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MEPTEC (Microelectronics Packaging and Test Engineering Council) is a trade association of semiconductor companies and professionals involved in the manufacturing, packaging, assembling and testing of integrated circuits.

Since its inception 40 years ago, MEPTEC has provided a forum for the semiconductor industry to learn and exchange ideas through our monthly luncheons, conferences, and our quarterly publications, the MEPTEC Report. With the help of the support of an Advisory Board consisting of individuals from all segments of the industry, MEPTEC has, over the years, kept current not just with semiconductor industry developments, but has expanded its scope to cover relevant industry segments such as MEMS and medical electronics.
The MEPTEC Report is published four times per year as a service to MEPTEC members and supporters. The full color publication features articles on cutting edge technology, guest editorials, industry developments, and other news applicable to major issues surrounding the world of semiconductor assembly and test.

Our primary goal has been to make the MEPTEC Report a marketing tool for MEPTEC member companies. Priority coverage is given to member companies’ products, services, and technology development. Advertising in the MEPTEC Report is very cost effective when compared to other trade journals, and reaches a very targeted audience of loyal readers. With the addition of a digital edition the MEPTEC Report reaches an ever increasing audience.
Print copies of the MEPTEC Report are distributed directly to all MEPTEC members. Additionally, thousands of bonus copies are distributed at major industry events throughout the year. The MEPTEC Report is also available as a digital publication distributed at no charge through the MEPTEC website.

Bonus Event Distribution

- All MEPTEC Symposia and Luncheons
- APEX Expo & Conference
- ECTC / Electronic Components and Technology Conference
- IMAPS Device Packaging Conference & Exhibition
- IMAPS International Symposium on Microelectronics
- IWLPC / International Wafer Level Packaging Conference
- RTI 3D Architecture Conference
- SEMICON West
- SMTA International Exposition and Conference
- SMTA Pan Pacific Microelectronics Symposium & Exhibition

Contact: gedwards@meptec.org
Rates are effective with advertising placed in the MEPTEC Report beginning Spring 2018 Issue.

<table>
<thead>
<tr>
<th>Four Color Rates  (per insertion)</th>
<th>Standard Rate</th>
<th>Discounted Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page Technitorial Spread</td>
<td>$2750</td>
<td>$2500</td>
</tr>
<tr>
<td>Full page</td>
<td>$1815</td>
<td>$1695</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>$1395</td>
<td>$1245</td>
</tr>
<tr>
<td>1/2 vertical or horizontal</td>
<td>$1180</td>
<td>$1070</td>
</tr>
<tr>
<td>1/3 vertical or square</td>
<td>$1025</td>
<td>$920</td>
</tr>
<tr>
<td>1/4 vertical</td>
<td>$885</td>
<td>$770</td>
</tr>
<tr>
<td>1/6 vertical</td>
<td>$350</td>
<td>$250</td>
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</table>

<table>
<thead>
<tr>
<th>Black &amp; White Rates  (per insertion)</th>
<th>Standard Rate</th>
<th>Discounted Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1180</td>
<td>$1070</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>$925</td>
<td>$820</td>
</tr>
<tr>
<td>1/2 vertical or horizontal</td>
<td>$745</td>
<td>$645</td>
</tr>
<tr>
<td>1/3 vertical or square</td>
<td>$595</td>
<td>$495</td>
</tr>
<tr>
<td>1/4 vertical</td>
<td>$450</td>
<td>$345</td>
</tr>
</tbody>
</table>

Additional Discounts
A 15% discount will be allowed on pre-paid advertising for four issues or more.

Bleed Charges
No charge for bleed on full-page, 2/3, 1/2 and 1/3 page ads. Bleed not available on 1/4 and 1/6 page ads.

Special Positions
Special positions are available at a premium of 10% of the space rate and include inside front cover, inside back cover, and back cover.

<table>
<thead>
<tr>
<th>Deadlines</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2018 Issue</td>
<td>Ad space close: 2/9</td>
<td>Materials due: 2/16</td>
</tr>
<tr>
<td>Summer 2018 Issue</td>
<td>Ad space close: 5/11</td>
<td>Materials due: 5/18</td>
</tr>
<tr>
<td>Fall 2018 Issue</td>
<td>Ad space close: 8/10</td>
<td>Materials due: 8/17</td>
</tr>
<tr>
<td>Winter 2018 Issue</td>
<td>Ad space close: 11/9</td>
<td>Materials due: 11/16</td>
</tr>
</tbody>
</table>

Contact: gedwards@meptec.org
For the last couple of years, we have been facing a practical decision: whether we are able to move to 450 mm or not. There is no doubt that the biggest driver of Moore's Law is a need to keep reducing the minimum feature size. In the back of my mind, I assumed you needed both to stay on target. When I started in the industry, wafer sizes were 1" and are now 12" (300 mm). Each diameter step roughly doubled the wafer area, and thus the minimum feature size. In the back of my mind, I assumed you needed both to stay on target. Whether we are able to move to 450 mm will be borne by fab operations and developing the processes. There is a lot of data that suggests that the industry still remains healthy. A move to 450 mm must allow vendors to recoup their investment. Whether we are able to move to 450 mm will be borne by fab operations and developing the processes. There is a lot of data that suggests that the industry still remains healthy. 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Promote your products or services with this unique advertising opportunity. Each MEPTEC Report issue will contain a limited number of “technitorial” features which will highlight different aspects of technology relevant to assembly, packaging and test. The feature will include a right-hand placed full page, four-color advertisement, and a facing full page write-up. Priced at the low cost of $2,500.00, it is essentially two full pages of advertising for the price of 1-1/2 pages.

What is a Technitorial?
A technitorial is a full page write-up provided by the advertising company that is a complementary technical piece to the full page advertisement, describing the company’s products or services, non-commercial in nature. It will educate and inform the reader, yet will be subtly slanted towards the company’s technology by being placed next to the company’s full page advertisement. The article will not mention the advertising company’s name, but a by-line and contact information will be allowed.

Contact Gina Edwards at gedwards@meptec.org for availability and to place your order.
Promote your products or services with a low cost 1/6 page four-color ad space in the MEPTEC Report. Rate includes ad artwork, if needed, created using images provided by you (photo and/or company logo) and your text.

### Ad Rates (per insertion)

<table>
<thead>
<tr>
<th>Ad Rates (per insertion)</th>
<th>Standard Rate</th>
<th>Discounted Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 page Ad</td>
<td>$350</td>
<td>$250</td>
</tr>
</tbody>
</table>

**Additional Discounts**

A 15% discount will be allowed on pre-paid advertising for four issues or more.

### 1/6 Page Ad Specifications

1/6 Page Ad artwork can be produced at no additional charge from materials supplied by advertisers. Advertiser should provide one four-color image (either photo or company logo) and one text file. Acceptable electronic formats are as follows: Photo image or logo files should be provided as eps, tiff, or jpeg files. Images should be at least 300 dpi at the final desired print size for best reproduction quality. Ad text should be approximately 75 words (or less) and submitted as a Word document. Please include your company website URL for inclusion at bottom of ad.

**Contact:** gedwards@meptec.org
MEPTEC banner ads are a low cost way to gain exposure for your company while stretching your advertising dollars. MEPTEC Banner ads start as low as $95.00 per month for a single unit banner, up $380.00 per month for a quad banner, when purchased on a 12 month contract. All banners appear in the right-hand column on every page of the MEPTEC website and are positioned on a first-come first-served basis.

Banner Ad Specifications
Accepted in GIF format only, animation permitted. 15K maximum file size for Single unit banner, 30K for Double, 45K for Triple, and 60K maximum file size for Quad banner. Please provide the URL address for the specific page that you would like to have your ad linked.

<table>
<thead>
<tr>
<th>Banner Sizes</th>
<th>Single Banner: 120 pixels (w) x 90 pixels (h)</th>
<th>Double Banner: 120 pixels (w) x 180 pixels (h)</th>
<th>Triple Banner: 120 pixels (w) x 270 pixels (h)</th>
<th>Quad Banner: 120 pixels (w) x 360 pixels (h)</th>
</tr>
</thead>
</table>

Banner Prices

<table>
<thead>
<tr>
<th>Banner Prices</th>
<th>MEPTEC Member Rate (cost per month)</th>
<th>Non-Member Rate (cost per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Single</td>
<td>Double</td>
</tr>
<tr>
<td>1 Month</td>
<td>$125</td>
<td>$250</td>
</tr>
<tr>
<td>3 Months</td>
<td>115</td>
<td>230</td>
</tr>
<tr>
<td>6 Months</td>
<td>105</td>
<td>210</td>
</tr>
<tr>
<td>12 Months</td>
<td>95</td>
<td>190</td>
</tr>
</tbody>
</table>

Contact Gina Edwards at gedwards@meptec.org to place your order.
A limited number of MEPTEC Monthly Update Email Banner Ads are now available to MEPTEC Members only. These banner ads cost $45.00 per month for a single unit banner, or $450.00 for 12 months when purchased on a 12 month contract. All banners appear in the left-hand column and are positioned on a first-come first-served basis. A maximum of 10 banners will appear on each Monthly Update email. Current monthly distribution numbers approximately 4500 recipients.

Banner Ad Specifications
Accepted in GIF format only, animation permitted. 15K maximum file size for single unit banner. Please provide the URL address for the specific page that you would like to have your ad linked.

<table>
<thead>
<tr>
<th>Banner Prices</th>
<th>Available to MEPTEC Members Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>Single Unit Banner</td>
</tr>
<tr>
<td></td>
<td>$45.00 per month</td>
</tr>
<tr>
<td>12 Months</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$37.50 per month</td>
</tr>
</tbody>
</table>

Contact Gina Edwards at gedwards@meptec.org to place your order.
MEPTEC offers a variety of event sponsorship opportunities for its technical symposiums. Event sponsorship provides a valuable opportunity to promote your company brand and product or service message to attendees while supporting your business development and positioning goals.

Typical Sponsorship Benefits include:

**Platinum Sponsor: $3,250 - 3 available per event**
- Company name & logo listed as Platinum Sponsor on all promotional materials, including email and web promotions
- Full-page black & white ad in event proceedings
- 3 free admissions to symposium
- 1 tabletop exhibit display at event
- Featured as Platinum Sponsor in symposium proceedings
- 1 CD of symposium proceedings
- Company logo/description displayed on video screen at beginning of event
- Signage recognition at event
- Exposure in semiconductor industry trade magazines (deadline restrictions)
- Discount on future MEPTEC Report 1/2 page or larger, 4-color ad

**Gold Sponsor: $2,500 – 5 available per event**
- Company name & logo listed as Sponsor on all promotional materials, including email and web promotions
- Full-page black & white ad in event proceedings
- 2 free admissions to symposium
- 1 tabletop exhibit display at event
- Featured as Gold Sponsor in symposium proceedings
- 1 CD of symposium proceedings
- Company logo/description displayed on video screen at beginning of event
- Signage recognition at event
- Exposure in semiconductor industry trade magazines (deadline restrictions)

**Silver Sponsor: $1,250 – 10 available per event**
- Company name & logo listed as Sponsor on all promotional materials, including email and web promotions
- 1/2 page black & white ad in event proceedings
- 1 free admission to symposium
- Featured as Sponsor in symposium proceedings
- 1 CD of symposium Proceedings
- Company logo/description displayed on video screen at beginning of event
- Signage recognition at event
- Exposure in semiconductor industry trade magazines (deadline restrictions)

*Note: Sponsorship pricing and benefits may vary from event to event. For specific sponsorship details and more information contact Gina Edwards at gedwards@meptec.org.*
MEPTEC offers table top exhibit opportunities at its technical symposiums throughout the year. A limited number of table-top exhibit spaces are available on a first-come, first-served basis. Each draped table is 2-6 x 6-0. The cost includes a table and chairs, a complimentary table top sign, company description in the Symposium proceedings, and one complimentary admission to the symposium. You may use your table to display literature, parts, small pieces of equipment, table top display signs, etc. A table top sign will be provided, but you may also wish to display a banner or some other appropriate type of sign on the front or top of the table.

Visit the MEPTEC website for currently scheduled events.

For more information contact Gina Edwards at gedwards@meptec.org.