



**POWER
ELECTRONICS**
TECHNOLOGY
FOR ENGINEERS, DESIGNERS AND INTEGRATORS



RFDESIGN
RF AND MICROWAVE TECHNOLOGY FOR DESIGN ENGINEERS



**AUTO
ELECTRONICS™**

2007-2008

PENTON ELECTRONICS DESIGN ENGINEERING GROUP
INTEGRATED MEDIA PLANNER
Connecting you to design engineers in targeted electronics markets



**DEFENSE
ELECTRONICS**



**EMERGING
WIRELESS
TECHNOLOGY**



ONLINE MARKETING

Penton Electronics Design Engineering Group

Integrated Marketing Solutions for Today's Leading Electronics Engineering Professionals

With design cycles shortening and time-to-market pressures more intense than ever, today's designers of leading-edge products need to depend on targeted information that provides practical, technical and timely solutions to their critical design problems. Our five engineering brands cover today's fastest-growing product areas (power components and supplies), technologies (RF and wireless) and applications (automotive and defense) with a suite of print, event and e-services designed to help you reach these key customers whenever and wherever they're searching for the answers you provide.

Five targeted engineering brands serving more than 75,000 designers exclusively involved in today's leading-edge technologies, products and applications.



Our mission is to provide state-of-the-art engineering solutions from components to systems for designers and systems engineers. As the leading information supplier to the power electronics design community we publish five feature articles per month that deliver the technical information essential to achieving successful consumer, commercial, industrial, automotive, and military designs.



The only source of tutorial-style technical data for practicing RF and microwave/millimeter wave design engineers. Each month, our print publication provides more than 40,000 engineers with the information they need to design leading-edge radio frequency products that work across the spectrum—from DC through light.



The only information source that addresses the radical changes that electronics is bringing to the automotive industry. Design engineers at the major automotive firms—and at the suppliers providing critical electronic subsystems to the auto industry—look to *Auto Electronics* to make smart product and technology decisions and to improve their understanding of complex, integrated systems.



Exclusively for engineers and technical managers in the defense and military industries. The military continues to advance dramatically and *Defense Electronics* delves deep into support technologies by examining the latest developments in electronic component and equipment design.



Examines new standards, technologies and applications in the wireless industry. Emerging standards and technology will be used in everything from high-speed Internet access and smart homes, to biometric-based wireless networks—and we show today's microwave and RF engineers how to design, test and verify next-generation systems.



Judy Miller
Associate Publisher



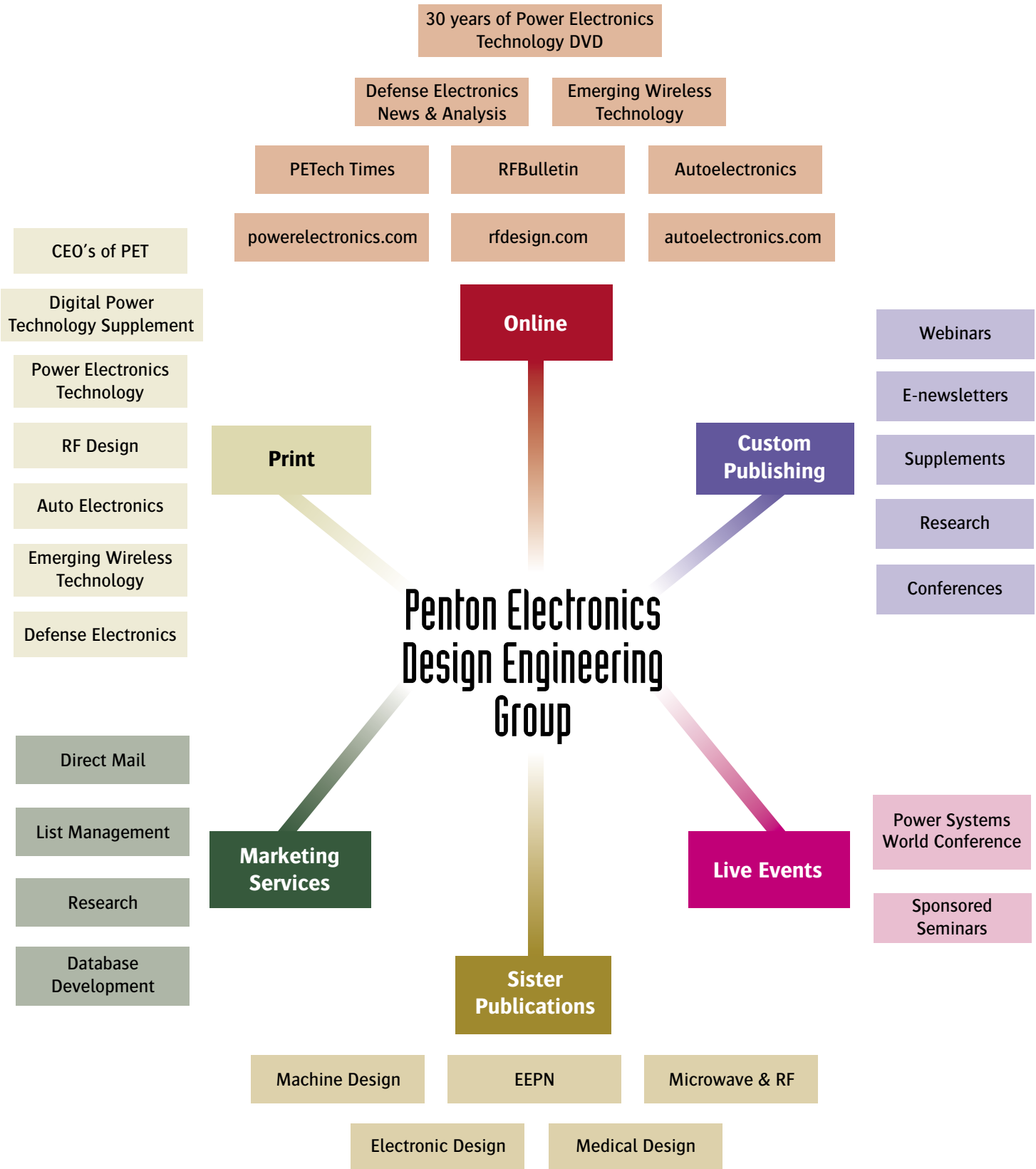
Ashok Bindra
Editorial Director



David Morrison
Editor

Penton's Electronics Design Engineering Group

Multimedia Approach To Connecting You With Customers





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 applications with the same in-depth coverage as *Power Electronics Technology*. Each monthly print issue focuses on the key topics in the power electronics industry, and with every issue our goal is to provide our qualified subscribers with the information they need to do their jobs better. *Power Electronics Technology* focuses on the key 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 today's leading designers involved in power products and technology.

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.

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.

What We Cover

Power Semiconductors

Power MOSFETs, IGBTs, Rectifiers/Diodes, MOS-Gated Devices, Bipolar Transistors, Power ICs, Thyristors, Power Modules

Power Management

Power Supply Design: AC-DC, DC-DC; VRMs, Distributed Power, Topologies, Design Techniques

Battery/Portable Power Management

Battery-Based Power Supplies, Batteries, Chargers, Protection Circuits, Gas Gauges, Monitors, Portable Electronics, Fuel Cells

Motor Power Management

AC, DC, Brushless, Switched Reluctance, PWM Control, Drive Semiconductors

Lighting Power Management

Flourescent Lamps, HID Lamps, LEDs, Drive Modules

Passive Components

Capacitors, Resistors, Inductors, Transformers, Potentiometers

Magnetics

Core Materials, EMI Cores, Planar Magnetics, Bobbins, Wire, MEMS Technology

Thermal Management

Fans, Heat Sinks, Heat Pipes, Heat Spreaders, Liquid Cooling, Thermal Interface Materials

Power Systems

Board Mounted & Modular Supplies, Inverters, Switchers, Converters, Linears

EMC & Power Protection

EMI Suppressors, EMI Filters, EMI Specs., Safety Standards, Power Line Filters, Fuses, Circuit Breakers, TVS, UPS Systems

Test Equipment

Power Supply, Semiconductors, Battery, Magnetics, EMI, Power Line, Frequency Response Analyzer, ATE

CAD/CAE

SPICE, System Simulation, Modeling, Circuit Analysis

Sensors/Transducers

AC & DC Current Sensors, Voltage Power, Frequency, Thermal

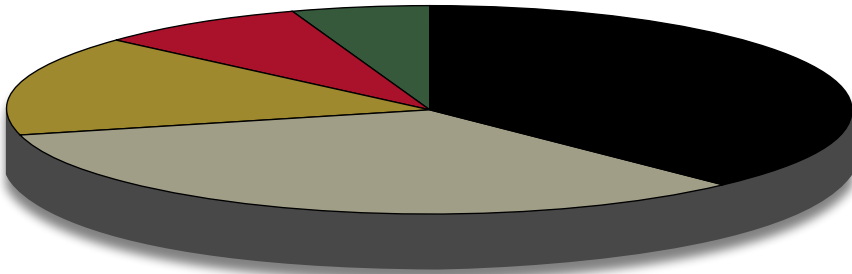
Hardware/Interconnect

Bus Bar, Power Connectors, Relays, Solenoids, Switches, IMS, DBC, PC Boards, Hybrid Packaging

Power Electronics Technology

Reach the Right Audience — 36,639¹ Active Purchasers of Your Products

Our average subscriber has been reading the magazine for 4 years, picks up each issue 1.9 times and reads it for a total of 58 minutes.²



Job Title Breakdown:¹

- > **44.5%** Design/Development Engineering
- > **28.5%** Engineering Management
- > **11.4%** Engineering Services/R&D
- > **9.2%** Applications Engineering
- > **6.4%** System Integration Engineering

Nine in 10 subscribers (89%) are involved in purchasing—spending an average of \$125,000 annually on electronics supplies, components and products:²

- > **71%** Determine the need for electronic equipment
- > **66%** Specify or recommend makes or brands
- > **59%** Establish technical specifications
- > **57%** Discuss requirements with suppliers

Nearly one third (33%) of our subscribers pass their copies on to 2 other people, for a total reach of 65,034.²

Subscribers recommended or purchased a variety of products in the last 12 months:³

Passive Components	83%
Power Protection Products	78%
Hardware	77%
Semiconductors	77%
Power Conversion Products	75%
Sensors/Transducers	65%
Thermal Management Products	60%
Test Instruments	51%
Magnetic Products	48%
Battery Systems	45%
Software, CAE/CAD	45%
Manufacturing Equipment/Services	33%

Advertising Gets Results

83% of subscribers have taken action as a direct result of seeing advertising and editorial content:²

- > **45%** Removed or marked articles for future reference
- > **48%** Access a manufacturer's Web site
- > **38%** Filed the magazine for future reference
- > **34%** Routed magazine to others
- > **29%** Discussed articles with colleagues
- > **29%** Contacted a supplier for more information

¹December 2006 *Power Electronics Technology* BPA Worldwide Circulation Statement

²2007 *Power Electronics Technology* Reader Profile

³2005 *Power Electronics Technology* Reader Profile

RFDESIGN

RF AND MICROWAVE TECHNOLOGY FOR DESIGN ENGINEERS

RF Design is the only technical magazine written exclusively for RF & microwave design engineers

Its sole mission is to give engineers the practical information they need to design radio frequency components and products that work across the spectrum, from DC through light. Our commitment to practical, in-depth editorial is the reason *RF Design* is the industry's #1 source for technical information. With every issue, we provide our subscribers with the information they need to do their jobs better. *RF Design* in print examines the technologies of importance to our readers including the implementation of design software and test equipment for semiconductor, broadband, next-generation wireless and other commercial, aerospace, medical, scientific and defense applications.

What We Cover

Signal Processing

Analog, Digital, DFTs, FFTs, High-speed Data Conversion, Prescalers, Frequency Multipliers, Frequency Converters

Software Radio

DSP Algorithms, FPGA Coprocessors, Wireless Infrastructure, Regulatory Issues, Software Radio Systems

Analog/RF Front End

Systems, Circuits, Integration, Radar, Low-IF, Direct Conversion Receivers, Millimeter Wave Front-Ends

Test & Measurement

Oscilloscopes, Multimeters, Vector Signal Generators, Vector Signal Analyzers, VSAs, Spectrum Analyzers, Synthetic Instrumentation, TDRs, Single Test Instruments, Noise & Interference Generators, Power Meters, Network Analyzers, Time & Frequency Counters

Semiconductor Technology

CMOS RF ICs, LDMOS FETs, SiGe devices, GaAs MESFETs, GaAs/InGaP HBTs, GaN HEMTs, GaAs pHEMTs, 3D Integration, Packaging

TX/RX Technology

Receivers, Transmitters, Transceivers, Up/Down Converters, Block Converters, Modulation/Demodulation Techniques, Multichannel, Multiband, MMIC Switches, Antennas, RFIDs

Next-Generation Wireless

WiFi, Wireless LAN, Wireless PAN, Bluetooth, Ultra-wideband, WiMAX, 3G/4G Cellular, High-speed Modems, RFIDs

Microwave/Millimeter Wave Technologies

Couplers, Isolators, Attenuators, Power Splitters/Combiners, Switches, Bias Tees, Beamforming Networks, Impedance Matching Networks, Mixers, Filters, Diplexers, Duplexers, Multiplexers, Oscillators, YIG Components, Frequency Synthesizers, Multipliers, Waveguides, Transmission Lines, Tunable Components, Low-Loss Dielectric Materials, Substrate Materials

Time & Frequency

Clocks, Oscillators, Pulse Shaping Circuits, PLLs, Frequency Synthesizers

Broadband Technology

Microwave Tubes, Wideband Synthesizers, Broadband Wireless Access (BWA), Multichannel Multipoint Distribution Service (MMDS, Home Networking), Ultra Wideband (UWB)

Design Tools/Software

EDA Tools, RF SoC Design Methodology, System Simulation Software, Emulators, Modeling, Circuit Design/Analysis Tools, Filter Design Software

Mixed Signal

Data Conversion ICs, High-Speed Design, Mixed-Signal Modules, Multichip (MCMs)

Embedded Technology

DSPs, FPGAs, Software Tools, Transceivers

Amplifiers

Wideband, Narrowband, Linear, Video, Power, IF, LNAs, MMIC Amplifiers, VGAs, PGAs, Integrated Power Amplifiers, PAMs, Gain Blocks, TWTs

Active Components

All Types of Silicon and Compound Semiconductor Transistors, Diodes, Mixers, Switches

Passive Components

Inductors, Resistors, Capacitors, RF Transformers, Integrated Passives, MEMS Switches, Attenuators, Adapters

Sensing & Security

Electronic Intelligence Systems, Microwave/mm Wave Sensors, Remote Sensing & Measurement, Technologies for Homeland Security, GPS for Defense & Security

RF/Microwave Switches & Connectors

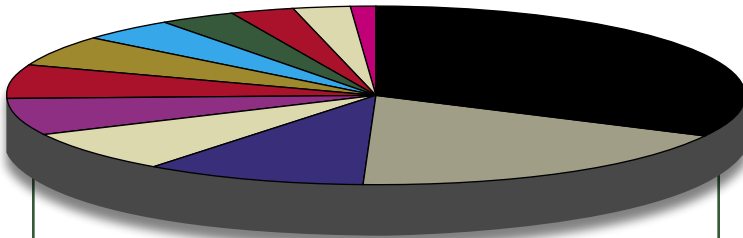
CMOS & Compound Semiconductor IC Switches, Electromechanical Coaxial and Waveguide Switches, RF/Microwave/mm Wave Connectors and Relays

RF Design

Reach 40,010¹ RF & Microwave Decision Makers

RF Design is the only magazine that reaches a targeted audience comprised 100% of design and development engineers, qualified by name and title, and/or function.¹

Subscribers specialize in the following businesses and industries:¹



- > **39.3%** Communications Systems
- > **12.4%** Components, Materials & Hardware
- > **9.3%** Military/Weapons
- > **7.5%** Test & Measurement Equipment
- > **7.5%** Consumer Electronics
- > **6.8%** Automotive, Transportation, Aviation
- > **4.9%** Automation, Sensing, Control & Security
- > **3.6%** Specialized Equipment: Medical, Optical
- > **3.1%** Consultant
- > **2.4%** Broadcast
- > **2.2%** Networks
- > **1.0%** Education

Nine in ten subscribers are involved in purchasing – spending an average of \$369,959 on RF components:²

- > 77% Identify the need
- > 65% Recommend the brand/model
- > 58% Evaluate suppliers
- > 51% Establish technical specifications

39% of *RF Design* subscribers¹ pass their copies on to 2.2 other people, for a total reach of more than 77,000.²

The average *RF Design* subscriber has been reading the magazine for 5 years, picks up each issue 2 times, and reads it for a total of 45.9 minutes.²

Advertising Gets Results²

74% of subscribers have taken action as a direct result of seeing advertising and editorial content:

- > 51% Visited a supplier's Web site for more information
- > 50% Removed or marked articles for future reference
- > 37% Discussed articles with colleagues
- > 31% Removed or marked ads for future reference
- > 26% Called a supplier for more information

Subscriber interest across the frequency spectrum²

- > DC-499.9 MHz 67%
- > 500 MHz – 999.99 MHz 50%
- > 1000 MHz – 3.99 GHz 55%
- > 4 GHz – 7.99GHz 34%
- > 8 GHz – 17.99 GHz 30%
- > 18 GHz – 26.49 GHz 22%
- > 26.5 GHz – 39.99 GHz 15%
- > 40 GHz and above 11%

Subscribers buy, recommend, specify or approve for purchase the following equipment:³

78%	Active Components
77%	Passive Components
75%	Test Equipment
67%	Integrated Components
58%	Software
48%	Transmission Components
46%	Materials
39%	Signal Processing
35%	EMC Products

¹December 2006 *RF Design* BPA Worldwide Circulation Statement

²2006 *RF Design* Reader Profile

³Readex Companion Questionnaire for *RF Design*, conducted February 2007

AUTO ELECTRONICS™

Target Professionals in the Automotive Electronics Industry

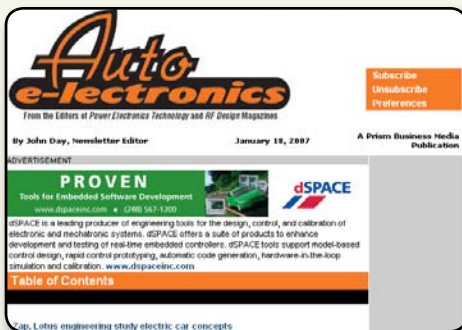
Electronic components and semiconductors have completely transformed automobiles in the past 30 years. From the first electronic engine controls that improved emissions and fuel economy to the latest pedestrian impact sensors that can discern between a human leg and lamppost in milliseconds, electronics growth in automotive systems has continued almost unabated as automakers and suppliers race to improve efficiency, safety and comfort.

Auto Electronics is the first publication focused exclusively on this burgeoning segment of the electronics industry. Published six times a year from the editors of *Power Electronics Technology* and *RF Design*, *Auto Electronics* examines the electronics trends and design issues in the automotive industry today.

From powertrain to x-by-wire, *Auto Electronics* delivers in-depth design information and how-to details to keep engineers up-to-date on all aspects of automotive electronics. Each issue features a Special Report cover story, Technical Features, Technology Update from Germany, Under the Hood, Executive Viewpoints and New Products. Circulation: 25,000*

What We Cover

- | | |
|----------------------------------|--|
| Hybrid Electric Vehicles | Multimedia, Infotainment |
| System Architecture, Powertrain | Embedded Systems |
| Data Buses/In-Vehicle Networking | Sensors & Security |
| Body Electronics | On-Board Vehicle Diagnostics |
| Human Machine Interface (HMI) | Tire Pressure Monitoring System (TPMS) |
| Telematics/In-Vehicle Navigation | Active & Passive Safety Systems and Solid-State Lighting |
| Voice Recognition | |
| Testing & Simulation | |



Auto E-electronics E-Newsletter

This twice monthly e-newsletter delivers the insight engineers, designers and systems integrators need to remain current with the newest automotive electronics technologies. Auto E-electronics sends your message directly to the professionals making buying decisions about your products and services.

*Publisher's own data

Today, new wireless standards, technologies and applications are emerging at an overwhelming rate. Design engineers in the U.S. and around the world are hard pressed to stay ahead of the curve, utilizing these technologies to produce leading edge products for both commercial and defense/aerospace applications. These engineers need in-depth tutorial information that will enable them to get the job done.

Emerging Wireless Technology is the source professionals need to stay current with the latest information in the wireless industry. Published six times a year with *RF Design*, this special supplement covers three main topics in the wireless industry, addressing a specific technology or standard: RFID (Radio Frequency Identification), Broadband Wireless Access (BWA) and Short-Range Wireless.

Each supplement features an overview report, companies driving the technology into the market, design challenges for implementation, and pertinent news and editorial viewpoints.

What We Cover

RFIDs

Radio frequency identification (RFID) is helping to create a world where everyone and everything is connected. As an automatic data capture (ADC) technology that uses radio technology for transmitting signals, RFIDs can be used for things like small data-carrying tags, and fixed or mobile scanners in applications that range from asset management and identification to monitoring and security. While the technology is similar to bar code technology, RFIDs can store more information and do not have the physical limitations. RFIDs are set to impact a range of market segments from manufacturing and distribution to retail. With worldwide efforts to reduce waste, the focus on RFIDs today is more prevalent than ever before.

Broadband Wireless Access

Broadband refers to a high bandwidth Internet connection with services that are capable of transmitting data at much faster rates than a standard modem connection and are 'always on'. Broadband access can occur via a number of different technologies - either fixed or mobile in nature. This might include cable, DSL, wireless DSL, and radio frequency (RF) technology via standards like WiMAX, WiFi or WLAN. Applications of BWA include things like mobile entertainment, hotspots, gaming, consumer electronics and household appliances.

Short-Range Wireless

Short-range wireless occurs via personal area network (PAN) connectivity which is defined as a network that can wirelessly communicate information over short distances — such as in the home or small home office environment. A variety of standards have come to light to make this connectivity possible, including Bluetooth, Ultra Wideband (UWB), WLAN, Wireless USB, and ZigBee. Applications for these standards range from wireless light switches and multimedia entertainment to wireless headsets.

EMERGING WIRELESS TECHNOLOGY™



Emerging Wireless Technology E-Newsletter

This twice monthly e-newsletter delivers up-to-the-minute information on the latest topics in broadband wireless access, radio frequency identification (RFID) and short-range access. As a sponsor, you have a direct way to connect with the wireless market, and gain exclusive access to click-through tracking reports for your banner or text ad.

DEFENSE ELECTRONICS

With the increased importance of aerospace, military and homeland security technologies, design engineers are under heightened demand to provide leading edge security, defense and military electronics.

Defense Electronics is a special supplement from the editors of *RF Design* and *Power Electronics Technology* that examines the latest developments in defense electronics and component design. Published six times a year, *Defense Electronics* gives designers the technical information they need to design components and products for these vital applications.

Each issue of *Defense Electronics* carries three contributed articles on three different topics given in the Editorial Calendar. Plus, it will provide defense related news and products that will help designers to make the right decision in developing the next leading-edge solution for defense applications.

What We Cover

According to analysts at Government Electronics & Information Technology Association (GEIA), over the next decade, military electronics and communications spending is expected to reach \$221 billion. Overall, GEIA has projected growth in defense spending, going from \$565.6B in FY2007 to \$609.4B in FY2017, which includes the projected supplements required to support the global war on terrorism. The pressure is building on innovators and developers to cut cost and deliver more bang for the buck. With homeland security issues at the forefront and battleground dynamics changing rapidly, the pressure to innovate and drive defense electronics to yet another level of performance and reliability is far greater today than it has ever been. From microwave and millimeter wave components to a new generation of radars and electronics warfare systems and adaptable communications networks, *Defense Electronics* examines the latest issues confronting military electronics designers, and discusses developments and solutions that address these challenges.



Defense Electronics News & Analysis E-Newsletter

This twice monthly e-newsletter is the must-read for defense professionals, providing up-to-the-minute information on the latest topics in electronics and component design. Columns focus on electronic warfare systems, weapons control, missile defense systems, airborne/sea-based/ground communications, remote control vehicles/systems and much more.

The Penton Electronics Design Engineering Group now offers more ways for you to connect with customers and prospects online

Partner with the Penton Electronics Design Engineering Group to combine your ideas with our expertise to create new ways of connecting with customers online. From Websites and e-newsletters to Webcasts, podcasts, blogs and targeted search sponsorships, we can deliver your message across a wide range of digital content channels.

What's more, we can manage the design, production, and distribution of your online materials while allowing you to take advantage of our experience with generating organic search traffic and connecting you with prospects via the Internet. Our e-services are designed to help you capture highly qualified leads that can be retained, tracked, and prospected in real time— and gain insight and intelligence into what your customers are thinking.

Website Sponsorships

The Penton Electronics Design Engineering Group offers many online marketing opportunities, including roadblocks, banners and buttons, content sponsorships, oversized ad units, classifieds, sponsored links, special reports and microsites. The newly redesigned powerelectronics.com, rfdesign.com and autoelectronics.com Websites are the ideal way for you to target your audience in real time. Space is limited; check your sales rep for availability.

E-Newsletter Sponsorships

Reach our qualified, targeted audiences by placing your advertising message within a timely, informative environment, carrying the latest industry news, trends, and information. Our must-read e-newsletters drive unrivaled audience interaction, which helps you increase your branding and raise response:

> PE Tech Times

Weekly e-newsletter examining the top stories, news and events, and new products impacting today's power electronics marketplace.

> RF Design Bulletin

Weekly e-newsletter covering the latest insights and analysis of RF and microwave technologies, applications and market conditions.

> Auto E-lectronics

A twice monthly e-newsletter examining 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 News & Analysis

A twice monthly e-newsletter featuring the latest topics in defense electronics and component design, including electronic warfare systems, weapons control, missile defense systems, airborne/seabased/ground communications, remote control vehicles/systems and much more.

> Emerging Wireless Technology

A monthly e-newsletter covering up-to-the-minute topics in broadband wireless access, radio frequency identification (RFID) and short-range wireless.

Webcasts

Webcasts are online sponsored events that can cover a wide variety of industry-relevant and timely topics. Audiences are offered the opportunity to have real-time interaction with subject matter experts and industry leaders to discuss key issues, solutions, best practices, and actual case studies. Alternatively, our Webcasts can be prerecorded for on-demand playback at the convenience of the viewer. Regardless of format, as a sponsor you receive qualified leads, positive branding, and thought-leadership positioning as part of a comprehensive integrated marketing program.

Podcasts

A key aspect of lead generation is to engage your audience with thought-leading content that can make a difference. Podcasts are an effective way to deliver valuable content in a convenient format. Let us create a microsite on our Websites where visitors can subscribe to, listen to, or download your sponsored podcast. We'll set up a registration page to collect listener information, giving you a direct line to your best prospects.

Digital White Papers/Research

Share your knowledge and strengthen your brand while capturing leads through this informational offering. Promote and distribute your white papers, articles, industry research and more to our audience of leading-edge designers while generating leads via our customizable registration forms.

Targeted Content Sponsorships

Our Website content categories collect stories organized around particular topics or themes. You can exclusively own the entire category that best suits your current campaign, branding every ad placement seen by visitors to those articles. Alternately, if you have multiple campaigns for different segments of an industry, you can run them simultaneously in different categories on our site, directing visitors to specific pages of your own site.

Custom E-Newsletters

Take advantage of our extensive experience producing e-newsletters by allowing us to help you publish one of your own. We can create custom e-letters designed to meet your particular needs aimed at specific subsets of our e-mail database.

Article Tools

Stories appearing on our Websites generate significant traffic and are often printed out or passed along by readers to colleagues and peers. Now you can take advantage of the exposure that's generated from this online activity by sponsoring our Email This Article and Print This Article links.

Search Sponsorships

Engineers depend on keyword search as their primary way of researching information relating to their design work. Search sponsorships on our Web sites offer an exceptional branding opportunity, allowing you to reach your target audience with roadblock ad placements on all search results pages. It's a great opportunity to get in front of our readers when they are searching keywords that relate directly to your business.

Blogs

Looking for a way not only to connect with our readers but to become part of a viral or broad network that's interested in your product and what your company has to say? Blogs provide a forum for direct and candid communication, while enhancing your brand through an aggressive promotional and viral campaign. Give your message the ammunition it needs by equipping it with Rich Site Summary (RSS) capabilities and a direct, forum-like format.

Digital Reprints

Was your company recently featured in one of our print publications? Now you can add a digital reprint to your marketing campaign. Let us re-purpose your editorial mention into an easy-to-read online format that is delivered to your customers' inboxes instantly.

E-postcards

E-postcards are the perfect way to reach engineers and engineering managers housed in our audience database. Use this online vehicle—with demographic breakout capabilities—to showcase a new product...make a special offer...test and explore new markets...point prospects to your Web site...and generate leads for your sales team.

Microsites

By custom publishing your relevant content on a custom microsite created off our Websites, you can take advantage of our dominant network of Websites, e-newsletters and search engine technology to drive targeted customers to your site.

Custom E-newsletters

Take advantage of our extensive experience producing e-newsletters by working with us to publish one of your own, deciding for yourself the frequency and audience. By using our audience database, you can target decision makers, key producers and users.

Ask the Experts

Looking for a way not only to connect with readers but to become part of a network that's interested in your product and what your company has to say? Ask the Experts provides the ability to speak directly and candidly, while enhancing your brand through an aggressive promotional campaign.

Lead Generation

Capture highly qualified leads that can be retained, tracked, and prospected in real-time. Gain insight and intelligence into what your customers need with custom-qualifying questions during the registration process.

Ad Performance Research

At certain times during the year we conduct in-depth surveys of the ads that appear in our magazine. This research can provide valuable feedback on how well your advertising is performing with customers and prospects. All ads half-page or larger are be studied. We also examine the survey results by product and service classification so you can see how well your ads stack up with others in your category. By analyzing the recall of your ads—and comparing your performance with the other ads studied in the issue—you can learn ways to communicate with your customers more effectively, and enhance the return on your advertising investment. To find out more, consult our editorial calendars or contact your sales representative.



The Penton Electronics Design Engineering Group can put you in touch with the audiences you seek for your targeted marketing programs

You can use our lists to develop attendance for your special events— like breakfasts, road shows, conferences or Webcasts. Or utilize our unique database services to maximize your own list efforts and performance. And our strong roster of trade show support services can help you get the most out of your conference and exposition.

Custom Publishing

Our custom publishing capability is an important marketing tool for building your company's brand loyalty, allowing you to create and maintain an effective, personalized relationship with your customers. By utilizing our subscriber database we can conduct custom research and produce white papers and supplements that can expand your business possibilities by providing specific insight about customers or prospects. And provide more opportunities for you to target exactly the types of engineers and engineering managers you want to reach.

Market Research

Market research is a valuable tool that can help you better understand the markets you serve while creating greater opportunities to position your products and services. We can help you leverage the power of market research through a variety of programs that are custom-tailored to your specific objectives. These exclusive research programs can range from proprietary projects—concerning your market perceptions, new product launches, or competitors—to surveys that can result in white papers or company-sponsored marketing materials and conferences.

Reprints

Our custom article reprints are high-quality reproductions of the original article reformatted to meet your special needs. You can add your company's logo or brief marketing copy to create a one-of-a-kind promotional piece that will impress your clients and prospects. Both paper and electronic versions of print articles are available at attractive rates.

Annual Issues

The *Power Electronics Technology* Specifiers & Buyers Guide published in December is an indispensable resource tool for professionals making buying decisions, and it gives your message year-round visibility. The *RF Design* Sourcebook—also published in December—is the definitive source for design and development engineers looking to find products to meet their next design challenge. Each annual guide allows you to run targeted ads and enhanced listings – in print and online – and provide unlimited sales potential all year long. And our Electronics Source Book provides distributor information for more than 8,000 manufacturers worldwide and is indispensable to buyers and engineers who source electronic components, products and services.

PowerSystems World

Each fall, the Power Electronics Technology PowerSystems World annual show and conference houses two powerful events under one roof: Power Electronics Technology Exhibition and Conference and Power Quality Exhibition and Conference. This combined event provides the most coverage of power-related industries in the world.

Marketplace/Catalog Ads

Our Product Marketplace Ads are the most cost-efficient way to gain access to our powerful audience of design engineers and managers. Each 4-color, 1/9-page ad can include up to a 35-word product description. What's more, our Catalog Section gives your product catalog extra exposure in a 4-color, 1/6-page ad format. And we can help create these ads for you.

Wall Charts

Wall charts are a great way to keep your name front and center with design engineers throughout the entire year. The Power Semiconductor Packaging Wall Chart published in November illustrates the breakdown of power IC categories across the industry. And our RF Design Frequency Allocation Wall Charts published in October and December keep design engineers up-to-date on the latest spectrum allocations, and displays your marketing message for a full year.

Trade Show Literature Bag Inserts

Now you can distribute your product literature in the bonus copies of *Power Electronics Technology* and *RF Design* being distributed at key industry trade shows and events throughout the year. Contact your local sales rep for availability.

Web Site Showcase

Run a 1/2-page or larger display ad and receive a FREE 1/6-page, 4-color ad in the same issue promoting your Web site. Send us a 30-word description, and we'll include your Web site screen shot and Web site address at no extra cost.

Product/Service Showcase

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Inserts can be bound into our print editions or included in a polybag containing the issue of your choice. Segmented market distribution allows you to find prospects by geographic region, job title or other subscriber classification.

Show Appointment Sponsorships

Save time and maximize your trade show presence by scheduling appointments with our readers prior to the show. You can reach the Penton Electronics Design Engineering Group's qualified subscriber email database during the weeks leading up to an event, driving traffic to a special appointment landing page that we build for you to collect qualified leads and request preferred meeting date, time, and location at the show.

Show Newsletters & Dailies

Reinforce your brand and connect with our readers who are turning their attention to major industry shows prior to, during, and after each event. Our tradeshow newsletters deliver exclusive show coverage—up-to-the-minute news, product announcements, and daily show activity—right to the inboxes of our subscribers. Whether it's to promote your booth location and drive traffic to your exhibit or promote an announcement being made at the show, placing an ad in a the Penton Electronics Design Engineering Group show edition newsletter is a great way to get the message out. Contact your sales representative for show schedule and availability.

Show Blogs & Microsites

Be part of a trade show's buzz by sponsoring a one-stop, up-to-the-minute site for show news and updates. Our show blogs and microsites give the show a "meeting room on the Web," where news is broken and attendees can communicate in real time. Sponsoring a Web surfing station on the show floor puts your company or product in front of engineering professionals looking for the latest information about the industry. And your brand is extended to customers who are unable to attend the show but who depend on us for the latest information coming out of the event.

Show Podcasts

Our show podcasts allow you to connect with listeners who are downloading the latest news and observations direct from the trade show floor. Podcasts can provide a recap of the day's events from our editors with insights from attendees and exhibitors regarding what's important.

Show Video Publishing

Now you can sponsor a promotional package on our Web sites that features product demos filmed right from the trade show floor. Use the visual impact and immediacy of this engaging medium to educate customers about the attributes of your offerings at a time when they are most receptive to it—in the environment of an industry event.

Show Giveaways

Giveaways at trade shows not only attract traffic to your booth, but they also capture qualified leads for your future marketing efforts. We can help you promote your drawings and show giveaways on our Web sites as well as work with you to secure the targeted leads you're looking for.

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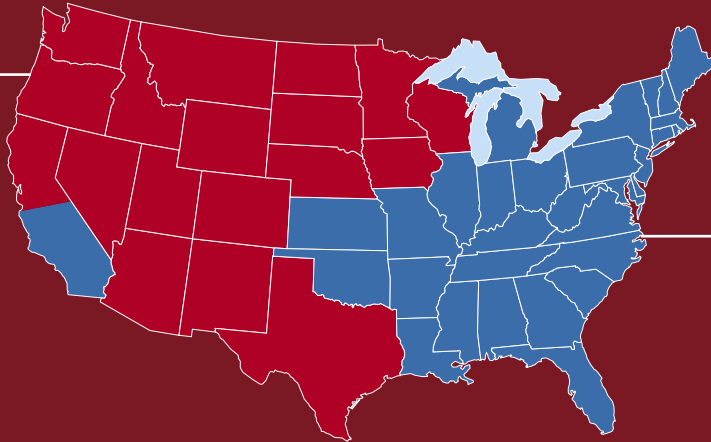
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