

## Editorial calendar - North American & European editions

Issue	Technology Features	Special Features	Additional Distribution	News-In Deadline	Advertising Materials Deadline	Publication Date
Jan 7.1	Bump inspection, Die bonders, Flip chip, Lead free solders, MEMs, Cleaning	APEX preview	<b>Pan Pac Microelectronics Symposium</b> - Jan 30-Feb 1 (Maui, Hawaii)	4 Dec	11 Dec	22 Dec
Feb 7.2	Stencil printing, Selective soldering, Component design, Boundary scan, Wafer bumping	APEX show issue	<b>APEX 2007</b> - Feb 20-22 (Los Angeles, CA, USA)	11 Jan	18 Jan	29 Jan
Mar 7.3	Dispensing, Chip scale packaging, Stacked die packaging, 0201 placement, Board contamination, ESD control	Medical electronics	<b>SMART SYSTEMS INTEGRATION</b> - Mar 27-28 (Paris, France)	5 Feb	12 Feb	23 Feb
Apr 7.4	Process management software, Rework equipment, Advanced substrates, 3D circuits, Sensors	SMT Nuremberg show issue	<b>SMT/HYBRID/PACKAGING</b> Apr 24-26 (Nuremberg, Germany) <b>Electrontech Expo/ Expo Electronica</b> - Apr 25-28 (Moscow, Russia)	12 Mar	19 Mar	30 Mar
May 7.5	WEEE & RoHS, Manufacturing software, Depanelling, Routing equipment, Handling systems, Reflow ovens, Wire bonding	Automotive electronics	<b>ElelectronicaAmericas</b> - May 1-5 (Sao Paulo, Brazil) <b>Nepcon UK</b> - May 15-17 (Birmingham, UK)	9 Apr	16 Apr	27 Apr
Jun 7.6	Cleaning, Conformal coatings, MEMs, Bond testing, VOC free fluxes, 3D inspection, Socket testing	SEMICON West preview	<b>EMPC (IMAPS Europe)</b> - Jun 17-20 (Oulu, Finland)	7 May	14 May	25 May
Jul 7.7	Wave soldering, Fuel cells, Vision systems, Bump inspection, Flip chip	SEMICON West show issue	<b>SEMICON West</b> - Jul 16-20 (San Francisco, CA, USA)	11 Jun	18 Jun	29 Jun
Aug 7.8	Component placement, Device programming, Optoelectronics, Conductive adhesives, Thermal control, BGA	Telecoms manufacturing		9 Jul	16 Jul	27 Jul
Sep 7.9	PCB manufacturing, Wave soldering, X-ray inspection, Encapsulants, System-on-chip	ATE show issue	<b>ATE Expo</b> - Sep 28-20 (Chicago, IL, USA)	13 Aug	20 Aug	31 Aug
Oct 7.10	Lead-free solders, AOI, Odd form placement, Chip-on-board, Vision systems	Productronica preview	<b>SMTAI 2007</b> - Oct 7-11 (Orlando, FL, USA) <b>SEMICON Europa</b> - Oct 9-10 (Stuttgart, Germany)	10 Sep	17 Sep	28 Sep
Nov 7.11	In circuit test, Systems integration software, Underfills, Thick film technology, Thermal profiling	Productronica show issue	<b>Productronica 2007</b> - Nov 13-16 (Munich, Germany) <b>IMAPS 2007</b> - Nov 11-15 (San Jose, CA, USA)	8 Oct	15 Oct	26 Oct
Dec 7.12	Rework and repair, Thermal interface materials, Low volume/high mix equipment, die bonders, ATE	2007 round-up		12 Nov	19 Nov	30 Nov

# Print ad rates - worldwide, North America & Europe

## Combined European and North American distribution (circulation 30,000)

All advertisements are quoted in full colour (Cyan, Magenta, Yellow and Black)

	1x (per insertion)	2-4x (per insertion)	5-7x (per insertion)	8-12x (per insertion)
Double page spread	€8545 / £5275	€8181 / £5050	€7938 / £4900	€7695 / £4750
Full page	€6237 / £3850	€6035 / £3725	€5872 / £3625	€5710 / £3525
2/3 page	€5087 / £3140	€4981 / £3075	€4876 / £3010	€4738 / £2925
1/2 island	€4852 / £2995	€4722 / £2915	€4252 / £2835	€4463 / £2755
1/2 page	€4482 / £2767	€4635 / £2695	€4252 / £2625	€4140 / £2555
1/3 page	€3697 / £2282	€3613 / £2230	€3532 / £2180	€3450 / £2130
1/4 page	€3236 / £1998	€3170 / £1957	€3105 / £1917	€3040 / £1877

Additional match colour (not CMYK) - €730 / £450

Bleed - €243 / £150

Technology Showcase advertising: €318 / £214

## European distribution only (circulation 12,000)

All advertisements are quoted in full colour (Cyan, Magenta, Yellow and Black)

Europe only (Circulation 12,000)	1x (per insertion)	2-4x (per insertion)	5-7x (per insertion)	8-12x (per insertion)
Double page spread	€5872 / £3625	€5702 / £3520	€5532 / £3415	€5362 / £3310
Full page	€4455 / £2750	€4341 / £2680	€4228 / £2610	€4115 / £2540
2/3 page	€3742 / £2310	€3658 / £2258	€3572 / £2205	€3483 / £2150
1/2 island	€3605 / £2225	€3523 / £2175	€3442 / £2125	€3361 / £2075
1/2 page	€3378 / £2085	€3305 / £2040	€3237 / £1998	€3167 / £1955
1/3 page	€3183 / £1965	€3118 / £1925	€3054 / £1885	€2990 / £1845
1/4 page	€2608 / £1610	€2575 / £1590	€2535 / £1565	€2496 / £1540

Additional match colour (not CMYK) - €567 / £350

Bleed - €130 / £80

Classified Adverts

Suppliers Directory - €440 / £275

Other classifieds (per col. in.) - €75 / £45

## North American distribution only (circulation 18,000)

All advertisements are quoted in full colour (Cyan, Magenta, Yellow and Black)

North America only (Circulation 18,000)	1x (per insertion)	2-4x (per insertion)	5-7x (per insertion)	8-12x (per insertion)
Double page spread	€7087 / £4375	€6870 / £4240	€6650 / £4105	€6430 / £3970
Full page	€5265 / £3250	€5070 / £3160	€4973 / £3070	€4828 / £2980
2/3 page	€4350 / £2685	€4245 / £2620	€4131 / £2550	€4025 / £2550
1/2 island	€4170 / £2575	€3240 / £2510	€3970 / £2450	€3864 / £2385
1/2 page	€3680 / £2395	€3790 / £2340	€3702 / £2285	€3603 / £2230
1/3 page	€3266 / £2010	€3200 / £1975	€3127 / £1930	€3062 / £1890
1/4 page	€2892 / £1785	€2843 / £1755	€2795 / £1725	€2745 / £1695

Additional match colour (not CMYK) - €650 / £400

Bleed - €162 / £100

Classified Adverts

Suppliers Directory - €480 / £300

Other classifieds (per col. in.) - €80 / £50

# Editorial calendar & print ad rates - China

## PR China editorial calendar

Issue	Technology Features	Special Features	Additional Distribution	News-In Deadline	Ad Materials Deadline	Publication Date
Jan/ Feb 7.1	Global Technology Awards, Dispensing, Inspection, Lead free solder, Rework		<b>InterNEPCON World</b> Jan 17-19 (Tokyo, Japan)	29 Dec	5 Jan	12 Jan
Mar/ Apr 7.2	Adhesives, Cleaning, Pick & place, Printing, Thermal profiling	Nepcon Shanghai China show issue	<b>ElectronicChina/Productronica</b> Mar 21-23 (Shanghai, China) <b>Nepcon Shanghai 2007</b> Apr 24-27 (Shanghai, P.R. China)	2 Mar	9 Mar	16 Mar
May/ Jun 7.3	Component placement, Device programming, Feeders, Wafer bumping, Conformal coatings		<b>SEMICON Singapore</b> May 8-10 (Singapore)	27 Apr	4 May	11 May
Jul/Aug 7.4	Adhesives, Lead free, Test X-ray inspection	Nepcon South China show issue	<b>Nepcon South China</b> Aug 28-31 (Shenzhen)	29 Jun	6 Jul	13 Jul
Sep/ Oct 7.5	BGAs, MCMs, Cleaning, Reflow/profiling, Wave soldering		<b>Nepcon Tianjin</b> (Beijing)	31 Aug	7 Sep	14 Sep
Nov/ Dec 7.6	Advanced substrates, Handling, Software, Underfills, Hand soldering			2 Nov	9 Nov	16 Nov

## PR China distribution (circulation 15,000)

All advertisements are quoted in full colour (Cyan, Magenta, Yellow and Black)

	1x (per insertion)	2x (per insertion)	3-4x (per insertion)	5-6x (per insertion)
Double page spread	€3100 / £2000	€3038 / £1960	€2945 / £1900	€2852 / £1840
Full page	€1860 / £1200	€1822 / £1176	€1767 / £1140	€1711 / £1104
2/3 page	€1542 / £995	€1512 / £976	€1465 / £946	€1419 / £916
1/2 island	€1481 / £956	€1452 / £937	€1407 / £909	€1365 / £880
1/2 page	€1393 / £899	€1366 / £882	€1324 / £855	€1282 / £787
1/3 page	€1171 / £756	€1148 / £741	€1113 / £719	€1078 / £696

Additional match colour (not CMYK) - €390 / £250  
Bleed - €78 / £50

Classified Adverts  
Suppliers Directory - €390 / £250  
Other classifieds (per col. in.) - €62 / £40

## PR China website advertising

Our Chinese-language website features regional columnists and news and is fast becoming a resource for industry professionals in China. The Chinese website offers the same advertising opportunities as the main website—large and small banners, square ads, skyscraper ads and white paper sponsorship. Contact your local sales rep to learn how you can increase your presence in China through our PR China website.

# Print advertising information & specifications - all editions

## News & Article Submissions

### Press Releases

Send us your Press Release and, provided it is approved, it will be published live on the *Global SMT & Packaging* website and considered for publication in the magazine. Magazine space is limited, and priority is given to advertisers.

### How to submit

Text should be in Microsoft Word format contained in the body of the email. Images should be 300dpi JPEG or TIFF format. Remember to include your full contact details and website URL. Send to [news@globalsmt.net](mailto:news@globalsmt.net).

### Technical Articles

*Global SMT & Packaging* seeks to publish the very best technical solutions and case studies in the field of electronics manufacturing.

Our Editorial Guidelines, which contain information on GS&P's 'house style' plus tips on how to make the most of your presentation, are available by emailing [editor@globalsmt.net](mailto:editor@globalsmt.net).

Papers are selected for publication on the following criteria:

- Do they offer a 'real' manufacturing solution?
- Is there sufficient evidence to reinforce the claim?
- Are there clear and reproducible graphics, charts and images available?
- Is the article unique, i.e. has it not been published in any other magazine or journal?

## Display Advertising

Rates are based on the total number of insertions of any display size placed within any twelve month period, starting with the date of the first insertion.

**Colour Rates** - All rates are quoted for full colour advertisements using standard colours. Standard colours include: Cyan, Magenta, Yellow and Black. All other colours are taken from the four-colour process, unless a specific match colour is specified. Match colours are quoted separately on request.

**Special Positions** - Cover positions are sold on a first come, first served basis. Preferred positions can be requested by full page advertisers, subject to availability. Special positions are available adjacent to: contents page, regional news, first technical article, new products. Cost: 10% of page rate.

**Production Services** - Advertisements can be created from text, photographs and graphics supplied.

Sizes	Width	Height
Full page, trim size	203 mm (8")	275 mm (10 4/5")
Full page with bleed	211 mm (8 1/2")	285 mm (11 1/4")
Full page, type area	178 mm (7")	254 mm (10")
Double page, trim size <sup>1</sup>	406 mm (16")	275 mm (10 4/5")
Double page, with bleed <sup>1</sup>	416 (16 2/5")	285 mm (11 1/4")
Double page, type area <sup>1</sup>	318 mm (15")	254 mm (10")
2/3 page	114 mm (4 1/2")	248 mm (9 3/4")
1/2 vertical	87 mm (3 3/8")	248 mm (9 3/4")
1/2 island	114 mm (4 1/2")	187 mm (7 3/8")
1/2 horizontal	178 mm (7")	124 mm (4 7/8")
1/3 vertical	57 mm (2 1/4")	248 mm (9 3/4")
1/4 page	87 mm (3 3/8")	124 mm (4 7/8")
Technology Showcase	87mm (3 3/8")	55mm (2 3/16")

<sup>1</sup>With double page spreads there will be an area 30mm wide running down the page that may be obscured.

## Mechanical Requirements

We prefer to receive files in high resolution (300dpi) Adobe® PDF format.

We also accept the following files:

- QuarkXpress®
- Adobe® InDesign
- Adobe® Photoshop (JPEG, EPS, TIFF)
- Adobe® Illustrator (EPS)

Images should be supplied at 300dpi, line art scanned at 1200dpi.

A colour printout or Acrobat® pdf file for proofing purposes should accompany all artwork that isn't submitted as PDF.

Submit artwork on CD or via Internet by email or FTP. Files under 5 Mb can be emailed to [news@globalsmt.net](mailto:news@globalsmt.net). FTP file transfer details for larger files are available by request to [news@globalsmt.net](mailto:news@globalsmt.net).

We no longer accept filmwork for publication.