2,500	2,400	2,300

Taiwan Edition Only

Ad size	1x	6x	12x	24x
Full page	3,250	3,050	2,950	2,850
Junior page	2,600	2,400	2,300	2,200
1/2 page (horizontal/vertical)	2,450	2,350	2,250	2,150

Korea Edition Only

Ad size	1x	6x	12x	24x
Full page	2,900	2,700	2,600	2,500
Junior page	2,400	2,200	2,100	2,000
1/2 page (horizontal/vertical)	2,250	2,150	2,050	1,950

Supplements

Title	Cover II	Cover III	Cover IV	ROP
India	2,300	2,100	2,500	1,700

Translation & Layout

Service	Korean	Traditional Chinese
Translation	160	130
Translation & layout	230	190

CLOSING DATES

Issue	Booking Deadline	Ad Copy Deadline	Publication Date
January	09 Dec 08	16 Dec 08	05 Jan 08
February	08 Jan 09	14 Jan 09	03 Feb 09
March	09 Feb 09	16 Feb 09	04 Mar 09
April	09 Mar 09	16 Mar 09	02 Apr 09
May	08 Apr 09	15 Apr 09	04 May 09
June	08 May 09	15 May 09	03 Jun 09
July	09 Jun 09	16 Jun 09	03 Jul 09
August	08 Jul 09	15 Jul 09	03 Aug 09
September	07 Aug 09	14 Aug 09	03 Sep 09
October	08 Sep 09	15 Sep 09	05 Oct 09
November	09 Oct 09	16 Oct 09	03 Nov 09
December	09 Nov 09	17 Nov 09	04 Dec 09

ADVERTISING MATERIAL GUIDELINES (PRINT)

Digital files are accepted (Macintosh format only)

Illustrator EPS, Photoshop EPS/TIFF, QuarkXpress, InDesign and Freehand. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size. All linked files and fonts must be included.

Acrobat PDF files

High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All fonts should be embedded.

Proofs

Two final color proofs are required for all ads.

Bleed recommendation

Leave 5mm safe area all around. Bleed requests must be specified on insertion order. Headlines that cross a spread must be split between words or allow 5mm in gutter.

For production enquiries, please contact:

Cassy Wong

Senior Production Manager
Tel: (65) 6780 4324 Fax: (65) 6787 5550
cassy.wong@rbi-asia.com

All advertising insertion orders, digital files and other production materials must be sent to:

Lyn Chew

Ad Admin Executive
Reed Business Information Asia
The Signature, 51 Changi Business Park Central 2
#07-01 Singapore 486066
Tel: (65) 6780 4815 Fax: (65) 6787 5550
lyn.chew@rbi-asia.com

Kindly include a hard copy of your digital materials and specify insertion dates, appropriate URLs and contact details.

INSTRUCTION FOR ACCESS TO ECN ASIA'S FTP SERVER

FTP (File Transfer Protocol) server is exclusively for clients/advertisers to upload and download computerized materials.

PROCEDURE

FOR PC USERS

1. Open web browser
2. Go to <ftp://ftp.rbi-asia.com>
3. Enter User name => ECNA, Password => creative
4. Compress file into WinZip archive
5. Drag and drop files into browser
6. Notify Production Manager via email

FOR MAC USERS:

1. Open FTP access software, eg. Fetch
2. Host: [ftp.rbi-asia.com](ftp://ftp.rbi-asia.com)
3. Enter User ID => ECNA, Password => creative
4. Compress file into Stuffit archive
5. Drag and drop files into browser
6. Notify Production Manager via email

IMPORTANT:

Server password is confidential and is intended solely for the use of the individual or entity to whom it is addressed. You should not copy or use it for any purpose not connected with your advertising needs, nor should you disclose its contents to any unauthorized person or persons.

ONLINE ADVERTISING RATES

All rates are net and quoted in US dollars. Effective as of 1 January, 2009.

WEB BANNERS

Home Page

Banner size (pixels)	Rate (per month)	Rate (per quarter)
120 x 240 (Half Tower)	1,500	3,700
600 x 60 (Horizontal)	1,800	4,500
120 x 600 (Tower)	2,100	5,300
336 x 280 (Boom Box)	2,600	6,650
100 x 300 (Side Hanger)	5,000	12,750

Non Home Page

Banner size (pixels)	Rate (per month)	Rate (per quarter)
120 x 240 (Half Tower)	1,250	3,100
600 x 60 (Horizontal)	1,550	3,850
120 x 600 (Tower)	1,800	4,500
336 x 280 (Boom Box)	2,300	5,900

Site Trafficking Data – Web Trends*

Average page view impressions per month	354,701
Average visitor sessions per month	122,205
Average unique visitors per month	64,460

* Web Trends Report Oct 2008



OTHER SPONSORSHIP OPPORTUNITIES

Resource center	Host software and other resources on the Resource Center. Gain exposure for your products while generating valuable leads. Three levels of sponsorship available.	\$1,200 (single item posting) \$6,000 (featured vendor)
Keyword search	Exclusive ownership of horizontal or tower banners on the search results page when visitors type in your chosen word or phrase.	\$1,300 per word/phrase per month \$3,350 per word/phrase per quarter
Sponsor link	Text link located within the "Our Sponsors" section of website.	\$1,550 per sponsor link per month \$3,950 per sponsor link per quarter
Part search	Drive visitors to search for your products with a special banner available throughout the website.	\$2,500 per sponsored banner per month \$6,400 per sponsored banner per quarter
Webcast	Both on-demand and live broadcast available. Includes custom eDM, text links on e-newsletters, and 12 month archive duration.	\$6,000 (on-demand webcast) \$10,000 (live webcast)
Partner solutions	Exclusive microsite with up to five custom or sourced articles. Includes two banners on the content and article pages (horizontal and tower), and links from the home page.	Rate: Please contact publisher
Site road block	All ad units on site for 24 hrs.	Rate: Please contact publisher

E-NEWSLETTERS

ECN Asia's e-newsletters draw from the print magazine's content, and in addition, contain custom-written features and contributed articles. Available in three languages, they reach up to 16,000 opt-in subscribers monthly.

Tap into this audience pool with a highly visible text sponsorship box. Stretch your ad dollar further by pulling our subscribers to your own website with embedded text links.

Type	Audience	Frequency	Language	Position	Schedule	Rate
Power*	8,000	Monthly	English	Vertical or Horizontal	1 st Thursday	1,650
Online	16,000		English, Korean, Traditional Chinese		2 nd Thursday	2,250
Connectors*	16,000		English, Korean, Traditional Chinese		3 rd Thursday	2,250
Product Showcase	16,000		English, Korean, Traditional Chinese		4 th Thursday	2,250

* Other customized e-newsletters are available upon request

ADVERTISING MATERIAL GUIDELINES (ONLINE)

Creative specifications

- Ad unit:
4 or 8 bit GIF files, 39KB max file size.
- E-newsletter text sponsorship:
Header – 55 characters max, Body – 300 characters max, URL – 255 characters max (includes spaces and all punctuation).
- Sponsored link:
Text – 300 characters max, URL – 200 characters max (includes spaces and all punctuation).
- Partner solutions:
Web ready format requested. File specs – HTML (20KB) or Word (100KB), Graphics specs – within file, images should be 72 dpi saved as GIF or JPEG.
- Please send creatives to **lyn.chew@rbi-asia.com**. Creatives are due three business days prior to campaign start, six for rich media, and five for e-newsletters and Partner Solutions.
- ECN Asia reserves the right to change specifications. Advertisers will be given 30 days for any change.

General Terms and Conditions

Print General contract and rate policy

All advertising contracts accepted are subject to change in rate upon notice from the publisher. Contracts may be cancelled at the time the change in rate becomes effective without incurring a short rate, provided the contract rate has been earned up to the date of cancellation.

ECN Asia has a 30-day written cancellation policy on all print ads with no penalty. A 50% penalty will be charged if notification is received any less than 30 days from the ad booking deadline.

The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark.

Advertising which simulates editorial must carry the word "advertisement" at the top. Publisher reserves the right to insert the word "advertisement" in such advertising. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

Failure by the publisher to insert an ad in any particular issue voids the insertion order for that issue but will not constitute a breach of contract. All orders accepted are subject to Reed Business Information credit requirements.

Payment terms

Net 30 days. Advertisers will be short-rated if, within a 12-month period, they do not meet their frequency.

Commissions

15% commission to recognized agencies on space, color, and position only. Commission not paid on cost of artwork, engraving, postage, printing, plate changes or other mechanical charges. Agency commission disallowed after 30 days from date of invoice.

Publisher reserves the right to hold advertisers and/or its advertising agency jointly and severally liable for such monies that are due and payable to the publisher.

Special positions

Special positions are guaranteed only on a non-cancelable basis at an extra charge of 10% of earned gross rates.

Online Inventory / ad serving

- Inventory is based upon availability and quoted prices are valid for 30 days. If the proposed inventory is not available, we will do the best to accommodate advertisers on other opportunities.
- Impression delivery for all campaigns is measured by ECN Asia's designated primary ad serving system – Doubleclick.
- ECN Asia reserves the right to change specifications. Advertisers will be given 30 days for any change.

Billing / cancellation policy

- Billing is based on contracted rates or impressions. Campaigns are billed monthly, by the last week of every month.
- ECN Asia has a 30-day written cancellation policy on all online media with no penalty, two week written notice on e-newsletter sponsorships. If a campaign has already begun and then cancelled, the advertiser will be responsible for the cost of impressions planned for up to two weeks after the cancellation along with the impressions that have been delivered.

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Partner Publication – EPN

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