



Celebrating 10 Years!

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2017

THERMAL News

www.ThermalNews.com

Advertising Solutions:

- Website
- eNewsletter
- Online Buyer's Guide
- Thermal Conference

About Thermal News

Your Source for Temperature Technology News

Thermal News serves engineers and technical professionals involved in designing products or managing systems in which temperature is a critical performance factor. Thermal News covers technical and business developments in all aspects of temperature technology including thermal management of electronics, temperature sensing and control, temperature analysis and instrumentation, thermal materials, heating and cooling technology. Like other Webcom brands, Thermal News has online, event, directory and database components.

The Content

Thermal News covers industry news, new products, R&D, and features articles covering technical and business developments relating to all aspects of temperature technology. Extensive coverage is devoted to the design, development and manufacture of products that require precise temperature control for their successful operation. The content also includes various departments such as columns, application stories, technical feature articles, company news, calendar of events, blogs, white papers, forums and other information that helps readers keep abreast of all developments in heating and cooling technology.

The Readers

The audience consists primarily of design engineers, system engineers, research & development professionals and other technical professionals involved in temperature-sensitive products and systems. They are buyers and specifiers of products and services for thermal management, temperature analysis and sensing, instrumentation, heating and cooling components, specialized thermal materials, and CFD software for designing and modeling thermal systems.

The Advertisers

This media platform provides a valued market outreach and branding tool for vendors of products and services for thermal management, electronics cooling, temperature sensing, control, heating and cooling components, measurement, thermal design and modeling. Typical products advertised are heat sinks, CFD software, specialized materials, sensors, controls, instrumentation, thermoelectric modules, specialized ICs and microcontrollers.

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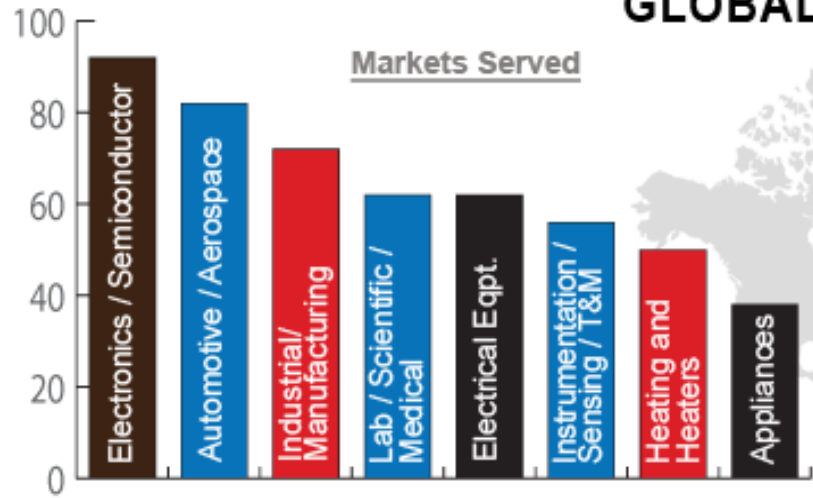
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Reach top prospects from multiple key markets all in one place

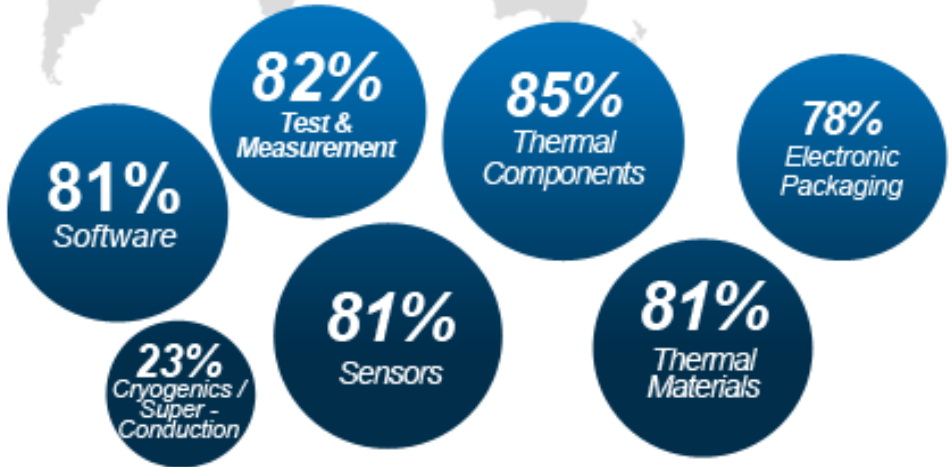
30,000+
GLOBAL AUDIENCE



GLOBAL PRESENCE

84% North America
9% Europe
7% Asia

Purchaser or Supplier of



Sample of 2017 Media Sponsorships

- Semi-Therm
- IMAPS
- Advancements in Thermal Management

The screenshot shows the ThermalNews.com website layout with several ad placements marked with letters A through E:

- A:** Leaderboard (728 x 90) at the top right.
- B:** Skyscraper (125 x 600) on the right side.
- C:** Vertical Banner (125 x 240) on the right side.
- D:** Button (125 x 125) on the right side.
- E:** Logo Link (125 x 30) on the right side.

The website content includes a header with the ThermalNews logo, navigation tabs (HOME, TECHNOLOGY CENTER, KNOWLEDGE CENTER, NEWSLETTER, BUYER'S GUIDE, CONFERENCE, DIRECTORY, ADVERTISING ONLINE), and several article sections: FEATURED ARTICLES, INDUSTRY NEWS, COOLING, MATERIALS, TEMP. SENSING & CONTROL, and INDUSTRY RESOURCES.

Website Advertising

ThermalNews.com has thousands of visitors each month that are looking for news on the latest in thermal management technology. The website has increased visitors and pageviews by over 150 percent in only two years. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

Monthly Rates

Size	1X	6X	12X
A Leaderboard 728 wide x 90 tall	\$1,600	\$800	\$525
B Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
C Vertical Banner 125 wide x 240 tall	\$850	\$375	\$350
D Square Button 125 wide x 125 tall	\$350	\$200	\$150
E Logo Link 125 wide x 50 tall	\$275	\$225	\$175

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to the rate for 100% basis.

Focused Online Advertising: Technology Center

Technology Center Sponsorship Advertising

Sharply focus your marketing dollars on just the audience who is interested in your category. Your ad dominates the news and information flow pertaining specifically to your market. A powerful branding tool for a surprisingly low price.

Click on the Technology Center navigation bar to determine which category is your best fit. Your banner advertisement will be dynamically served to this Technology Center's main page and to every article page. You capture the attention of every reader who is interested in your particular category as they read every news item and article matching it.

Technology Center Sponsorship is an exclusive club. Only a limited number of sponsor ads are placed in each category so you powerfully dominate the marketing in your product sector. Sponsorships are sold for a minimum of six months.



Let's Break it Down:

- **Dominate your Market:** Place ads on pages that are specific to your products!
- **Inquiry Driven:** Your ad is dynamically placed on every article page in your category.
- **Lower Rates:** Because the pages your ad goes on are so specific, the rates to advertise are lower than our standard rates.
- **Build Your Brand:** Our rates are designed to help you run long term and steady. Every day, 24x7, because that's what works.

Monthly Rates		
Size	6X	12X
Leaderboard	\$525	\$325
Skyscraper	\$325	\$250
Vertical Banner	\$225	\$175
Square Button	\$150	\$125
Logo Link	\$125	\$100

(10% discount if paid in full at time of order.)

Focused Online Advertising: Online Buyer's Guide

Get Listed in the Thermal News Online Buyer's Guide

The Thermal News Online Buyer's Guide is a great way to be in front of potential customers. The Online Buyer's Guide is a searchable tool for users to find the thermal management & measurement related products and services they need. Make sure your company is visible when a potential customer searches for the specific products or services your company can provide.

This Online Virtual Expo of Products and Services for the Thermal Industry is Available 24x7!

The Thermal Online Buyer's Guide covers the industry from A to Z.

The buyer's guide includes listings for:

- Thermal Materials
- Fans/Blowers
- Heat Sinks
- Thermocouples
- + Many More Categories!

You Have Several Options to be Listed in the Buyers Guide

Basic Company Profiles – \$600 per year (\$50 for Additional Categories)

- Three Enhanced Category Listings
- Custom keyword tagging for Search Engine Optimization
- Company logo in color that is linked to your website
- Complete contact information
- Your social media links: Facebook, Twitter, LinkedIn, etc
- 100 word company/product description on your own exclusive profile page



Enhanced Company Profiles – \$750 per year (\$50 for Additional Categories)

- All of the services in the Basic Profile, plus you get more options for additional postings and greater SEO customization
- Up to six Enhanced Category Listings & 500 word description

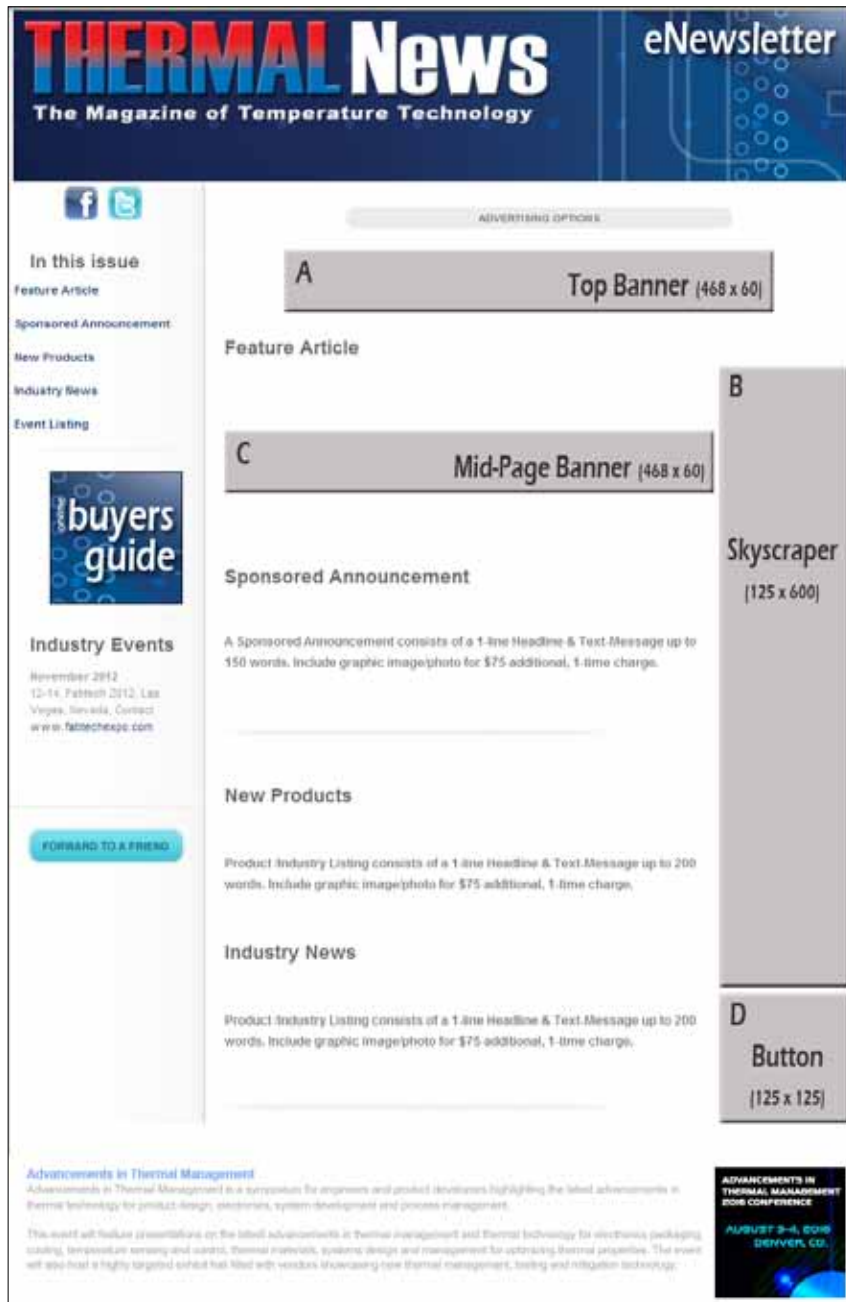


- Post up to three product catalogs, announcements, white papers, product sheets or other deliverables

Deluxe Company Profiles – \$1,275 per year (\$50 for Additional Categories)

- All of the services in the Basic & Enhanced Profiles, plus these powerful features for top-tier exposure, interactivity and SEO customization.
- Up to ten Enhanced Category Listings & 750 word description
- Post up to 10 product catalogs, announcements, white papers, product sheets or other deliverables.
- Post up to three product/company videos with interactive links to YouTube or your Website.
- Banner ad (button-size, rotating) appears on all Buyers Guide pages.
- (For larger sizes such as Leaderboard, etc., consult your representative for availability and pricing.)





eNewsletter Advertising

Size	1X	6X	12X
A Top Banner 468 wide x 60 tall	\$1,125	\$850	\$550
B Skyscraper 125 wide x 600 tall	\$950	\$700	\$475
C Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
D Sponsored Announcement * See below	\$550	\$400	\$325
E Button 125 wide x 125 tall	\$550	\$400	\$300
Product/News Posting * See below	\$550	\$400	\$300
Event Posting	\$300	\$400	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$300	\$250	\$200

- 5,000 readers each month that are looking for the latest news on thermal management, testing, and measurement related topics.
- Readers include technical contacts in the electronics industry, as well as OEMs in need of the latest thermal technology for use in their products.

* Sponsored Announcement and Product Postings consist of a 1-line Headline, Image (125 x 125) and Text-Message up to 150 words.

Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/3	2/1	3/1	4/3	5/1	6/1	7/3	8/1	9/1	10/2	11/1	12/1

ADVANCEMENTS IN THERMAL MANAGEMENT

Advancements in Thermal Management

Advancements in Thermal Management is a symposium for engineers and product developers highlighting the latest advancements in thermal technology for product design, electronics, system development and process management.

This event will feature presentations on the latest advancements in thermal management and thermal technology for electronics packaging, cooling, temperature sensing and control, thermal materials, systems design and management for optimizing thermal properties. The event will also host a highly targeted exhibit hall filled with vendors showcasing new thermal management, testing and mitigation technology.

The conference is designed for design engineers, academia, system engineers, process engineers, material scientists and engineers, CTOs and R&D managers with organizations in industries and markets whose products, operations and services depend upon sophisticated and precise control of thermal properties and states.

If you are involved in electronics, semiconductor, manufacturing, aerospace, energy management, chemicals, R&D or temperature control industries, this is a must attend event. If you're a vendor in this market, sign up to exhibit!

www.ThermalNews.com/Conferences

