

# 20 | MARKETING 20 | PLANNER



**it** INTERFERENCE  
TECHNOLOGY®

From the Creators of *Interference Technology*

INTRODUCING



# LECTRIX

THERE'S ONLY ONE SPOTLIGHT

# ARE YOU IN IT?

Positioning Ambitious B2B Electronics Companies  
for Aggressive Growth

[www.lectrixgroup.com](http://www.lectrixgroup.com)

PHILADELPHIA | HONG KONG

# OVERVIEW

*Interference Technology* has been the global EMI/EMC information leader since 1970, providing engineers around the world with relevant content and practical solutions.

*Our combined online, email and print audience of EMI and electronics engineers now exceeds 250,000 globally.*

Dedicated 100% to the EMI / EMC market, *Interference Technology* offers a comprehensive mixture of lead generation tools, traffic building programs, brand awareness and thought leadership opportunities to help you to find new customers and partners.

In addition to North America, *Interference Technology* offers developed print and online tools for the EMC markets of China, Japan, and Europe.

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## WELCOME TO LECTRIX AND THE NEW 2020 INTERFERENCE TECHNOLOGY MARKETING PLANNER

In case you missed it, ITEM Media became Lectrix in April 2019. You might wonder why the sudden change, after nearly 50 years building brand recognition and relationships in the EMC market. Quite simply, our company now offers a much broader range of marketing services in the electronics industry, including the world of EMC. Our presence in the world of electronics is evolving, and we wanted our name to reflect just that.

2020 marks our 49<sup>th</sup> year serving this market, and we are proud to still be widely recognized as the leading authority for standards updates, testing, new materials and components, new test equipment and a whole lot more. Last year, the *Interference Technology* website was visited globally by over 250,000 unique individuals looking for answers to EMI questions – far more than any other source of EMC information in the industry.

### What's New?

The 2020 Marketing Planner includes a number of exciting new opportunities to reach our audience. It is no longer just about advertising, it's about the whole spectrum of marketing to the EMC world, including:

- 5 NEW online EMC events
- NEW research and consulting services
- An exciting NEW joint service with Google which allows you to re-target anyone who has visited *Interference Technology* on a Google network site
- Plus our editorial focus in 2020 will not only include the industry standards of Military EMC , Aerospace EMC and Testing, but 2 NEW areas: EMC for 5G, IoT and Wireless, and EMC for Electric and Autonomous vehicles

The newly named Lectrix is a full service marketing agency which specializes in the world of EMI/EMC. We can now leverage the *Interference Technology* audience for you in more ways than ever - to get your name out there, to acquire new names into your sales contacts list, to find out who of those contacts is an active buyer, and even to convert your hot leads into customers.

Lectrix now serves its clients in all these ways and more:

- Strategic Planning
- Content Marketing
- Data management
- Research
- Online Events
- Lead Nurture

If you don't find what you are looking for in the 2020 Marketing Planner, contact us. We'll be glad to customize the right solution for you.

Graham Kilshaw  
Publisher – Interference Technology, CEO - Lectrix

## CONTENT MARKETING

Content marketing is material your brand releases that is educational rather than promotional, and typically not explicitly branded. We can help you create winning content marketing in the form of whitepapers, videos, blogs, case studies, and more. They say "Content is King" for a reason -- content marketing still brings in 3x more leads than paid search advertising.\*

\*<https://www.hubspot.com/marketing-statistics>

## ONLINE EVENTS

We're no stranger to online events, but we are kicking them into an even higher gear in 2020 with a new format. Until now, EMC LIVE has been held over two days and included multiple EMC verticals. It will now be comprised of five separate day-long events, each focused on one of the five largest EMC categories (listed below). This format will allow attendees to hone in on their specific areas of interest, and allow sponsors to find even more ideal leads.

- Automotive EMC LIVE 2020
- Wireless, 5G & IoT EMC LIVE 2020
- Military & Aerospace EMC LIVE 2020
- Fundamentals EMC LIVE 2020
- Testing EMC live 2020

## WEBSITE MARKETING

Our website marketing options now include large, eye-catching billboard ads, organically placed inter-article ads, or re-targeting ads that readers continue to see after leaving our site.

- Billboard Ads
- Inter-Article Ads
- Google Re-Targeting Ads

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## "ITEM" IS BACK!

ITEM Media is Lectrix now, but "ITEM" is back as the Interference Technology Engineer's Master, a brand-new EMC benchtop printed guide for test and design engineers.

## RESEARCH & DATA

If you're launching a new product or service, let us help you acquire the market research you need. We'll build a standard or custom R&D survey for you, distribute it to our audience of engaged EMI/EMC experts, and even provide research consultation.

- Research Consulting & Information Services
- Standard R&D Survey
- Custom R&D Survey

## VIDEO

Videos can provide a huge return on investment (ROI) through many channels. We are thrilled to offer full-service video production, as the only EMC video agency in the world.

## BENEFITS:

Give your articles, blogs, press releases, and infographics the opportunity to get in front of an audience completely dedicated to EMI/EMC. This content will often be published in various forms of media including:

- Print
- Website
- eBooks
- Newsletters
- Videos

## HOW THEY WORK:

Submit your articles and blogs (including images, author headshots and author bios), press releases, and infographics directly to our Editorial Director Jennifer Arroyo at [jennifer@lectrixgroup.com](mailto:jennifer@lectrixgroup.com).

## ARTICLES & BLOGS

Article & Blog Guidelines:

- Articles must be 1,500–2,000 words in length and include 3–6 figures or tables
- Provide images in high-resolution, 300 dpi
- Include author name, title, email, bio, and headshot
- Articles should be vendor-neutral: *Please do not make the piece a sales/marketing pitch about a company product. We want our content to be educational, so please focus on applications, research, trend, etc.*

## INFOGRAPHICS

Submit infographics centered on EMC information.

## PRESS RELEASES

Submit press releases on new products and industry news.

## PRICING:

- ▶ **FREE**





## AUDIENCE DATA

### Contents

- Audience Size
- Audience by Country
- Audience by Job Title
- Audience by Industry
- Audience Purchasing Plans



**Email Lists: Total: 33,033**

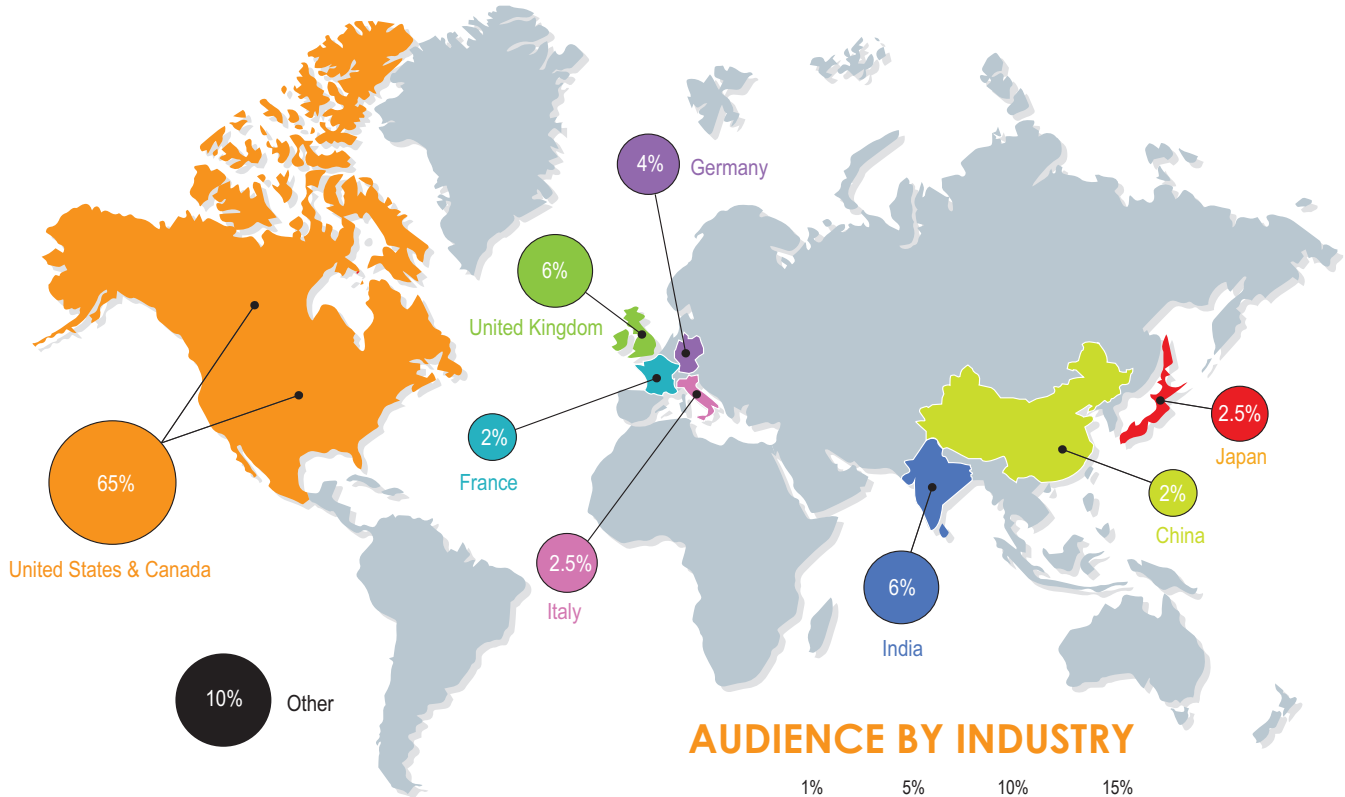
(17,021 Global + 9,095 Japan + 6,917 China)

**Website Annual Unique Users: 267,321**

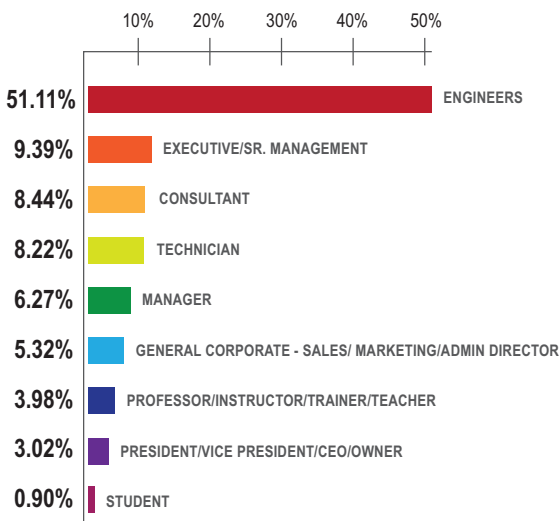
**Print Mailing : 8000 (USA only)**

Source: Publishers Audit, September 2019

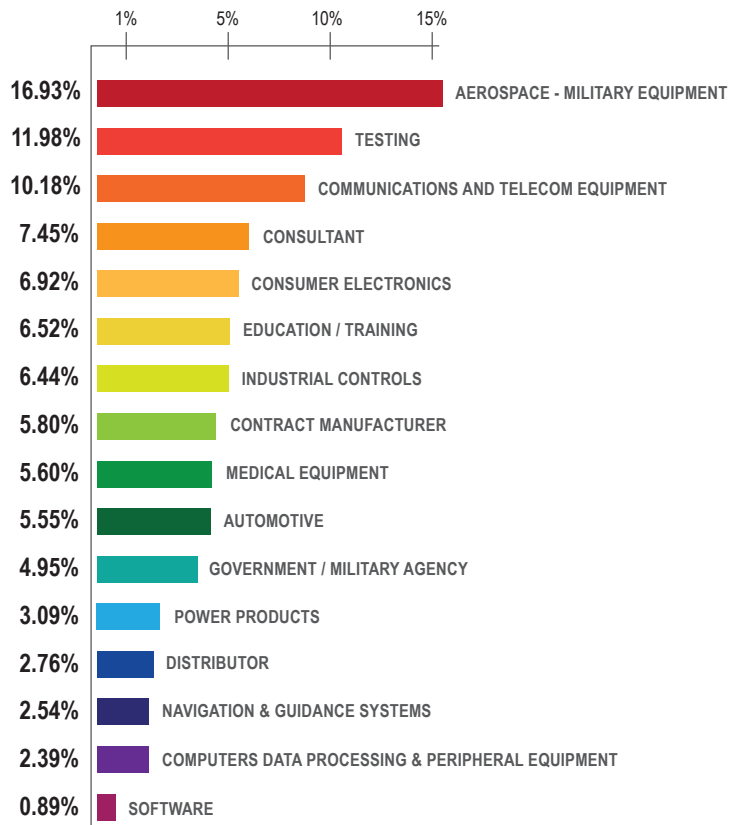
**AUDIENCE BY COUNTRY**



**AUDIENCE BY JOB TITLE**



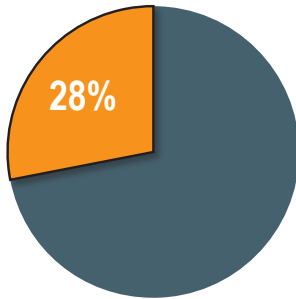
**AUDIENCE BY INDUSTRY**



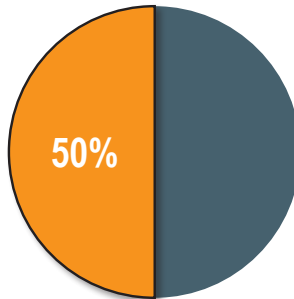
Source: Publisher Audit: September 2019

# AUDIENCE PURCHASING PLANS

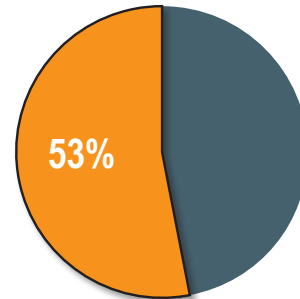
## WHAT OUR READERS PLAN TO BUY WITHIN THE NEXT 12 MONTHS



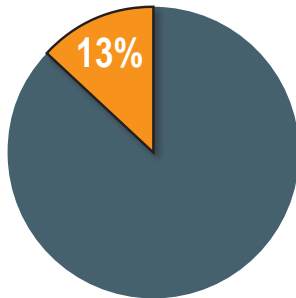
Amplifiers



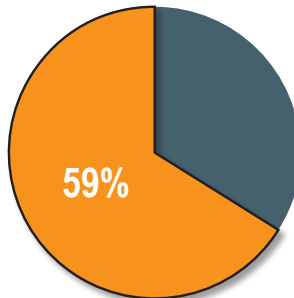
Antennas



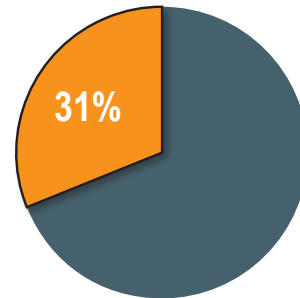
Cables & Connectors



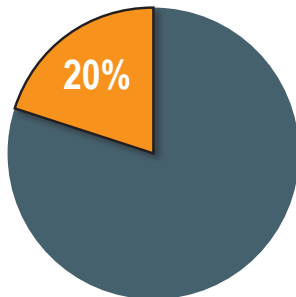
Design / Analysis Software



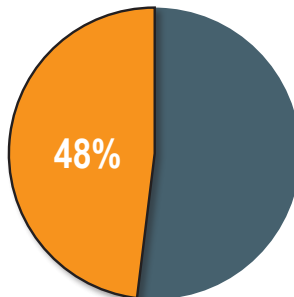
Ferrites & Filters



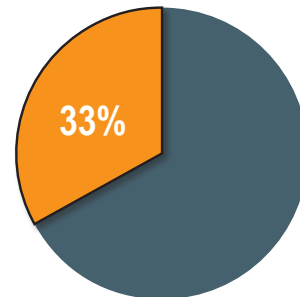
Magnetic Shielding



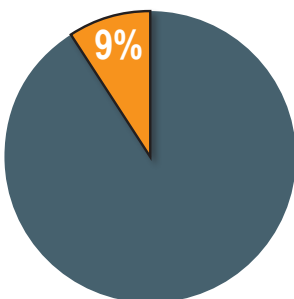
Shielded Rooms



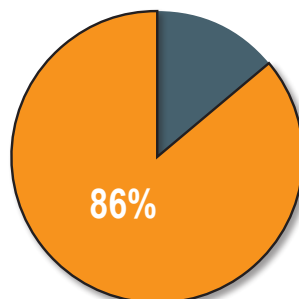
Shielding Components & Materials



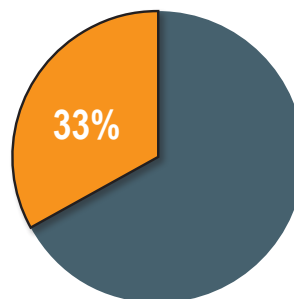
Static Control Products



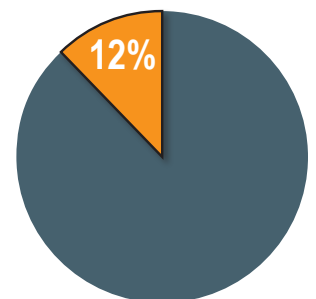
Surge & Transient Suppression Devices



Test Instrumentation



Test Services & Consulting



Test Software

Source: Publisher Audit: September 2019

A vertical line on the left side of the header, with a small orange and dark blue triangle at the bottom.

## 2020 EDITORIAL CALENDAR

| Month    | Topic           | Day | Newsletter               | Print  | eBooks               | Event                                      |
|----------|-----------------|-----|--------------------------|--|----------------------|--|
| January  | Fundamentals    | 2   | Fundamentals             |  |                      |  |
|          |                 | 9   | Shielding Design         |  |                      |  |
|          |                 | 16  | Board Level Design       |  |                      |  |
|          |                 | 23  | Battery & Power Design   |  |                      |  |
|          |                 | 30  | EMC Control Applications |  |                      |  |
| February | Mil/Aero        | 6   | Mil/Aero                 |  |                      | EMC LIVE:<br>Mil/Aero<br>February 25, 2020 |
|          |                 | 13  | Mil Standards            |  |                      |  |
|          |                 | 20  | Antenna Coupling         |  |                      |  |
|          |                 | 27  | EMC LIVE: Mil/Aero       |  |                      |  |
| March    | Automotive      | 5   | Automotive               |  | EMC Testing<br>eBook |  |
|          |                 | 12  | Autonomous Vehicles      |  |                      |  |
|          |                 | 19  | V2X Communications       |  |                      |  |
|          |                 | 26  | Electric Vehicles        |  |                      |  |
| April    | Testing         | 2   | Testing                  | Interference<br>Technology<br>Engineer Master<br>"ITEM" 2020 |                      | EMC LIVE:<br>Testing<br>April 21, 2020     |
|          |                 | 9   | Immunity Testing         |  |                      |  |
|          |                 | 16  | Emissions Testing        |  |                      |  |
|          |                 | 23  | EMC LIVE: Testing        |  |                      |  |
|          |                 | 30  | Calibration Testing      |  |                      |  |
| May      | Wireless/IoT/5G | 7   | Wireless                 |  | Automotive<br>eBook  |  |
|          |                 | 14  | IoT                      |  |                      |  |
|          |                 | 21  | 5G                       |  |                      |  |
|          |                 | 28  | RF                       |  |                      |  |
| June     | Automotive      | 4   | Automotive               |  |                      | EMC Live:<br>Automotive<br>June 9, 2020    |
|          |                 | 11  | EMC LIVE: Automotive     |  |                      |  |
|          |                 | 18  | Autonomous Vehicles      |  |                      |  |
|          |                 | 25  | Electric Vehicles        |  |                      |  |

| Month     | Topic           | Day | Newsletter                | Print | eBooks                       | Event  |
|-----------|-----------------|-----|---------------------------|-------|------------------------------|--|
| July      | Fundamentals    | 2   | Fundamentals              |       | Wireless/IoT/5G eBook        |  |
|           |                 | 9   | Shielding Design          |       |                              |  |
|           |                 | 16  | Board Level Design        |       |                              |  |
|           |                 | 23  | Battery & Power Design    |       |                              |  |
|           |                 | 30  | EMC Control Applications  |       |                              |  |
| August    | Testing         | 6   | Testing                   |       |                              |  |
|           |                 | 13  | Immunity Testing          |       |                              |  |
|           |                 | 20  | Emissions Testing         |       |                              |  |
|           |                 | 27  | Calibration Testing       |       |                              |  |
| September | Wireless/IoT/5G | 3   | EMC Live: Wireless/IoT/5G |       |                              | EMC LIVE:<br>Wireless/IoT/5G<br>September 1, 2020  |
|           |                 | 10  | Wireless                  |       |                              |  |
|           |                 | 17  | IoT                       |       |                              |  |
|           |                 | 24  | 5G                        |       |                              |  |
| October   | Mil/Aero        | 1   | Mil/Aero                  |       | EMC<br>Fundamentals<br>eBook |  |
|           |                 | 8   | Mil Standards             |       |                              |  |
|           |                 | 15  | Antenna Coupling          |       |                              |  |
|           |                 | 22  | Aircraft lighting         |       |                              |  |
|           |                 | 29  | Mil Standards             |       |                              |  |
| November  | Fundamentals    | 5   | Fundamentals              |       | Mil/Aero<br>eBook            | EMC LIVE: EMC<br>Fundamentals—November<br>10, 2020 |
|           |                 | 12  | EMC LIVE: Fundamentals    |       |                              |  |
|           |                 | 19  | Shielding Design          |       |                              |  |
|           |                 | 26  | None                      |       |                              |  |
| December  | Testing         | 3   | Testing                   |       |                              |  |
|           |                 | 10  | Immunity Testing          |       |                              |  |
|           |                 | 17  | Emissions Testing         |       |                              |  |
|           |                 | 24  | None                      |       |                              |  |
|           |                 | 31  | None                      |       |                              |  |



## RESEARCH & DATA (NEW)

### Contents

- RESEARCH CONSULTING & INFORMATION SERVICES
- STANDARD R&D SURVEY
- CUSTOM R&D SURVEY

## BENEFITS:

ITEM Media's transformation to Lectrix in 2019 was done in large part to provide our clients with a wider range of marketing and research services. Over the last few years, we have hired key skilled personnel and leveraged our vast network of relationships in the electronics industry. As a result, we can now offer high value technical research. This includes consulting and information services, all of which provide actionable intelligence to manufacturers, distributors, consultants and design firms.

## HOW IT WORKS:

Our research, consulting and information services typically fall into one of the following 4 categories:

1. **Market Research & Analysis:** The collection and analysis of market data from publicly available sources and presenting the results in detailed documents and/or presentations. This could also include the full development of a market research report for external publishing, or solely for internal circulation.
2. **Trends Analysis:** Market analysis may also include researching and reporting on market data-over-time to provide trend and forecasting insights with changing market factors.
3. **Engineering Technology Research & Analysis (ETRA):** Engineering technology research and analysis (ETRA) eliminates the larger market dynamics, focusing instead on the specific nuances of technology and engineering practices. This allows for a more in-depth study of technology features and trends, and is a great value for dept chiefs, R&D engineers, project line managers, and higher-level engineers. Technology professionals are able to significantly cut down on the time spent trying to stay up to date with their technology field by combing through journals, magazines, presentations, and seminars.
4. **Competitor Analysis:** Compare an organization's standing in the market against relevant competitors, with respect to technology, existing or planned products, distribution, sales and marketing strategies.

### Our Fields Of Expertise Include:

1. Radio Frequency
2. Microwave Engineering
3. Millimeter-Wave Technology
4. Electromagnetic Theory & Techniques
5. Telecommunications
6. Wireless Technology & Standards
7. Test & Measurement
8. Military Technology
9. Radar
10. Internet of Things (IoT)
11. Machine-to-Machine (M2M)

## PRICING:

Custom

## SPECIFICATIONS:

Custom



# STANDARD R&D SURVEY



## BENEFITS:

Are you launching new products and could use the insight market research provides? Each year, *Interference Technology* reaches over 250,000 engineers involved in buying and using EMI components, materials, software, facilities, test equipment and services. Backed by our reader base, we're pleased to offer a simple and cost-effective way for you to test your new ideas and obtain vital data and feedback, before you go into production or begin your next R&D phase. You can use this new *Standard R&D Survey* tool for almost any EMC market research.

## HOW IT WORKS:

- Write 6 questions you would like your target audience to answer.
  - Unsure about your questions? We will gladly provide you with examples to get you started, and some tips on how to get the most informative answers.
- We format your questions into a survey form.
- Your survey can be either branded to your company, or sent anonymously on your behalf by *Interference Technology*.
- Write an invitation to our readers to complete your survey
  - Examples are available if needed.
  - We strongly advise offering an incentive for each engineer who completes the survey, or prizes for a few lucky winners, to maximize the number of respondents.
- We design and email your invitation, linking our readers out to your survey.
- We can segment geographically, by industry, or by job title in most cases.
- After the closing date, we email an Excel spreadsheet of the complete data to you.

### PLUS:

- We will sign an NDA with you confirming that this is proprietary information – **no one else sees your data.**
- If you would like to send the survey to your own email database, we will provide you with the survey link, no extra charge.

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## PRICING:

\$6995 per survey + email

## SPECIFICATIONS:

Client to supply:

- 6 survey questions | Max 20 words each
- Company logo, in high resolution (300dpi), file format: .jpg | PDF | .psd | .eps | .ai | Tiff
- Survey invitation text | Max 100 words

NOTE: Survey and email blast layout includes 2x rounds of edits each. Additional rounds of edits available at \$200 per hour.

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# CUSTOM R&D SURVEY

## BENEFITS:

If your survey project requires more than our *Standard R&D Survey* offering above, please contact us to discuss your ideas and a free quote.

## PRICING:

Custom





 VIDEO (NEW)

As part of our transition from ITEM to Lectrix, we are particularly excited to be able to offer full video production services. Buyers love video because it's easy to digest, entertaining and an efficient use of their time without having to interact with a salesperson. Videos can give a huge return on investment (ROI) through many channels.

While general agencies often struggle to understand the B2B electronics industry and its buyers, our team are specialists who have worked with Electronics Engineers day-in and day-out for 48 years. **We are the only EMC video agency in the world.**

## BENEFITS:

- Distill complex information into digestible soundbites
- Build trust with prospects by introducing your product or company to them on their own terms
- Share with vast audiences at the click of a button on social and email platforms
- Deliver technical messaging without it getting lost in translation
- Amplify the brand awareness efforts of small teams with limited resources
- Standardize a product pitch for remote sales teams, startups, and non-sales professionals
- Scale your unique value proposition rapidly, through ebcasts, online, and tradeshow screens



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## HOW IT WORKS:

- We provide one-stop Full-Service Production – concept development, scripting, casting, shooting, voiceover, editing, producing, even distribution if applicable.
- Videos can be a combination of Live Action (real people), Animation, Narration, Music, Call-To-Action...whatever is in line with budgetary parameters and goals.
- Onsite shoots typically last no more than a day or two.
- The average turnaround is 6-8 weeks.
- Rush options are available for a 15% additional fee.
- You retain ownership of the (IP) Intellectual Property as an intangible asset.

### Video options can include but are not limited to:

- Web Series
- Social Videos
- Product Videos
- Corporate Videos
- How-To or Educational Videos

Take a Look at our Video Work on our Brand New Lectrix Site:

Click - [Corporate Video example](#) (for brand awareness)

Click - [Product Video example](#) (for lead generation)

**Plus:** Video content can be repurposed into various forms of other media to engage prospects and customers in different mediums and formats, such as white papers, ebooks, and webinars.

## PRICING:

Custom, but the average video engagement is \$15-25k



## EVENTS

### Contents

- EMC LIVE
- EMC LIVE Past Performance
- Webinars
- Create Your Own Event

EMC Live 2020 is a series of free online learning events for engineers. For the first time ever, it's expanding into five topic-specific, one-day events. Each day will focus on one of the five most popular EMC topics in the industry: comprised of five topic-specific, one-day, online events focusing on the most popular EMC topics in the industry:

| Date                      | Topic                 |
|---------------------------|-----------------------|
| February 25 <sup>th</sup> | MIL-Aero EMC          |
| April 7 <sup>th</sup>     | EMC Testing           |
| June 9 <sup>th</sup>      | IoT, Wireless, 5G EMC |
| September 1 <sup>st</sup> | Automotive EMC        |
| November 10 <sup>th</sup> | EMC Fundamentals      |

## BENEFITS FOR PRESENTING COMPANIES:

- Generate sales-qualified leads for your sales team
- Position your company as an industry thought leader
- Promote your products and expertise – present to a captive audience without leaving your office!
- Attract prospects and create engagement
- No booth fees or airline reservations needed
- We provide ALL hosting, marketing and promotion, registration, broadcasting, recording, replay, and lead reporting.

**Plus:** Presenters now have the option to create one presentation that can be shared across all five (5) EMC LIVE events, therefore increasing the number of valuable qualified leads.

## HOW IT WORKS:

Presentations generally take the form of webinars and/or videos. You supply a speaker and presentation, and we'll do the rest.

Our event manager works directly with your speaker(s) to familiarize them with the ON24 webinar platform and record their presentation. On event day, your speaker or staff goes online for the live Q&A session at the end of your company's presentation. We'll record all questions, so your team can follow up with more comprehensive information to specific attendees should they desire.

Our robust marketing promotions cover multiple media platforms to attract registrations for your presentation. Your registrations are secure in a private cloud reporting module, which you can access 24/7, and the data includes pre-and-post show stats.

After EMC LIVE is over, we continue to promote your recorded presentation and attract additional leads for you.

## PRICING

### TECHNICAL WEBINAR PRESENTATION:

- 45 minutes of practical, technical, non-commercial content, plus Live Q&A.

**Rate:** \$6,560 for 1 presentation | \$4,995 each when you participate in 2 or more events

### PRODUCT DEMONSTRATION PRESENTATION:

- 20-minute demo of your product(s) plus Live Q&A.
- Can be commercial, technical, or non-technical presentation

**Rate:** \$3000 for 1 presentation | \$2495 each when you participate in 2 or more events.

### MASTER SPONSORSHIP:

- One Master Sponsor per event day
- Sponsor Package includes:
  - Branding as event's Master Sponsor on all event channels and marketing materials
  - Webinar (1)
  - Product Demonstration (1)
  - Preferred timeslot – first choice
  - Company ad in event day newsletter linking to your website (1)
  - Whitepaper post on EMC LIVE Event website, with lead capture at download (1)
  - Live mention by M.C. during Event

**Rate:** \$10,995 per event

---

**Book early! The sooner you book, the more registrations and leads you receive.**

---

## PAST PARTICIPANTS AND SPONSORS

|                                 |                      |                         |
|---------------------------------|----------------------|-------------------------|
| ACB                             | Ametek               | Anritsu                 |
| AR                              | Bal Seal Engineering | CST                     |
| D.L.S. Electronic Systems, Inc. | ITG Electronics      | Langer EMV-Technik      |
| MiCOM Labs                      | MVG                  | Quell                   |
| R&B Labs                        | Rigol                | Rohde & Schwarz         |
| Schaffner                       | Siglent              | Washington Laboratories |
| Würth Elektronik                |                      |                         |

## MEDIA SPONSORS

Interference Technology® | Electronics Cooling®

## 2019 SHOW PERFORMANCE

|  |             |
|--|-------------|
| PRE-SHOW REGISTRATIONS                                     | 5524        |
| UNIQUE REGISTRATIONS                                       | 954         |
| TECHNICAL WEBINAR REGISTRATIONS                            | 5038        |
| PRODUCT DEMO REGISTRATIONS                                 | 486         |
| POST SHOW REGISTRATIONS (May 24 – August 7 <sup>th</sup> ) | 747         |
| <b>TOTAL REGISTRATIONS</b>                                 | <b>6271</b> |

21

## DEMOGRAPHICS OF REGISTRANTS

Most Common Attendee Job Function: **Engineer**

Most Common Attendee Industry: **Automotive**

Number of Countries Represented: **70**

## WWW.EMC.LIVE WEBSITE PERFORMANCE

Number of Visits (Sessions) to EMC.Live (March 25- Aug. 7): **5,760**

Number of Unique Visitors (Users) to EMC.Live (March 25- Aug. 7): **4,508**

Number of Website Pageviews (March 25- Aug. 7): **26,226**

For a complete detailed report on the EMC LIVE 2019 event, please [click here](#)

## [2019 EMC Live Post Show Report](#)



## BENEFITS:

Webinars provide your company with significant customer engagement, allowing you to better understand their challenges and buying intentions. *Interference Technology* clients use webinars as a tool not only to grow lead volume, but also to re-engage existing prospects with new developments, new capabilities, product launches and more.

## HOW THEY WORK:

### OPTION 1: Bring Your Own Presenter

Your company creates the webinar presentation, and your employee or representative gives the presentation

- Presentations may be either technical or commercial in nature
- 30 minutes / 20 to 30 slides is the recommended length of presentation to keep your audience engaged
- Plus allow 10 to 15 minutes for Q&A
- Presentations may be made live or pre-recorded
- *Interference Technology* provides the following support:
  - Webinar hosting, production, registration services and lead management
  - 1x eBlast promotion to the *Interference Technology* subscriber list to announce your upcoming presentation
  - 1x further eBlast promotion a few days before your presentation date
  - Calendar listing on *Interference Technology* website events page
  - 4x listings in *Interference Technology* newsletters

**PRICING:** \$6,565

### OPTION 2: We Provide Your Presenter

If your team does not include the resources to write, produce or present your own webinar, *Interference Technology* can help. Through our years of experience in the EMC world, *Interference Technology* has an unmatched wealth of contacts, writers, authors, editors and presenters - for hire! Contact us to discuss your ideas and topics. Your presentation and marketing follow the same format as Option 1 above.

**PRICING:** \$8,565

## NEED A PRESENTER?

We have writers and presenters for hire to help you to produce a webinar. Here are just some of the topics, with which they can help:

- |                           |                      |                    |
|---------------------------|----------------------|--------------------|
| • EMC Test                | • Amplifiers         | • Power Integrity  |
| • EMC Design              | • Antennas           | • Signal Integrity |
| • Standards               | • Spectrum Analyzers | • Components       |
| • Troubleshooting / Debug | • EMI Receivers      | • Materials        |
| • Test Equipment          | • Power              |                    |

## SPECIFICATIONS:

- Powerpoint or Similar
- Video
- Live or Pre-recorded presentation(s)

## AVAILABLE MARKETING SUPPORT

Additional marketing support services available upon request.

## Looking for something a little different? Create your own online events.

If you are not afraid to break the mold with something innovative that'll engage your audience in new ways, our online event hosting is for you. Online events not only succeed at developing your audience, they also provide your company and/or service with significant customer engagement, allowing you to better understand their challenges and buying cycles. And we would know – *Interference Technology* has been hosting our own successful electrical engineering-based online events for years. Our past clients have been rewarded in lead growth, more sales, and a stronger grasp of their customer personas and prospects' intentions.

Now you can design and host your own lead generation or prospect development events online with live Q&As and immediate customer feedback. Whether it's a product launch, digital webinar, product training, rep meetings, user groups, or anything else you can dream of, we have the platform and expertise to support you.

### HOW THEY WORK:

#### OPTION 1: Bring Your Own Presenter

All online events are fully customized, but here are a few ideas:

- Choose from between a half-day, up to a two-day event
- Presentations can be live or pre-recorded. Live is recommended so that you engage your prospects more
- Presentations are generally given in the form of webinars, using PowerPoint, or similar, and videos
- Formats can include technical presentations, product announcements, product demonstrations, roundtables, panel discussions, keynotes – you choose!
- We can provide an MC, or bring your own
- If you are hosting an in-person event already, we can even record those presentations and re-use them at your online event

**PRICING:** Budget between \$10,000 and \$30,000

#### OPTION 2: *Interference Technology* Provides Your Presenter

If your team does not have the resources to write, produce or present your own event, we can help. Through our years of experience in the EMC worlds, *Interference Technology* has an unmatched wealth of contacts, writers, authors, editors and presenters - for hire! Contact us to discuss your ideas and topics. Your presentation and marketing follow the same format as Option 1 above.

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| • EMC Design              | • Antennas           | • Signal Integrity |
| • Standards               | • Spectrum Analyzers | • Components       |
| • Troubleshooting / Debug | • EMI Receivers      | • Materials        |
| • Test Equipment          | • Power              |                    |

### SPECIFICATIONS:

- Powerpoint or Similar
- Video
- Live or Pre-recorded presentation(s)

### AVAILABLE MARKETING SUPPORT

Marketing support will be customized according to the scale of your event, to include, for example: eBlasts, newsletters, social media, online advertising.



## EMAIL MARKETING

### Contents

- Newsletter
- Custom eBlasts
- EMC Resources



**INTERFERENCE TECHNOLOGY NEWSLETTER**  
August 31, 2018 EMC Fundamentals Edition

**FREE E-BOOK CONDUCTIVE ELASTOMER ENGINEERING HANDBOOK**  
Download Now >>>

**NEW Inspiration**

**New Chemetics EMI Shielding Elastomer Engineering Handbook Available Now!**  
Parlor Chrometics offers innovative engineered EMI shielding and thermal management products, providing advanced solutions for your most demanding applications. Download our new Conductive Elastomer Engineering Handbook to help you learn EMI shielding theory, common resistance principles, conductive elastomer gasket design and much more. Download now!  
Contact Us

**The Most Reliable EMI/Environmental ConnectorSeal**  
Check out the best inspiration in connector/seal gaskets, providing superior EMI and environmental protection for flange-mounted connections. Spirit's unique design includes a rigid layer between silicone or fluoropolymers sealing, preventing the most reliable and effective, breakthrough seal. Choose from Mount or Seal-Back Mount with Spirit's patented gasket system for superior EMI shielding. Contact us for more information and a free sample!  
Visit our website at [www.parkside.com](http://www.parkside.com)

**Learn More**

**PROUDLY NEWS**

- New Chemetics Elastomer Engineering Handbook Available
- New EMI & Environmental Protection Seal Gaskets
- New, Strong, Lightweight & Painted Mount Parts Available
- More Applications Added to Popular Selective Radiation Meter

**A.H. Systems, Inc.**

**New Chemetics EMI Shielding Elastomer Engineering Handbook Available Now!**  
Parlor Chrometics offers innovative engineered EMI shielding and thermal management products, providing advanced solutions for your most demanding applications. Download our new Conductive Elastomer Engineering Handbook to help you learn EMI shielding theory, common resistance principles, conductive elastomer gasket design and much more. Download now!  
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Visit our website at [www.parkside.com](http://www.parkside.com)

**Learn More**

# NEWSLETTER

## BENEFITS:

Keep your brand in front of your target customers on a regular basis. It's Marketing 101! Drive new customers from the ever-growing *Interference Technology* email list to your own site to build your web traffic and generate new leads.

## HOW THEY WORK:

Each mailing includes EMC standard updates, industry news, and reference material, which makes it a great place to highlight your company or product and drive traffic to your site. Place your ad in a general issue, in a special edition that matches your specific EMC technology, or in an edition that features the electronics markets you are targeting.

## PRICING:

Number of Issues | Rate Per Issue

4X - \$1,205 | 6X - \$1,105 | 8X - \$1,005 | 12X - \$935

## SPECIFICATIONS:

- Headline + Maximum 60 words of text
- Company Logo or image (static .jpeg or .gif - 300 x 169 pixels)
- Web Link
- Email Address
- Headline

## 2020 NEWSLETTER CALENDAR

| Month    | Day   | Newsletter               | Month    | Day           | Newsletter               |
|----------|-------|--------------------------|----------|---------------|--------------------------|
| January  | 2     | Fundamentals             | July     | 2             | Fundamentals             |
|          | 9     | Shielding Design         |          | 9             | Shielding Design         |
|          | 16    | Board Level Design       |          | 16            | Board Level Design       |
|          | 23    | Battery & Power Design   |          | 23            | Battery & Power Design   |
|          | 29    | EMC Resources            |          | 29            | EMC Resources            |
|          | 30    | EMC Control Applications |          | 30            | EMC Control Applications |
| February | 6     | Mil/Aero                 | August   | 6             | Testing                  |
|          | 13    | Mil Standards            |          | 13            | Immunity Testing         |
|          | 20    | Antenna Coupling         |          | 20            | Emissions Testing        |
|          | 26    | EMC Resources            |          | 26            | EMC Resources            |
|          | 27    | EMC LIVE: Mil/Aero       |          | 27            | Calibration Testing      |
|          | March | 5                        |          | Automotive    | September                |
| 12       |       | Autonomous Vehicles      | 10       | Wireless      |                          |
| 19       |       | V2X Communications       | 17       | IoT           |                          |
| 25       |       | EMC Resources            | 24       | 5G            |                          |
| 26       |       | Electric Vehicles        | 30       | EMC Resources |                          |
| April    |       | 2                        | Testing  | October       |                          |
|          | 9     | Immunity Testing         | 8        |               | Mil Standards            |
|          | 16    | Emissions Testing        | 15       |               | Antenna Coupling         |
|          | 23    | EMC LIVE: Testing        | 22       |               | Aircraft lighting        |
|          | 29    | EMC Resources            | 28       |               | EMC Resources            |
|          | 30    | Calibration Testing      | 29       |               | Mil Standards            |
| May      | 7     | Wireless                 | November | 5             | Fundamentals             |
|          | 14    | IoT                      |          | 12            | EMC LIVE: Fundamentals   |
|          | 27    | 5G                       |          | 19            | Shielding Design         |
|          | 28    | RF                       |          | 25            | EMC Resources            |
|          | June  | 4                        |          | Automotive    | 26                       |
| 11       |       | EMC LIVE: Automotive     | December | 3             | Testing                  |
| 18       |       | Autonomous Vehicles      |          | 10            | Immunity Testing         |
| 24       |       | EMC Resources            |          | 17            | Emissions Testing        |
| 25       |       | Electric Vehicles        |          | 24            | None                     |
|          |       | 30                       |          | EMC Resources |                          |
|          |       |                          | 31       | None          |                          |

# CUSTOM EBLASTS

## BENEFITS:

To generate a high volume of leads in a short amount of time, a customized eBlast is a powerful tool that is especially useful for a product launch, a corporate announcement or a new event. Customized eBlasts are dedicated entirely to your content, reaching 15,500 engineers, who are looking for EMI solutions – with measurable results.

## HOW THEY WORK:

- Submit your content to us at least 2 weeks in advance; we design your eblast.
  - Optionally, you may design the eblast yourself to our specifications.
- Provide us with a link to your landing page to capture our readers' information.
  - We can build one a landing page for you for a small additional fee.
- Interference Technology provides you with two rounds of edits at no additional charge.
- Once approved, your eblast is broadcast, and we send you an activity/leads report within a month.

## PRICING:

Number of Issues | Rate Per Issue

|    |         |
|----|---------|
| 1X | \$5,035 |
| 4X | \$4,035 |
| 6X | \$3,035 |

Landing Page Design Option:

TEMPLATE: \$495

CUSTOM: Please Inquire

## SPECIFICATIONS:

- All materials must be received no later than two weeks before your scheduled date
- Your eBlast can be sent on any weekday except Thursdays.
- Please provide:
  - eBlast copy/text
  - Images in .jpeg or .png file format, 72 dpi, RGB color
  - Link(s) to your selected web pages, landing pages, registration pages, etc
  - HTML code and text files are accepted for email creation

**Please Note:** Broadcast dates must be selected at time of booking. Dates may be changed after booking subject to availability, but invoicing will occur based upon your initial selected date, and payment required in full, net 30 days.

The screenshot shows an email blast header with the Interference Technology logo and 'SPONSORED' text. Below the header, there's a date 'August 31, 2018' and 'Products | Standards'. The main content area features a laptop displaying a website for 'ROHDE & SCHWARZ' with the text 'ON DEMAND PRESENTATIONS AVAILABLE'. A hand is holding a smartphone. The footer of the email blast includes 'MASTER SPONSOR ROHDE & SCHWARZ' and a call to action: 'Watch the EMC+SIPI Online Symposium On-Demand Now!'. Below this, there's a registration link and details about 'All Access Pass' and 'Limited Access Pass' for the 'EMC+SIPI 2017 Online Symposium'. A large red diagonal watermark reading 'EXAMPLE' is overlaid on the screenshot.

## TIP:

Add customized campaign parameters to your URLs in order to track traffic in Google Analytics.



**New 2nd Half 2017 Catalog! The Power To Meet All Your RF & EMC Testing Needs**  
AR's latest catalog features the new low cost Universal series amplifiers with the widest bandwidth in the industry, covering the 10 kHz to 1000 MHz frequency range. Additional highlights include new RF Solid State CW Amplifiers, Pulsed Amplifiers, TWTAs, details on HIRF systems components, and reference to a new product demo video on the 6-18 GHz amplifier series.

[Learn More](#)



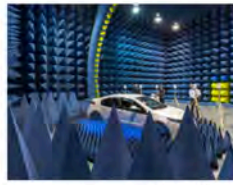
**VIDEO: EMI Filtered Connectors in 1 min!**  
Watch this short video and see how Quell's EESeal can make your standard connector a filtered connector in seconds. Pin by Pin customization and application specific samples shipped in 24-48 hours. EESeals help you meet your MIL-461 & DO-160 requirements. "Filtered connectors just got easy."  
**Quell Corporation**  
P: 505-243-1423

[Learn More](#)



**Understanding FCC Modular Approvals (North America) - Free Guide!**  
Download this helpful guide on testing and conformity assessment for Low Power Modular Wireless Transmitters in North America. Then contact Elite for regulatory consulting, quick access to services, and wireless conformity assessment for markets, both regional and global. Also, please register for Elite's Radio Equipment Directive webinar on Wednesday September 6th 2017. **EMC - Our Experts. Your Schedule. Trusted Results.**  
**Contact Us**

[Learn More](#)



**Antenna measurement and/or EMC test chamber all-in-one?**  
Can I Perform EMC and Antenna Measurement Testing in the Same Chamber? The choice of a combined chamber or separate chambers depends on the specifications and on expectations that need to be weighed: Frequency range, AUT sizes, measurement techniques, and quiet zone requirements should be considered but can often be met in one combined chamber.  
**Contact Us**

[Learn More](#)



**Free White Paper: Selecting Common Mode Filter Chokes for High Speed Data Interfaces**  
High speed data interfaces like USB, HDBaseT™, HDMI, DVI, and DisplayPort require careful consideration to ensure reliable communication that is free of disruptive EMI. Of all the tools at the designer's disposal, common mode filter chokes remain one of the most powerful and popular. This application note discusses the benefits of using common modes and the performance characteristics associated with their proper application.

[Learn More](#)



**TESEQ's New Dropout Option**  
AMETEK CTS proudly introduces TESEQ's new dropout switch (DS) option to the NSG 5500 simulates momentary loss of power to automotive electronics. The NSG 5500+ARB+DS is the only system on the market that includes a unique dropout switch along with a wave form generator and transient generator in one compact system.  
Visit our new website at [www.ametek-cts.com](http://www.ametek-cts.com)

[Learn More](#)



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For additional assistance, contact us by [email](mailto:email) or at the address below.

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# EMC RESOURCES

## BENEFITS:

Whitepapers, brochures, app notes and data sheets are effective tools for engaging prospective new leads, and the *Interference Technology EMC Resources* download program gives you the platform to deliver them. Distributed to 17,000 subscribers.

## HOW THEY WORK:

- Submit your whitepaper, tech brief, application note or datasheet with a link to your own landing page or registration form.
  - Optionally, we will provide a landing page for you at no extra charge
- *Interference Technology EMC Resources* is published the fourth Wednesday of each month.
- If you are using your own landing page, your leads are instantly available to you of course
- If you are using a landing page provided by *Interference Technology*, we will provide your leads within 1 month

▶ **NEW FOR 2020.** Beginning January 1, 2020, the way in which we collect data from our *EMC Resources* readers in the US will change. All US readers will be required to complete a short form to access your whitepaper or other free download. Already, this is the way we must collect data from readers outside of the US, and as a publisher watching the changing data privacy laws, we predict that the US will follow suit soon. This change is likely to lead to two consequences: i) the quantity of leads will reduce, ii) the quality of leads will increase. Please contact us with any questions.

## PRICING:

| Number of Blasts | Rate Per Email |
|------------------|----------------|
| 1X               | \$2,775        |
| 4X               | \$2,150        |
| 6X               | \$1,735        |
| 8X               | \$1,375        |
| 12X              | \$1,095        |

## SPECIFICATIONS:

- *EMC Resources* is sent on the fourth Wednesday of each month.
- Please provide:
  - Headline
  - Maximum 60 words of text
  - Image (static .jpeg or .gif – 280 x 218 pixels)
  - Your whitepaper, tech brief, application note or data sheet
  - Link to your own landing page or registration form

**Note:** Materials must be supplied at least 1 week in advance.

# EMAIL MARKETING EXAMPLES

## EMC RESOURCES

**INTERFERENCE TECHNOLOGY**  
EMC RESOURCES

August 31, 2018 Products | Standards

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[Learn More](#)

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Watch this short video and see how Quail's EESeal can make your standard connector a filtered connector in seconds. Pin by Pin customization and application specific samples shipped in 24-48 hours. EESeals help you meet your MIL-461 & DO-160 requirements. "Filtered connectors just got easy."  
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[Find Out More](#)  
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[Learn More](#)

## NEWSLETTER

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**NEW Inspiration**

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Visit our website at [www.spiraxemi.com](http://www.spiraxemi.com)

[Learn More](#)

**PRODUCT NEWS**

- New Nano-silicium Common Mode Inductors
- Conductive Elastomer Engineering Handbook Available
- New EMI & Environmental Connector-Seal Gaskets
- Thin, Strong, Lightweight Expanded Metal Foils Available
- New Application Guide for Popular Selective Radiation Meter

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Visit our website at [www.spiraxemi.com](http://www.spiraxemi.com)

[Learn More](#)

**FROM THE BLOG**

Article or Blog 1  
The performance of your...

## CUSTOM EBLASTS

**INTERFERENCE TECHNOLOGY**  
SPONSORED

August 31, 2018 Products | Standards

**ON DEMAND PRESENTATIONS AVAILABLE**

**EXAMPLE**

MASTER OF THE HOUSE  
**ROHDE & SCHWARZ**

Want to watch the presentations from the EMC+SPI 2017 Online Symposium? Now you can! All recorded presentations are available on-demand - watch on your computer, tablet, or phone at anytime from anywhere.

[Watch the EMC+SPI Online Symposium On-Demand Now!](#)

Not registered? Sign up now for an All Access or Limited Access Pass on the [Online Symposium website](#).

**All Access Pass** - Receive the whole event for only \$249! That's all 17 Tracks and over 80 presentations.

**Limited Access Pass** - Receive only the EMC Fundamentals, Time Domain / Near-Field Applications Measurements, and EMC for IoT Tracks, all for FREE.

OR simply watch [The Future of EMC Test Laboratory Emissions Measurement Capability](#) presented by Rohde & Schwarz for FREE.

[Click here to visit the EMC+SPI 2017 Online Symposium website.](#)

To generate a high volume of leads in a short amount of time, a customized, dedicated eBlast is a powerful tool that is especially useful for a product launch, corporate announcement or new event. Customized eBlasts are dedicated entirely to your content, reaching 15,500 engineers, who are looking for EMI solutions - with measurable results.

Whitepapers, brochures, video, app notes and data sheets are effective engagement tools, but your audience must be able to find them. Our *EMC Resources* does just that by bringing your content to the audience. When a reader requests your piece of content, you receive the lead. Simple as that.

**TIP:**  
*Don't wait to follow up when you receive your new leads. Make contact early and ask if there are any questions you can answer. Position yourself as a useful resource in order to build relationships.*



## WEBSITE MARKETING

### Contents

- Billboard Ads (NEW)
- Inter-Article Ads (NEW)
- Welcome Ads
- Google Re-targeting Ads (NEW)
- Industry Sponsor Package
- Category Sponsor Package

# BILLBOARD ADS (NEW)

## BENEFITS:

Excellent for companies looking for brand awareness, Billboard Ads are a newer option in the marketing scene that has grown in popularity over the last several years. Thanks to their highly viewable 970x250 size and placement above the fold of the page, your billboard ad ensures that your message or offer immediately gets in front of Interference Technology's 25,000+ unique visitors per month.

## HOW THEY WORK:

- Appears above the *Interference Technology* logo on every page of the site that is not sponsored by an advertiser
- Mobile and desktop-friendly
- You receive impressions and click report
- Available as exclusive sponsorship in 30-day increments only

## PRICING:

**\$3,995 Per Month**

## SPECIFICATIONS:

- Total Dimensions: 970 pixels wide × 250 pixels tall
- Export as .jpeg or .png
- 120 KB maximum file size
- Template with instructions will be provided to format ad to best fit site.

 Billboard Ad Location



## BENEFITS:

Inter-article ads are an ideal opportunity for content promotion and brand awareness. These leaderboard-sized graphics sits within an article after the first paragraph. The unconventional ad location is both highly visible and offsets the risk of “banner blindness”, guaranteeing greater impressions. Combining an inter-article ad with a billboard ad is a great way for your brand to “own” a page.

## HOW THEY WORK:

- Appears between first and second paragraphs of all article pages that are not sponsored by an advertiser
- Mobile and desktop-friendly
- You receive impressions and click report
- Available as exclusive sponsorship in 30-day increments only
- Best Practice: Try promoting technical content with this ad location!

## PRICING:

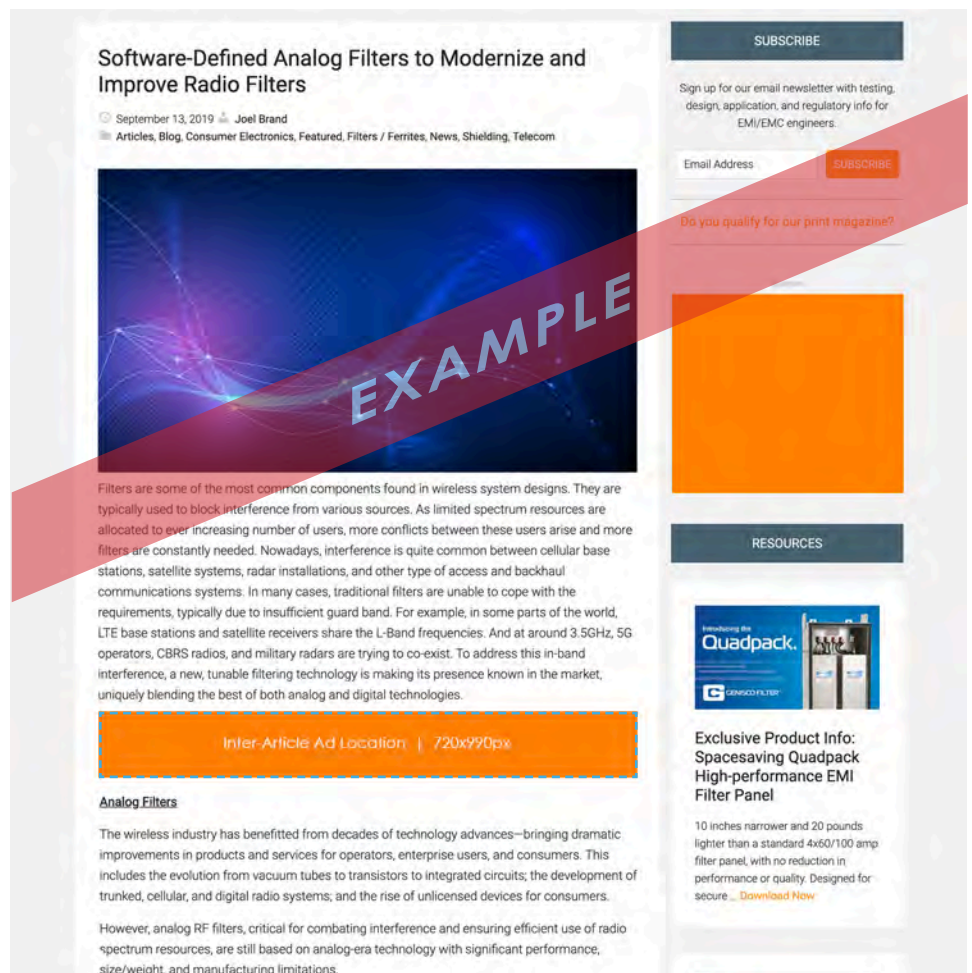
\$3,995 Per Month

## SPECIFICATIONS:

- Total Dimensions:  
728 x 90 pixel | 300 x 250 pixel
- Export as .jpeg or .png
- 120 KB maximum file size
- Template with instructions will be provided to format ad to best fit site.



Inter-Article Ad Location



**Software-Defined Analog Filters to Modernize and Improve Radio Filters**

September 13, 2019 | Joel Brand

Articles, Blog, Consumer Electronics, Featured, Filters / Ferrites, News, Shielding, Telecom

**EXAMPLE**

Filters are some of the most common components found in wireless system designs. They are typically used to block interference from various sources. As limited spectrum resources are allocated to ever increasing number of users, more conflicts between these users arise and more filters are constantly needed. Nowadays, interference is quite common between cellular base stations, satellite systems, radar installations, and other type of access and backhaul communications systems. In many cases, traditional filters are unable to cope with the requirements, typically due to insufficient guard band. For example, in some parts of the world, LTE base stations and satellite receivers share the L-Band frequencies. And at around 3.5GHz, 5G operators, CBRS radios, and military radars are trying to co-exist. To address this in-band interference, a new, tunable filtering technology is making its presence known in the market, uniquely blending the best of both analog and digital technologies.

**Inter-Article Ad Location | 720x90px**

**Analog Filters**

The wireless industry has benefitted from decades of technology advances—bringing dramatic improvements in products and services for operators, enterprise users, and consumers. This includes the evolution from vacuum tubes to transistors to integrated circuits; the development of trunked, cellular, and digital radio systems; and the rise of unlicensed devices for consumers.

However, analog RF filters, critical for combating interference and ensuring efficient use of radio spectrum resources, are still based on analog-era technology with significant performance, size/weight, and manufacturing limitations.

**SUBSCRIBE**

Sign up for our email newsletter with testing, design, application, and regulatory info for EMI/EMC engineers.

Email Address  **SUBSCRIBE**

Do you qualify for our print magazine?

**RESOURCES**

**Introducing the Quadpack.**

**Exclusive Product Info: Spacesaving Quadpack High-performance EMI Filter Panel**

10 inches narrower and 20 pounds lighter than a standard 4x60/100 amp filter panel, with no reduction in performance or quality. Designed for secure... [Download Now](#)

## BENEFITS:

Pop-up Ads are a great tool for producing high visibility and daily new leads for a product, especially from a website like *Interference Technology*. With now over 25,000+ unique visitors per month, our site is being found by an ever increasing audience of electronics engineers looking for EMI solutions. Your Pop-up Ad ensures that your message, or offer, gets in front of them first before they engage in any other material in their search. In 2018, our Pop-up Ad clients enjoyed an average of 13,422 impressions per campaign.

## HOW THEY WORK:

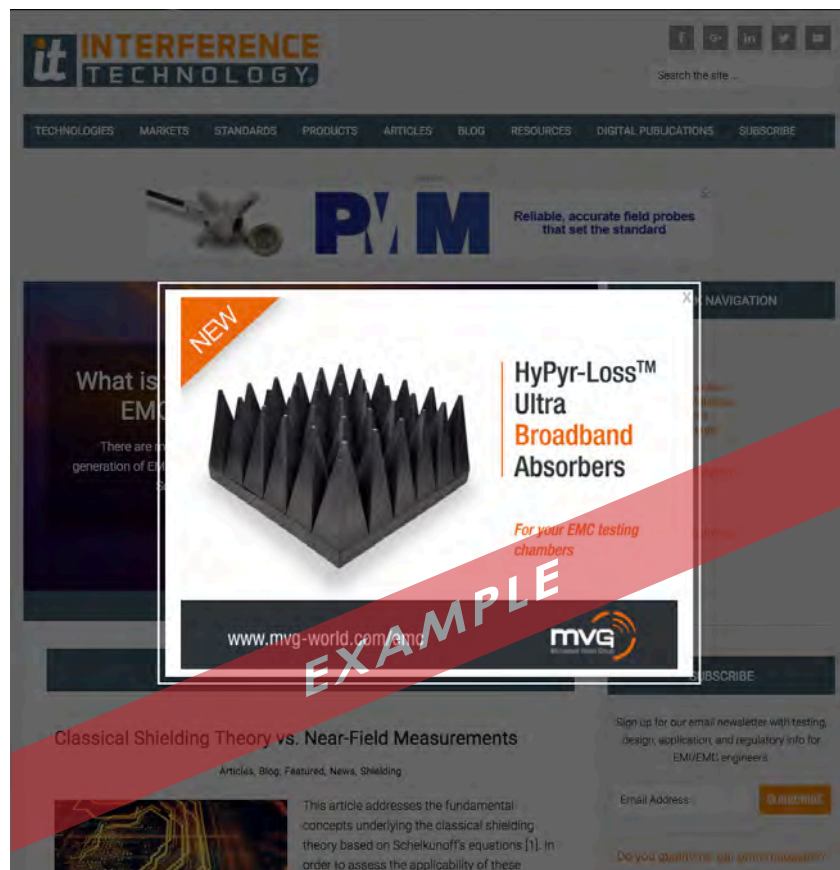
- Highest performing *Interference Technology* ad location – 80 times industry average!
- Triggered by exit-intent: reaching bottom of an article, idling, or moving cursor to top of web browser
- Appears once per day per user
- Mobile and desktop-friendly
- Receive impressions and click report
- Available as exclusive sponsorship in 30-day increments only
- Best Practice: Try promoting technical content with this ad location!

## PRICING: \$3,995 / month

## SPECIFICATIONS:

- 640x480, .png or .jpeg, used for screens larger than 1366 pixels wide (Desktop)
- 300x250, .png or .jpeg, used for screens smaller than 1366 pixels wide (Mobile)
- Max File Size: 200 KB
- Ad must be provided in both dimensions to support the range of screen widths.

Pop-Up Ad





## BENEFITS:

Expand the reach of your web ads to the Interference Technology website beyond [interferencetechnology.com](http://interferencetechnology.com). With retargeting, your ads will continue to be seen by our website visitors after they leave our site, utilizing the Google Display Network: a collection of over 2 million websites that reaches over 90% of Internet users\*. In other words, our website visitors will see your ads on future sites that they visit. Excellent for continued brand awareness and lead generation. (Hint: offering technical content works best!)

## HOW IT WORKS:

You simply provide the banners and specify your maximum ad spend and the length you'd like your campaign to run, and we'll deploy the campaign and provide performance reports.

## SUPPORTED BANNER SIZES:

While Google supports a wide range of banner sizes,\*\* they've found the following to be most effective:

- 336x280 large rectangle
- 300x250 medium rectangle
- 728x90 leaderboard
- 300x600 half page
- 320x100 large mobile banner

There is no requirement for minimum number of ad sizes you need to provide, but providing most or all of the five sizes recommended by Google will increase the likelihood for your ads to display and be clicked.

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## PRICING:

**\$6,000 minimum**

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**Want to extend your reach beyond the Google Display Network or explore social advertising?**

**Ask us about how you can utilize our retargeting services on LinkedIn, Facebook, other display networks, and even email!**

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\*<https://support.google.com/google-ads/answer/2404191?hl=en>

\*\*[https://support.google.com/adsense/answer/6002621?visit\\_id=637019912286970060-893603874&rd=1](https://support.google.com/adsense/answer/6002621?visit_id=637019912286970060-893603874&rd=1)

# INDUSTRY SPONSOR PACKAGE



## BENEFITS:

Our *Industry Sponsor Package* Ad Program is a mass market tool for reaching the largest number of engineers seeking EMI solutions anywhere. If your goal is to create mass awareness of your message across the entire EMI marketplace, over a sustained period, consider our 12-month *Industry Sponsor Package*. In 2018, our Industry Sponsor clients enjoyed an average 17,141 impressions per month.

## HOW THEY WORK:

- The *Interference Technology* site is now found by over 30,000 unique visitors per month, and Industry Sponsors are seen on almost every page of the site.
- Each campaign includes an exclusive 12-month run of site program, limited to only 12 advertisers at one time.
- Your ads rotate through the 4 ad positions (2 ads x 2 positions) that appear on every site page (excludes sponsored category pages)
- 1 Leaderboard banner (choice of 728 x 90 pixels or 970 x 90 pixels)
- 1 Medium Rectangle banner (300 x 250 pixels)
- Company logo featured on every site page (excludes sponsored category pages)
- Company Listing on Industry Sponsor Page

## PRICING: \$10,095 / 12 months

## SPECIFICATIONS:

- Medium Rectangle Dimensions: 300 x 250px
- Leaderboard Dimensions: 728 x 90px or 970 x 90px\*
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG, Flash™\*\*, HTML, HTML5\*\*

\* For Leaderboard ads, ad must also be provided in 300 x 250 pixels to support mobile viewing.

\*\* If providing ad in Flash™ or HTML5 format, also provide ad in .jpeg, .gif, or .png format in case the viewer's browser does not support creative functionality. Please contact us for specifics if interested in using HTML5.



## BENEFITS:

As a *Category Sponsor*, you affiliate your brand with the topic (“Category”) of your choice and benefit exclusively from being seen by every visitor to our site who visits any of the pages in that category. Let’s say that Military & Aerospace is a vital market for your company, become the exclusive Category Sponsor of all of the military and aerospace content and pages in the *Interference Technology* site, and for a year, every visitor to our site who reads our military / aerospace content will see your brand. In 2018, our Category Sponsor clients enjoyed an average 17,141 impressions per month in addition to the page views from the category of your choice.



## HOW THEY WORK:

Everything included in Industry Sponsor Package (see page 32), PLUS:

- Exclusive ownership of the content category of your choice – see category choices below
- Your ads simultaneously display in all 4 available positions
- Sponsorship of 1 category-specific newsletter

## CATEGORIES

### TECHNOLOGIES

- Amplifiers
- Antennas
- Cables & Connectors
- Conductive Materials
- Filters / Ferrites
- Lighting & Surge
- Shielding/Gasketing
- Software
- Test Instrumentation
- Testing

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### MARKETS

- Aerospace
- Automotive
- Consumer Electronics
- Industrial
- Medical
- Military
- Power
- Research
- Wireless

### PRICING: \$15,755

### SPECIFICATIONS:

- 2x Medium Rectangle Dimensions: 300 x 250px
- 2x Leaderboard Dimensions: 728 x 90px or 970 x 90px
- For Leaderboard ads, ad must also be provided in 300 x 250 pixels to support mobile viewing.
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG, Flash™\*, HTML, HTML5\*

\* If providing ad in Flash™ or HTML5 format, also provide ad in .jpeg, .gif, or .png format in case the viewer's browser does not support creative functionality. Please contact us for specifics if interested in using HTML5.





## PUBLICATIONS

### Contents

- ITEM - Interference Technology Engineer's Master (NEW)
- Military & Aerospace EMC 2020
- EMC Fundamentals 2020
- Wireless, 5G & IoT EMC 2020
- Automotive EMC 2020
- EMC Testing 2020

## The all new 2020 Interference Technology Engineer's Master (ITEM) A brand-new EMC benchtop guide for test and design engineers.

### BENEFITS:

*The information in the all new 2020 "ITEM" can't be found on Google.* This is just one reason why design engineers, test lab engineers, program managers and compliance managers will want to keep this all new printed publication close by for a full 12 months, starting April 2020.

### 5 POINTS TO CONSIDER ABOUT PRINT IN THE EMC MARKET:

"We don't do print!" is a common phrase among industry marketers today. Unfortunately for them, their EMC customers *do* "do print"! Here are just five reasons why more of your customers are telling us that they either still consume EMC content in print, or are going back to print:

1. EMC test engineers work in labs; they are not sitting at a computer screen all day.
2. While their preference for short form content (news, blogs, etc.) is digital, for longer form content like articles (*which require longer engagement time, and therefore more attention to your message*), the preferred medium is print.
3. The most time spent reading up on EMC is during travel, where print is easier to carry and consume.
4. Engineers, managers and technicians working in government and military EMC facilities are experiencing increasing restrictions on receipt of commercial emails.
5. Print allows engineers to more easily find and re-read educational content, which means your message benefits from additional frequency.

### ITEM 2020 HAS IT. GOOGLE DOES NOT.

ITEM 2020 will be all new, but "ITEM" has been widely recognized as the go-to reference source since 1971. In 2020, as we re-launch our flagship brand, we will ensure that your message stays in front of over 20,000 engineers for a full 12 months, by producing a guide full of invaluable EMC directories, standards, formulas, calculators, lists, calendars and "how to" articles that engineers will not want to throw away. These unique references will be proprietary to ITEM, and compiled in easy-to-find formats. They will not be found on Google or elsewhere online.\* Not to mention, Google will not be at the top industry shows in 2020 – but ITEM will!

### WHAT'S IN IT?

1. Quick Reference Guides for suppliers of EMC test equipment, components, materials, software, chambers and services
2. EMC Test Lab Directory
3. Directory of Government & Military EMC facilities and agencies
4. Directory of EMC standards and organizations
5. Guide to key calculations & formulas
6. Calendar of EMC events, seminars and tradeshows
7. Sections for
  - Military EMC
  - Automotive EMC
  - Wireless, IoT and 5G EMC
  - EMC Testing
  - EMC Fundamentals

8. Directory of EMC associations and chapters

*And of course, your competitors' ads will be found there too!*



## BONUS DISTRIBUTIONS

Copies of ITEM 2020 will available free-of-charge either in print, or in digital PDF format for download, by tradeshow attendees at the following events:

E3 DoD Program Review | IMS | EMC Symposium | Mobile World Congress Americas | AMTA | Automotive Testing Expo

Print should play a vital part in the mix of your outreach to the EMC market. If you place just one print ad in 2020, make sure your company can be found in the all-new 2020 *Interference Technology Engineer's Master*.

**Deadline for 2020 edition is March 16, 2020. Premium positions available on a first-come-first-served basis. Reservations open now.**

## 2020 IMPORTANT DATES

Ad Close: 3/16/2020 | Ad Materials Due By: 3/23/2020 | Publication Month: April

## PRICING:

| Ad Type                             | Price          |
|-------------------------------------|----------------|
| <b>PREMIUM SPACE</b>                |                |
| Back Cover                          | \$8,810        |
| Inside Front /<br>Inside Back Cover | \$8,390        |
| Premium Ad Spread                   | \$12,975       |
| Ad Size                             | Price          |
| Full Page                           | \$6,680        |
| Additional Full Pages               | \$3,895        |
| 1/2 Page Island                     | \$5,860        |
| 1/2 Page                            | \$5,030        |
| 1/4 Page                            | \$3,335        |
| Directory Logo                      | \$545          |
| BONUS TRADE SHOW DISTRIBUTION       | Dates          |
| E3 DoD Program Review               | TBD            |
| IMS                                 | June 21 - 26   |
| EMC Symposium                       | July 27 - 31   |
| Mobile World Congress Americas      | TBD            |
| AMTA                                | November 1 - 6 |
| Automotive Testing Expo             | TBD            |

## PUBLICATION SPECIFICATIONS:

Width x Height

- Trim Size: 8.375" x 10.875"
- Bleed: .125"
- Live Area: 7" x 10"
- Press: Web offset
- Stock: 40-lb. coated
- Screen: 133-line
- Density: 240-300
- Binding: Perfect bound

## AD SPECIFICATIONS:

Width x Height

- **2 PAGE SPREAD**  
16.375" x 10.875" | \*Bleed: 16.875" x 11.375"
- **FULL PAGE**  
8.375" x 10.875" | \*Bleed: 8.875" x 11.375"
- **1/2 PAGE ISLAND**  
4.5" x 7.5" | No Bleed
- **1/2 PAGE HORIZONTAL**  
7" x 4.875" | No Bleed
- **1/2 PAGE VERTICAL**  
3.375" x 9.54" | No Bleed
- **1/4 PAGE**  
3.5" x 4.875" | No Bleed
- **BUSINESS CARD**  
3.5" x 2" | No Bleed
- **File Format:** PDF
- **File Resolution:** High Resolution - 300dpi
- **File Color Code:** CMYK 4-Color Process

\*Ads with bleed require crop marks on submitted PDF files.

\*ITEM 2020 will available free-of-charge in digital PDF format for download by non-US subscribers and tradeshow attendees.

*Who says publications don't produce leads? Our eBooks do!*

**BENEFITS:**

The *Interference Technology eBooks* are not traditional publications at all! This series of free download offers to our readership is a 3-month sales-qualified lead generation program designed to uncover who is buying EMI components, materials, test equipment, and test services – and when. Each eBook is a highly detailed guide attracting hundreds of downloads per issue. When you participate in the *EMC eBook* program, you share in all of the subscriber data.

**HOW THEY WORK:**

- 30 to 50+ pages of topic-specific content including manufacturer tables, how-to's, and critical reference material
- Distributed to *Interference Technology* email list and website audience
- Readers register to download the eBook.
- Landing page questions are geared to source demographic data and buying intentions and timelines (see example on pg 40)
- Simply pay for the number of leads you want.
- Each lead package includes 1 full page free
- Use your full page space for either a display ad, an app note, a whitepaper, a datasheet – your choice
- **NEW FOR 2020: Printed copies of our EMC eBooks will also be distributed at top electronics conferences and trade shows in the US.**

| Title                  | Description  | Release Month |
|------------------------|--|---------------|
| EMC Testing            | Includes: The latest trends in testing equipment, standards, and pre-compliance testing.   | March         |
| Automotive EMC         | Includes: Information on autonomous and electric vehicles, as well as standards, EMC theory and product design.                  | May           |
| Wireless, 5G & IoT EMC | Includes: Details on the new wave of wireless and technology and standards, along with the roles EMC will play in these devices. | August        |
| EMC Fundamentals       | Includes: The basics of EMI/EMC principles across a variety of industries and markets.   | October       |
| Military/Aerospace EMC | Includes: News on current military standards, with information on the design of UAVs, drones, and more.                          | November      |

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**PRICING:**

- 100 leads: \$3,535
- 125 Leads: \$4,420
- 150 leads: \$5,320
- 250 leads: \$8,835

*It's simple! Pay for the number of leads you want.*

**SPECIFICATIONS:**

- Size: 8.375" x 10.875"
- File Format: PDF, High-Res .jpg, .eps
- Preferred Color Code: RGB
- Bleed: .125" minimum



## LANDING PAGE AND LEAD CAPTURE INFORMATION

NOTE: Buying Intent questions are specific to the audience of each EMC eBook. The example shown is for the *EMC Testing Guide*.

- General Demographic Information
- Buying Intent
- Opt-In Consent (GDPR Compliant)

**First Name \***

**Last Name \***

**Email \***

**Phone Number**

**Company \***

**Address Line 1 \***

**Address Line 2**

**City \***

**State/Province \***

Select a State or Province

**Zip/Postal Code**

**Country \***

Select a Country

**Job Description \***

Select Your Choice

**If Engineer - What Type?**

Select Your Choice

**Industry \***

Select Your Choice

**Will you purchase emissions test equipment? \***

Select Your Choice

**Do you see a need to purchase Immunity Test Equipment? \***

Select Your Choice

**Will you purchase pre-compliance or troubleshooting test equipment? \***

Select Your Choice

**Do you see a need to purchase Troubleshooting/Debug Test Equipment? \***

Select Your Choice

**Other EMC or testing equipment? If yes, what?**

**Interference Technology Email Opt-In \***

I understand that by downloading the 2018 EMC Testing Guide, my information will be shared with the publisher (ITEM Media) and that I will receive email communication from ITEM Media's Interference Technology publication. I can withdraw my consent by clicking "Unsubscribe" from the bottom of any emails.

**Advertiser Consent \***

I understand that by downloading the 2018 EMC Testing Guide, my information will be shared with, and I may be contacted by, the following companies (advertisers) who have supported the production of this publication: Names of all advertisers go here. I can withdraw consent from an advertiser at any time by clicking "Unsubscribe" from the bottom of an advertisers' email.



Presented By **INTERFERENCE TECHNOLOGY**

### EMC Testing Guide



**Electronics engineers know that compliance testing is the name of the game.**

But between constantly updating standards, varying approval processes and new testing equipment, it can be tough to keep up.

**The FREE 2018 EMC Testing Guide is here to help!**

This issue contains articles such as:

- Summary of Military and Aerospace EMC Tests
- UNECE Regulation 10: The Type Approval Process
- Measuring Common Mode Versus Differential Mode Conducted Emissions

Also Included:

- Common Commercial EMC Standards
- Automotive EMC Standards
- EMC and Design Conferences in 2018 & 2019
- And Much More!

This guide has been prepared as a downloadable PDF. You can start reading now or save it for later on the device of your choice. **Did we mention it's FREE?**

**Fill out the form to download your free copy of the 2018 EMC Testing Guide now!**



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**Download your free guide!**

The 2018 EMC Testing Guide is made possible with the support of our marketing partners featured in the guide. By downloading this guide, your contact information will be shared with those partners and you may be contacted.

**First Name \***

**Last Name \***

**Email \***

**Phone Number**

**Company \***

**Address Line 1 \***

**Address Line 2**

**City \***

**State/Province \***

Select a State or Province

**Zip/Postal Code**

**Country \***

Select a Country

**Job Description \***

Select Your Choice

**If Engineer - What Type?**

Select Your Choice

**Industry \***

Select Your Choice

**Will you purchase emissions test equipment? \***

Select Your Choice

**Do you see a need to purchase Immunity Test Equipment? \***

Select Your Choice

**Will you purchase pre-compliance or troubleshooting test equipment? \***

Select Your Choice

**Do you see a need to purchase Troubleshooting/Debug Test Equipment? \***

Select Your Choice

**Other EMC or testing equipment? If yes, what?**

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\*Required Fields

**Start Reading!**





## INTERNATIONAL PUBLICATIONS

### Contents

- 2020 Interference Technology China
- 2020 Interference Technology Japan

## BENEFITS:

To generate a high volume of traffic or leads in a short amount of time from the valuable Chinese electronics market, a customized eBlast to our Interference Technology China audience is a powerful tool. These are especially useful for a product launch, a corporate announcement or a new event. Customized eBlasts are dedicated entirely to your content, reaching 8,000 Chinese subscribers, who are looking for EMI solutions - with measurable results.

## HOW THEY WORK:

Submit your content to us and we will design your eBlast. Materials must be supplied at least 2 weeks in advance. Optionally, design it yourself to our specifications. Also, provide us with a link to your own specified landing page to capture our readers' information. Or, we can build one for you for a small additional fee. *Interference Technology* provides you with two rounds of edits at no additional charge. Once approved, your eblast is broadcast, and we send you an activity / leads report within a month.

## PRICING:

|                                   |
|-----------------------------------|
| Number of Issues   Rate Per Issue |
| 1X \$5,035                        |
| 4X \$4,035                        |
| 6X \$3,035                        |
| Landing Page Design Option:       |
| TEMPLATE: \$495                   |
| CUSTOM: Please Inquire            |

## SPECIFICATIONS:

All materials must be received no later than two weeks before your scheduled date. Your eBlast can be sent on any weekday except Thursdays.

Please provide:

- eBlast copy/text
- Images in .jpeg or .png file format, 72 dpi, RGB color
- Link(s) to your selected web pages, landing pages, registration pages, etc
- HTML code and text files are accepted for email creation

**NOTE:** Broadcast dates must be selected at time of booking. Dates may be changed after booking subject to availability, but invoicing will occur based upon your initial selected date, and payment required in full, net 30 days.



## MAGAZINE – 6 MAGAZINE ISSUES

Launched in 2007, *Interference Technology Japan* is published every 2 months to an audience of over 8,000 EMC and electrical engineering professionals. The publication is in Japanese and includes content such as EMC industry and product news, standards updates, technical article sections organized by product, and special editions.

### PRICING:

| No. of Issues             | 1x      | 3x      | 6x      |
|---------------------------|---------|---------|---------|
| Ad Type                   | Price   | Price   | Price   |
| Full Page                 | \$5,555 | \$5,000 | \$4,495 |
| 1/2 Page                  | \$4,545 | \$4,040 | \$3,635 |
| <b>Premium Positions*</b> |         |         |         |
| Location (Full Page)      |         |         | Price   |
| Back Cover                |         |         | \$7,220 |
| Inside Front Cover        |         |         | \$6,665 |
| Inside Back Cover         |         |         | \$6,060 |

### AD SPECIFICATIONS:

**Ad Dimensions:** Width x Height

\*Ads with bleed require crop marks on submitted PDF files.

- **FULL PAGE / A4**

Trim Size: 210 mm x 280 mm

Live Area: 190 mm x 260 mm

\*Full Bleed Size: 216 mm x 286 mm

- **1/2 PAGE HORIZONTAL**

190 mm x 130 mm | No Bleed

- **1/2 PAGE VERTICAL**

90 mm x 260 mm | No Bleed

### WEB BANNERS [www.interference-technology.jp](http://www.interference-technology.jp)

Produced in conjunction with the eOhtama EMC test lab group in Japan, run of site advertising is available on the *Interference Technology Japan* website for optimal exposure to thousands of Japanese engineers who consume EMC/EMI news and information online. Visitors: 2,000/month; Page views: 2,500/month.

### PRICING:

| Position    | Per Quarter     |
|-------------|-----------------|
| Ad Type     | Price Per Month |
| Leaderboard | \$2,020         |
| Push Down   | \$2,525         |
| Rectangle 1 | \$1,770         |
| Rectangle 2 | \$1,515         |
| Skyscraper  | \$1,515         |
| Microsite   | \$2,525         |
| Page Peel   | \$2,020         |
| Text Banner | \$1,010         |
| Sidekick 1  | \$2,020         |
| Sidekick 2  | \$2,020         |

### WHITEPAPER

3 Month Sponsorship: \$1,515/paper

#### NOTE:

Please contact Interference Technology for Interference Technology Japan publication and production schedules: [info@interferencetechnology.com](mailto:info@interferencetechnology.com)

### WEB BANNER SPECIFICATIONS:

**Dimensions:** Width x Height

**Formats:** .gif, .jpeg or Flash accepted

- **Leaderboard**

728 x 90 pixels, 72 dpi, 30k or less

- **Push Down**

Collapsed: 970 x 66 pixels, 60k or less

Expanded: 970 x 418 pixels, 110k or less

- **Right Rectangular Banner 1**

300 x 250 pixels, 72 dpi, 40k or less

- **Right Rectangular Banner 2**

300 x 250 pixels, 72 dpi, 40k or less

- **Side Kick 1**

Expanded: 850 x 700 pixels, 72 dpi, 110k or less

- **Side Kick 2**

Expanded: 300 x 600 pixels, 72 dpi, 110k or less

- **Text Banner**

144 Japanese Characters

- **Skyscraper**

300 x 600 pixels, 72 dpi, 40k or less

- **Page Peel (Non-Animated)**

Peel: 900 x 600 pixels, 72 dpi, 40k or less

Dog Ear: 75 x 75 pixels, 72 dpi, 100k or less

## ENEWSLETTER

Japan eNews: Calendar - 2 eNews per month

## PRICING:

| No. of Issues   | 1x      | 6x      | 8x      |
|-----------------|---------|---------|---------|
| Ad Type         | Price   | Price   | Price   |
| First Position  | \$1,465 | \$1,205 | \$1,005 |
| Second Position | \$1,060 | \$855   | \$700   |

## CUSTOM EBLASTS

To generate a high volume of leads in a short time, a customized, dedicated eBlast is a powerful tool, especially useful for a product launch, corporate announcement, or new event in Japan. **Circulation: 8,000.**

## PRICING:

| Per Name Sent | \$1     |
|---------------|---------|
| Minimum       | Maximum |
| \$1,010       | \$3,030 |

### HEADLINE eNews

ウェブで読むEMC・ノイズ対策技術情報誌 2018.09.04

デジタル雑誌ログイン

ポータルサイト

#### 1. 2018年8月号 (No.70) 特集のご紹介

【シールド】【設計】【試験】

- EMIシールド、およびEMI適合におけるその重要性 <シールド>
- コモンモードチョークを使うのはマジックではない <設計>
- EMC伝導エミッション対策用部品とフィルタの試験 <試験>

ログインして最新号 (デジタル版) を読む

【PR】

**名古屋 オートモーティブ ワールド**

いよいよ明日から3日間開催！ (第1回 名古屋 オートモーティブ ワールド)  
 ▽9月5日(水)~7日(金) 会場：ポートメッセ なごや▽  
 >> 招待券プリントアウト (無料) はこちら

- 名古屋で初開催！カーエレ、EV、自動運転技術などクルマの先端技術が350社出演  
 >> 出展社検索
- 【無料講演 多数】トヨタ、デンソー、マツダなどが講演！  
 >> 講演 詳細・申込

【公式ウェブサイト】 <https://www.automotiveworld-nagoya.jp/in0904>  
 【お問い合わせ】 [visitor@nagoya.mredexpo.co.jp](mailto:visitor@nagoya.mredexpo.co.jp)

#### EMCニュース HEADLINE

・Elite社の新しい無線試験の将来性

Elite社は、製品に無線接続を採用しているメーカー向けに全く新しい無線試験サービスを導入した。同社の新しい無線・アンテナ試験には、携帯電話やWi-Fi、ブルートゥースのトランシーバなどのOTA (Over-The-Air：実際に無線で電波を飛ばす) 性能を測定するCTIA※1 適合の全無響室などが含まれている。なぜ、メーカーはCTIA適合のOTAチャンパで試験する必要があるのだろうか！<…>

◆ログイン前の記事閲覧にも、ご参加ください◆<…>こちらで受付中！

ログインして最新号 (デジタル版) を読む

#### 規格ニュース HEADLINE

www.interferencetechnology.com

You can leverage the *Interference Technology* audience in unlimited ways. Our new *Interference Technology Marketing Planner* lays out standard offerings for 2020, but one of our custom options may be just what you need to truly stand out from the crowd. Look over some of the possibilities here, or call us with your goals and our creative team will be happy to brainstorm further unique ideas with you.

## PRINT

If most of your competitors are moving away from print, you have an opportunity to stand out. And in the EMC test labs market, not every engineer is looking at a computer screen all day!

- **Belly Band:** Create a unique wrapper that encloses the new *2020 Interference Technology Engineers Master (“ITEM”)* annual guide, to ensure that every US recipient sees your message before they even crack open the guide.
- **Catalog/Brochure Inclusion:** Insert your new catalog or brochure into the mailing of our *2020 Interference Technology Engineers Master (“ITEM”)* to showcase your latest product lines to our US readers. Or if you prefer, we will reprint it as part of the pages of this year’s guide.

## ONLINE EVENTS

- **Build your own Online Event:** You are probably familiar with our EMC LIVE online events; we are proud of their growing success over the last several years, attracting thousands of attendees in a single day. Let our team use its experience to build a uniquely tailored event that is exclusively branded to your company.
- **Roundtable Webinars.** Put your thought leadership in the market front and center to attract your audience with a Roundtable Webinar. While typical webinars are product-oriented, the roundtable format invites your CEO, a few of your customers, experts in your industry, or any other combination of knowledgeable speakers to an online discussion about hot-button topics, issues, and solutions.

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## EMAIL

- **Content-Driven** email marketing outperforms product-driven email marketing in almost every metric – open rates, click rates, conversions, and engagement. Talk to us about the **Content Marketing Campaigns** that our Lectrix team builds year round for EMC clients like you.

## WEB

- Take a look at our Editorial Products page. Consider writing a **Sponsored Blog** to be read by audience, branded by your company, **at no charge**.

## PRICING

All pricing is custom. Contact us to discuss your ideas further.