



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



RFDESIGN
RF AND MICROWAVE TECHNOLOGY FOR DESIGN ENGINEERS



**AUTO
ELECTRONICS™**

PENTON ELECTRONICS DESIGN ENGINEERING GROUP
RATES & EDITORIAL CALENDAR
Connecting you to design engineers in targeted electronics markets

2007



**DEFENSE
ELECTRONICS**



**EMERGING
WIRELESS
TECHNOLOGY**



ONLINE MARKETING

Power Electronics Technology 2007 Editorial Calendar

January	<p>Cover Story: Power Semiconductors Power Management Battery/Portable Power Management Magnetics EMC & Power Protection</p> <p>Close Date: 12/15 Materials Due: 12/20</p>	May	<p>Cover Story: Passive Components Power Semiconductors Power Management Power Systems EMC & Power Protection</p> <p>Website Exclusive: Special Section on Lighting Power Management Explores critical issues in the design of control and drive circuitry for fluorescent and LED light sources.</p> <p>Bonus Distribution: Sensors</p> <p>Close Date: 4/20 Materials Due: 4/27</p>	September	<p>Cover Story: Test Equipment Power Semiconductors Power Management Power Systems EMC & Power Protection</p> <p>Lifetime Achievement Award</p> <p>Power Electronics Technology Conference Issue</p> <p>Bonus Distribution: PSW</p> <p>Close Date: 8/17 Materials Due: 8/24</p>
	<p>Cover Story: Power Management Power Semiconductors Motor Power Management Lighting Power Management Thermal Management</p> <p>Spotlight on Magnetics</p> <p>Applied Power Electronics Conference Issue Reaches attendees and decision-makers at one of the most important conferences in the power electronics industry.</p> <p>Defense Electronics</p> <p>Bonus Distribution: APEC</p> <p>Close Date: 1/19 Materials Due: 1/26</p>		<p>Cover Story: Power Management Power Semiconductors Thermal Management Motor Power Management Hardware/Interconnect</p> <p>Spotlight on Test & Measurement</p> <p>Defense Electronics</p> <p>Close Date: 5/18 Materials Due: 5/25</p>		<p>Cover Story: Magnetics Power Semiconductors Power Management Battery/Portable Power Management Lighting Power Management</p> <p>Product of the Year Award Identifies one outstanding product within the power electronics sector.</p> <p>Defense Electronics</p> <p>Bonus Distribution: PSW</p> <p>Close Date: 9/14 Materials Due: 9/21</p>
February	<p>Wireless Standards Wall Chart Amplifiers Design Tools/Software Signal Processing RFICs</p> <p>Spotlight on Microwave/Millimeter Wave Components</p> <p>Website Exclusive Explores critical issues in the design of power sourcing equipment (PSE) and power devices (PDs) in Power Over Ethernet applications.</p> <p>Close Date: 2/16 Materials Due: 2/23</p>	June	<p>Cover Story: Magnetics Power Semiconductors Power Management Battery/Portable Power Management CAD/CAE</p> <p>Supplement on Digital Power: Explores critical design issues in digital power management addressing requirements of ac-dc and dc-dc power supply applications.</p> <p>Close Date: 6/15 Materials Due: 6/22</p>	October	<p>Cover Story: Thermal Management Power Semiconductors Power Management Motor Power Management CAD/CAE</p> <p>Power Semiconductor Packaging Wall Chart</p> <p>Close Date: 10/19 Materials Due: 10/26</p>
March	<p>Cover Story: Magnetics Power Semiconductors Power Management Battery/Portable Power Management Sensors/Transducers</p> <p>Spotlight on Medical Power Supplies</p> <p>Defense Electronics</p> <p>Bonus Distribution: PCIM-EU</p> <p>Close Date: 3/16 Materials Due: 3/23</p>	July	<p>Cover Story: Power Semiconductors Power Management Passive Components Thermal Management Sensors/Transducers</p> <p>Defense Electronics</p> <p>Close Date: 7/20 Materials Due: 7/27</p>	November	<p>2008 Buyers Guide</p> <p>Defense Electronics</p> <p>Close Date: 11/14 Materials Due: 11/21</p>
April		August		December	

Bonus Distribution

APEC	Applied Power Electronics Conference February 25-March 1, Anaheim, CA
PCIM-EU	PCIM-Europe May 22-24, Nuremberg, Germany
Sensors	Sensors Expo & Conference June 11-13, Rosemont, IL
PSW	PowerSystems World October 30-November 1, Dallas, TX

January Close Date: 12/15 Materials Due: 12/20	Special Report: RF & Microwave/mm Wave Technology Amplifiers Software Radio Analog/RF Front-end Test & Measurement Product Focus: Semiconductors Emerging Wireless Technology
February Close Date: 1/19 Materials Due: 1/26	Semiconductor Technology TX/RX Technology Next-Generation Wireless Time & Frequency Test & Measurement Product Focus: Amplifiers Defense Electronics
March Close Date: 2/16 Materials Due: 2/23	Amplifiers Design Tools/Software Mixed-Signal Embedded Technology Product Focus: Microwave/mm Wave Components Emerging Wireless Technology Bonus Distribution: CTIA: March 27-29, Orlando, FL
April Close Date: 3/16 Materials Due: 3/23	Broadband Technology Test & Measurement Passive Components Software Radio Product Focus: Passive Components Defense Electronics
May Close Date: 4/20 Materials Due: 4/27	Microwave/mm Wave Technologies Signal Processing Design Tools/Software TX/RX Technology Product Focus: Test Measurement Emerging Wireless Technology Bonus Distribution: MTT-S: June 3-8, Honolulu, Hawaii NXTcomm: June 18-21, Chicago, IL
June Close Date: 5/18 Materials Due: 5/25	Test & Measurement Semiconductor Technology Active Components Amplifiers Product Focus: Microwave/mm Wave Components Defense Electronics

July Close Date: 6/15 Materials Due: 6/22	Antennas Time & Frequency Next-Generation Wireless RF/Microwave Switches & Connectors Product Focus: Amplifiers Emerging Wireless Technology
August Close Date: 7/20 Materials Due: 7/27	Microwave/mm Wave Technologies Broadband Technology Passive Components Test & Measurement Product Focus: Time & Frequency Defense Electronics
September Close Date: 8/17 Materials Due: 8/24	Design Tools/Software TX/RX Technology Software Radio Time & Frequency Product Focus: Active Components Emerging Wireless Technology Bonus Distribution: European Microwave: Oct. 8-12, Munich, Germany
October Close Date: 9/14 Materials Due: 9/21	European Frequency Allocation Wall Chart Semiconductor Technology Next-Generation Wireless Amplifiers Embedded Technology Product Focus: Switches & Connectors Defense Electronics
November Close Date: 10/19 Materials Due: 10/26	Microwave/mm Wave Technologies Passive Components Time & Frequency Next-Generation Wireless Product Focus: Signal Processing Emerging Wireless Technology
December Close Date: 11/10 Materials Due: 11/17	2008 Sourcebook U.S. Spectrum Wall Chart Defense Electronics Bonus Distribution: IEEE Radio & Wireless Symposium: Jan. 2008

Auto Electronics 2007 Editorial Calendar

<p>January/ February</p> <p>Close Date: 1/12 Materials Due: 1/19</p>	<p>Cover Story: Vehicle Vision Sensing</p> <p>Special Report: Power Semiconductors Tech Update from Germany</p> <p>Design Feature 1: Body Electronics Design Feature 2: Safety Executive Viewpoints Product Spotlight</p> <p>Bonus Distribution: APEC: March 19-23, Dallas, TX</p>
<p>March/April</p> <p>Close Date: 3/9 Materials Due: 3/16</p>	<p>Cover Story: Powertrain</p> <p>Special Report: Design Tools/Software Tech Update from Germany</p> <p>Design Feature 1: Power Electronics Design Feature 2: Chassis Executive Viewpoints Product Spotlight</p> <p>Standards Wall Chart</p> <p>Bonus Distribution: SAE: April 16-19, Detroit, MI</p>
<p>May/June</p> <p>Close Date: 5/11 Materials Due: 5/18</p>	<p>Cover Story: Data Buses/In-Vehicle Networking</p> <p>Special Report: Chassis Tech Update from Germany</p> <p>Design Feature 1: Powertrain Design Feature 2: Design Tools/Software Executive Viewpoints Product Spotlight</p> <p>Bonus Distribution: Sensors Expo: June 11-13, Rosemont, IL</p>

<p>July/August</p> <p>Close Date: 7/13 Materials Due: 7/20</p>	<p>Cover Story: Telematics</p> <p>Special Report: Emerging Wireless Technology in Auto Tech Update from Germany</p> <p>Design Feature 1: Security/Sensors Design Feature 2: Intelligent Transportation System Executive Viewpoints Product Spotlight</p>
<p>September/ October</p> <p>Close Date: 9/14 Materials Due: 9/21</p>	<p>Cover Story: Design Tools/Software</p> <p>Special Report: Automotive Multimedia Tech Update from Germany</p> <p>Design Feature 1: Power Electronics Design Feature 2: Safety Executive Viewpoints Product Spotlight</p> <p>Bonus Distribution: PowerSystems World: Oct. 30-Nov. 1, Dallas, TX</p>
<p>November/ December</p> <p>Close Date: 11/9 Materials Due: 11/16</p>	<p>Cover Story: Hybrid Electric Vehicles/ Power Supplies</p> <p>Special Report: Intelligent Transportation System Tech Update from Germany</p> <p>Design Feature 1: Body Electronics Design Feature 2: Infotainment Executive Viewpoint Product Spotlight</p>

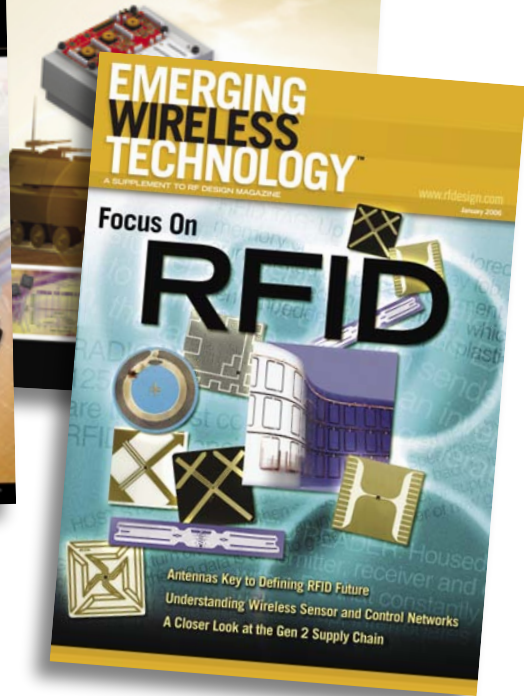
Emerging Wireless Technology 2007 Editorial Calendar

<p>January</p> <p>Close Date: 12/15 Materials Due: 12/20</p>	<p>RFID</p>
<p>March</p> <p>Close Date: 2/16 Materials Due: 2/23</p>	<p>WiMAX</p> <p>Bonus Distribution: CTIA: March 27-29, Orlando, FL</p>
<p>May</p> <p>Close Date: 4/20 Materials Due: 4/27</p>	<p>Ultra Wide Band</p> <p>Bonus Distribution: MTT-S: June 3-8, Honolulu, Hawaii NXTcomm: June 18-21, Chicago, IL</p>

<p>July</p> <p>Close Date: 6/15 Materials Due: 6/22</p>	<p>ZigBee</p> <p>Bonus Distribution: European Microwave: September 10-15, Manchester England</p>
<p>September</p> <p>Close Date: 8/17 Materials Due: 8/24</p>	<p>RFID</p> <p>Bonus Distribution: European Microwave: Oct. 8-12, Munich, Germany</p>
<p>November</p> <p>Close Date: 10/19 Materials Due: 10/26</p>	<p>WiMAX</p> <p>Bonus Distribution: IEEE Radio & Wireless Symposium 2008</p>

Defense Electronics 2007 Editorial Calendar

<p>February</p> <p>Close Date: 1/19 Materials Due: 1/26</p>	<p>Cover Story: Microwave/Millimeter Wave Components</p> <p>Test & Measurement</p> <p>Medical Electronics</p>	<p>August</p> <p>Close Date: 7/20 Materials Due: 7/27</p>	<p>Cover Story: Radars/Surveillance</p> <p>Networking</p> <p>Software Radio</p>
<p>April</p> <p>Close Date: 3/16 Materials Due: 3/23</p>	<p>Cover Story: Advanced Communications</p> <p>Optoelectronics</p> <p>Switches & Connectors</p> <p>Bonus Distribution: EDS May 2-4 MTT-S: June 3-8, Honolulu, Hawaii</p>	<p>October</p> <p>Close Date: 9/14 Materials Due: 9/21</p>	<p>Cover Story: Test & Measurement</p> <p>Microwave/Millimeter Wave Components</p> <p>Data Buses</p>
<p>June</p> <p>Close Date: 5/18 Materials Due: 5/25</p>	<p>Cover Story: COTS</p> <p>Synthetic Instruments</p> <p>Power Supplies</p>	<p>December</p> <p>Close Date: 11/14 Materials Due: 11/21</p>	<p>Cover Story: Design Tools/Software</p> <p>Signal Processing</p> <p>Sensing & Security</p> <p>Bonus Distribution: IEEE Radio & Wireless Symposium 2008</p>



Power Electronics Technology and RF Design

Black & White	1x	3x	6x	12x	18x	24x
Spread	\$11,395	10,780	10,415	10,045	9560	8950
Full Page	\$6130	5870	5685	5170	4915	4595
2/3 Page	\$4920	4705	4565	4140	3940	3685
1/2 Page Island	\$4610	4420	4270	3895	3700	3460
1/2 Page	\$4045	3875	3745	3410	3240	3030
1/3 Page	\$3280	3145	3040	2760	2635	2460
1/4 Page	\$2350	2250	2175	1980	1880	1760
1/6 Page	\$1555	1470	1400	1320	1240	1160

Color

2nd Color Process or Match.....	\$535
4-Color Process (single page).....	\$1400
4-Color Spread.....	\$2520

Classified

	1x	6x	12x
Per Column Inch (width 2 1/8")*	\$255	\$240	\$225

Catalog/Lit Guide (1/6" page) \$1020 \$735 \$565

Business Reply Card** \$3830 \$3050 \$2330

*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

\$270 per posting, per month
Discounts available for print and online packages

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

Inside Front	\$7980
Inside Back	\$7590
Back.....	\$8155

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	\$1310
Backup one page of 4-page Insert	\$1550

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

Buyers Guide Listing Enhancements

Company Logo.....	\$155
Mini Ad, per column inch (b/w).....	\$125
Mini Ad, per column inch (color).....	\$315
Product Category Listing.....	FREE

Auto Electronics, Defense Electronics and Emerging Wireless Technology

Black & White	1x	3x	6x
Full Page	\$4555	4230	3870
2/3 page	\$3410	3170	2895
1/2 page Island	\$3185	2965	2710
1/2 page	\$2960	2745	2510
1/3 page	\$1820	1690	1550
1/4 page	\$1365	1270	1165
1/6 page	\$910	845	770

Cover Positions

	1x	3x	6x
Inside Front Cover	\$5465	\$5080	\$4645
Inside Back Cover	\$5370	\$4995	\$4565
Back Cover	\$5690	\$5295	\$4835

Rates do not include color changes. 4-color only.

Color

2nd color	\$310
Matched color	\$465
3 or 4 color process	\$620
4 color spread	\$1030

Special Positions

French door cover	\$14,995 (includes color)
Gatefold cover	\$16,390
Tab divider	\$10,925
16 page insert	\$34,280 plus printing & binding
8 page insert	\$17,140 plus printing & binding
4 page insert	\$10,710 plus printing & binding

Backup one page of 2 page insert:	\$860
Backup two pages of 4 page insert:	\$1715

General Specifications

Printing Method: Web Offset
 Binding: Perfect
 Paper: Cover printed on 70-lb coated offset; text printed on 36-lb coated groundwood offset.
 Ink: SWOP standard and four-color process
 Line Screen: 133 lines per inch

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. *Please note:* PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

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.

Photo Elements: 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://ftpserver2.penton.com>

User ID and Password = adclient

Please contact the publication Production Coordinator when files are submitted.

For complete preparation guidelines and file delivery information, please visit www.penton.com or contact the publication Production Coordinator.

Insert Specifications

Insert size: Preprinted inserts should be furnished as 8-1/8" x 11" (206x279 mm). When perfect bound, inserts will trim 1/8" (3.175 mm) from head, 1/8" (3.175mm) 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

We are pleased to provide advertisers with competitive printing quotations for all inserts. Details of printing quotations can be obtained through your Regional Sales Manager.

Contact your Sales Representative for rates, production specifications, and shipping instructions.

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. The Publisher 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.

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. Publisher has the right to increase rates with prior notification to advertiser.

TERMS OF SALE: Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

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 the Publisher, 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 the Publisher 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.

JURISDICTION: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

DEFINITIONS: As used in this section and this rate card, the term "Publisher" shall refer to *Power Electronics Technology, RF Design, Auto Electronics* and parent company.

Send all advertising contracts, insertion orders, materials, and correspondence to:

<i>Power Electronics Technology, Auto Electronics</i>	<i>RF Design, Defense Electronics, Emerging Wireless Technology</i>
Julie Gilpin	Note: contact Beth for separate EWT specs
9800 Metcalf Avenue	Beth Manley
Overland Park, KS 66212	9800 Metcalf Avenue
913-967-1372, fax: 913-514-6822	Overland Park, KS 66212
julie.gilpin@penton.com	913-967-1831, fax: 913-514-6831
	beth.manley@penton.com

GENERAL SPECIFICATIONS

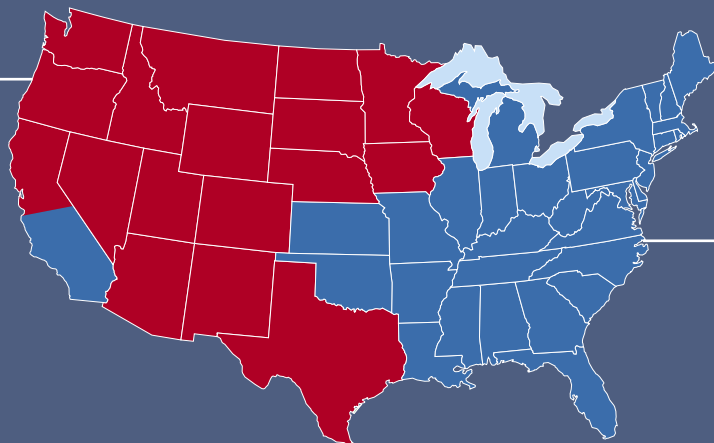
Method of Printing: Web Offset
 Trim Size: 7⁷/₈" x 10³/₄" (200 x 273 mm) — No. Cols. 3 and 2
 Binding Method: Perfect
 Paper: Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood offset
 Ink: SWOP standard and four-color process

Maximum Ad Dimensions	Inches
Spread Bleed*	16" x 11"
Spread Trim	15 3/4" x 10 3/4"
Full Page Bleed*	8 1/8" x 11"
Full Page Trim	7 7/8" x 10 3/4"
2/3 page vertical	4 1/2" x 10"
1/2 page spread	15 1/8" x 4 7/8"
1/2 page horizontal	7" x 4 7/8"
1/2 page vertical	3 3/8" x 10"
1/2 page island	4 1/2" x 7 1/4"
1/3 page vertical	2 1/4" x 10"
1/3 page square	4 1/2" x 4 7/8"
1/4 page vertical	3 3/8" x 4 7/8"
1/6 page vertical	2 1/4" x 4 7/8"

NOTE: Critical ad content should be kept 1/4 inch from all trims. Spread ads should keep critical content 1/4 inch from both sides of the gutter.

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