

2024

MEDIA KIT

LECTRIX[®]

PROBLEM FIRST. PRODUCT LAST.

Whether you supply semiconductors, passive, electromechanical or interconnect components, or performance materials, we believe in solving your engineering customer's problem first, as the right way to introduce them to your product.

We are electronics engineering marketing specialists.

Services Include:

- Strategic Planning
- SEO/SEM/CRO
- Virtual Conferences & Webinars
- Blogs
- Whitepapers
- Lead Generation
- Technical Content
- And more!

Find out more today at
lectrixgroup.com or email ashlee@lectrixgroup.com

CONTENTS

EDITORIAL PROFILE	4
READER / AUDIENCE PROFILE	5
2024 EDITORIAL CALENDAR	6
EMC Live	8
WEBINARS	10
CUSTOM EVENTS	11
INTERFERENCE TECHNOLOGY ENGINEER'S MASTER (ITEM)	12
eMAGAZINES	14
LANDING PAGE AND LEAD CAPTURE INFORMATION	15
INDUSTRY SPONSOR WEB PACKAGE	16
CATEGORY SPONSOR WEB PACKAGE	17
POP-UP ADS	18
BILLBOARD ADS	19
EMAIL MARKETING EXAMPLES	20
CUSTOM eBLASTS	21
eNEWSLETTER	22
EMC RESOURCES	23
JAPAN	24

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LECTRIX

EDITORIAL PROFILE

YOUR EMC, EMI AND SI/PI AUDIENCE IS WAITING—MEET YOUR NEW MARKETING PARTNER

We appreciate your interest in *Interference Technology*, the influential go-to source for engineers in EMC, EMI and SI/PI.

Interference Technology is a resource to support engineers with EMC, EMI and SI/PI solutions. With our editorial board comprised of industry-leading engineers solving everyday EMC, EMI and SI/PI challenges, we are able to provide essential information for engineers across all markets.

For over 50 years, manufacturers and suppliers of EMC test equipment, facilities, software, components, materials, and EMI testing services rely on *Interference Technology* to build awareness with their target audience and increase conversions.

The purpose of *Interference Technology* is to supply the most current content with the latest EMC technologies and standards for engineers.

Explore this media kit to see how you can target your audience with sponsored content, virtual events, and traditional advertising.

Interference Technology serves suppliers of:

- Test Equipment & Instrumentation
- Filters, Ferrites & Connectors
- EMI Shielding
- Test Chambers
- Testing Services
- Test & Design Software
- Conductive Materials

EDITORIAL BOARD

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Ghery Pettit

President, Pettit EMC Consulting LLC

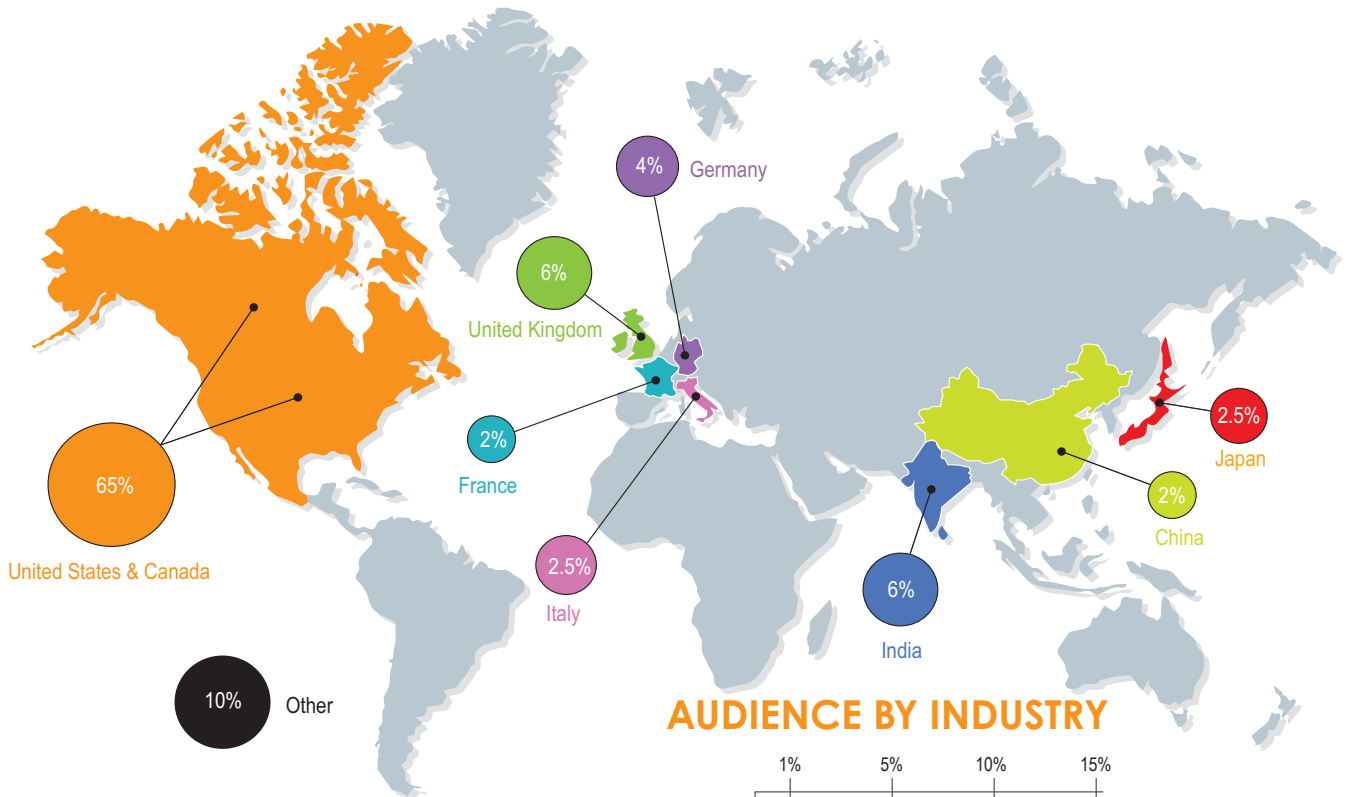
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iNarte Certified EMC Engineer

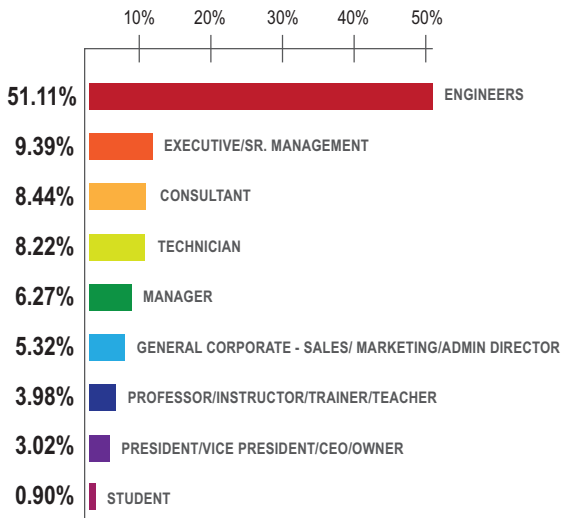
Zach Peterson

Owner, Northwest Engineering Solutions LLC

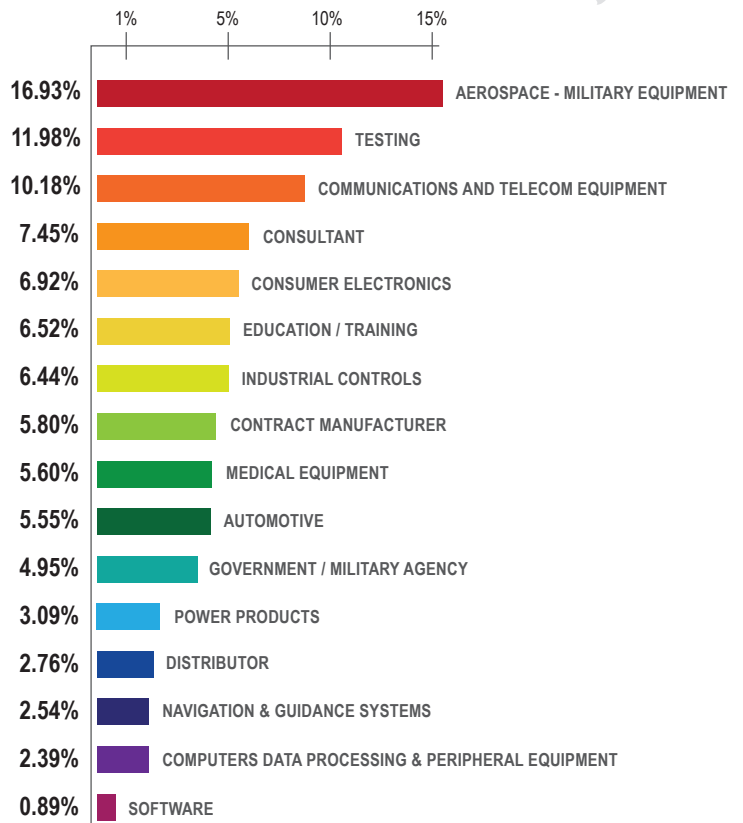
AUDIENCE BY COUNTRY



AUDIENCE BY JOB TITLE



AUDIENCE BY INDUSTRY



Month	Day	Newsletter Topic	Print	eBooks	Event
January	11	EMC Fundamentals			
	18	Mil/Aero			
	25	EMI Testing			
February	8	EMC Fundamentals		EMC Fundamentals eBook	
	15	Mil/Aero			
	22	EMI Testing			
March	7	Mil/Aero			EMC Live Mil/Aero March 7 th , 2024
	14	EMI Testing			
	21	Wireless/IoT/5G			
April	4	EMI Testing	Interference Technology Engineer Master "ITEM" 2024		EMC Live Testing April 9 th , 2024
	11	EMC Fundamentals			
	18	EMI Testing			
	25	EMI SI PI			
May	9	EMC Components & Design		Mil/Aero eBook	
	16	Mil/Aero			
	23	EMI SI PI			
June	6	Wireless/IoT/5G			
	13	EMC Components & Design			
	20	Mil/Aero			

Month	Day	Newsletter Topic	Print	eBooks	Event
July	11	EMI SI PI		EMC Testing eBook	
	18	EMI Testing			
	25	EMC Components & Design			
August	8	Mil/Aero			
	15	Wireless/IoT/5G			
	22	EMC Fundamentals			
September	5	Wireless/IoT/5G		EMI SI & PI eBook	EMC Live Wireless/IoT/5G September 19 th , 2024
	12	EMI Testing			
	19	Wireless/IoT/5G			
October	3	EMC Components & Design			
	10	EMC Fundamentals			
	17	EMI SI PI			
November	7	EMC Fundamentals		Wireless/IoT /5G eBook	EMC Live Fundamentals November 7 th , 2024
	14	Mil/Aero			
	21	Wireless/IoT/5G			
December	5	Mil/Aero			
	12	EMI Testing			

*Please note: publication and event dates subject to change

EMC.LIVE



EMC Live 2024 is a series of free online learning events for engineers. We produce four topic-specific, one-day events. Each event focuses on the most popular EMC topics in the industry:

DATE	EVENT
March 7th, 2024	Mil/Aero
April 9th, 2024	Testing
September 19th, 2024	Wireless/IoT/5G
November 7th, 2024	Fundamentals

PAST PARTICIPANTS AND SPONSORS



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
- 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 four 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 Goldcast 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!

EMC LIVE 2024 Master Sponsorship

One exclusive master sponsor

QTD INCLUDES:

- 1 Branding as Master Sponsor on ALL event channels and marketing
- 1 Webinar
- 1 Product Demo/ Tech. Presentation
Preferred timeslot – first choice
- 1 Whitepaper post on EMC Live Event website, with lead capture at download
- 1 Live mention by M.C. during event

Pricing:
\$10,000/PER EVENT

Technical Webinar Presentation

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

Pricing:

\$7,000 | **OR** **2X \$5,000**
JUST ONE EVENT | WHEN YOU PARTICIPATE IN BOTH EVENTS

Product Demonstration Presentation

30 min demo of your product(s) plus Live Q&A.

Can be commercial, technical, or non-technical presentation

Pricing:

\$3,000 | **OR** **2X \$2,500**
JUST ONE EVENT | WHEN YOU PARTICIPATE IN BOTH EVENTS

*Please note: event dates subject to change

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

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: \$10,000

OVER \$15,000 IN MARKETING VALUE!

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: \$12,500

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
- Video
- Live or Pre-recorded presentation(s)
- Our event team will work with you to confirm all deliverables and needed collateral to ensure a successful webinar

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, but 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. Client results look like lead and sales growth as well as enhanced clarity on 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: Please Contact your Representative

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.

PRICING: Please Contact your Representative

NEED A PRESENTER?

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

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

SPECIFICATIONS

- PowerPoint
- Video
- Live or Pre-recorded presentation(s)
- Our event team will work with you to confirm all deliverables and needed collateral to ensure a successful webinar

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.

The 2024 *Interference Technology Engineer's Master* (ITEM)

An up-to-date EMC, EMI, SI & PI benchtop guide for test and design engineers.

BENEFITS

The information in the 2024 ITEM won'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 2024.

5 POINTS TO CONSIDER ABOUT PRINT IN THE EMC, EMI, SI & PI 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 2024 HAS IT. GOOGLE DOES NOT.

ITEM 2024 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 2024 – 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. Sections for
 - Military EMC
 - Automotive EMC
 - Wireless, IoT and 5G EMC
 - EMC Testing
 - EMC Fundamentals
7. Directory of EMC associations and chapters

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



*Premium positions available on a first-come-first-served basis.
Reservations open now.*

2024 IMPORTANT DATES

Ad Close: 3/12/2024 | Ad Materials Due By: 3/19/2024 | Publication Month: April

PRICING

Ad Type	Price
PREMIUM SPACE	
Back Cover	\$9,000
Inside Front / Inside Back Cover	\$8,400
Premium Ad Spread	\$13,000
Ad Size	Price
Full Page	\$7,000
Additional Full Pages	\$4,000
1/2 Page Island	\$6,000
1/2 Page	\$5,000
1/4 Page	\$3,500
Directory Logo	\$600

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 2024 will available free-of-charge in digital PDF format for download by non-US subscribers and tradeshow attendees

Our eMagazines produce leads!

BENEFITS

The *Interference Technology* eMagazines 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 EMC components, materials, test equipment, and test services – and when. Each eMagazine is a highly detailed guide attracting hundreds of downloads per issue. When you participate in the *Interference Technology* eMagazine program, you share in all of the subscriber data.

HOW THEY WORK

- 30+ 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 following page)
- Simply pay for the number of leads you want
- Each lead package includes 1 full page ad placement
- Use your full page space for either a display ad, an app note, a whitepaper, a datasheet – your choice

Title	Description	Release Month
EMC Fundamentals	Includes: The basics of EMI/EMC principles across a variety of industries and markets.	February
Military & Aerospace EMC	Includes: News on current military standards, with information on the design of UAVs, drones, and more.	May
EMC Testing	Includes: The latest trends in testing equipment, standards, and pre-compliance testing.	July
SI & PI	Includes: News and in-depth coverage focused on the basic principles signal integrity and power integrity, including the impact on PCB layout and PDN Design.	September
Wireless/IoT/5G EMC	Includes: Details on the new wave of wireless and technology and standards, along with the roles EMC will play in these devices.	November

*Please note: publication dates subject to change

PRICING

Number of Leads | Rate

100 - \$3,500 | 125 - \$4,250 | 150 - \$4,950 | 200 - \$6,450 | 225 and up: Contact rep for pricing

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

AD SPECIFICATIONS

Full Page Ad Size: 8.375" x 10.875"

File Format: PDF, High-Res .jpg, .eps

Preferred Color Code: RGB



*Leads are generated over a 12-month period

eMAGAZINE LANDING PAGE & LEAD CAPTURE INFORMATION

Interference Technology Presents Your 2023 EMC Testing Guide

The **2023 EMC Testing Guide** delivers industry insights, standards, and guidance for engineers and designers.

This year's guide features:

- Common Errors In, and Some Guidelines to, EMI Testing
- Radiated Emissions Testing
- Fundamentals of Oscilloscope Probes
- 2023 EMC Supplier Guide
- EMC/EMI Consultants Directory
- 2023 Consolidated Standards and more

Fill Out the Form to Download Your Copy Now!

First Name *

Last Name *

Email *

Company *

Country *

Select a Country

Job Description *

Select Your Choice

If Engineer - What Type?

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 2023 EMC Testing Guide, my information will be shared with the publisher (Lectrix) and that I will receive email communication from Lectrix'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 2023 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: A.H. Systems, Inc., AR RF/Microwave Instrumentation, CPI Communications & Power Industries, EMC Live, Exodus Advanced Communications, Lectrix, Omnite, and RECOM Power GmbH. I can withdraw consent from an advertiser at any time by clicking "Unsubscribe" from the bottom of an advertisers' email.

[START READING!](#)

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[Privacy Policy](#)

NOTE: Buying Intent questions are specific to the audience of each EMC eBook. The example shown is for the 2023 *EMC Testing Guide*.

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

First Name *

Last Name *

Email *

Company *

Country *

Select a Country

Job Description *

Select Your Choice

If Engineer - What Type?

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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BENEFITS

Our *Industry Sponsor Web Package* Ad Program is a mass market tool for reaching the greatest number of engineers seeking EMI solutions anywhere. Generate heaps of awareness and share your message across the entire EMI market— make your mark with our 12-month Industry Sponsor Package.

HOW THEY WORK

- With 18,000+ visitors per month on the Interference Technology site, industry sponsors get all the attention on practically every page. 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
- 1 Medium Rectangle banner
- Company logo featured on every site page (excludes sponsored category pages)
- Company Listing on Industry Sponsor Page

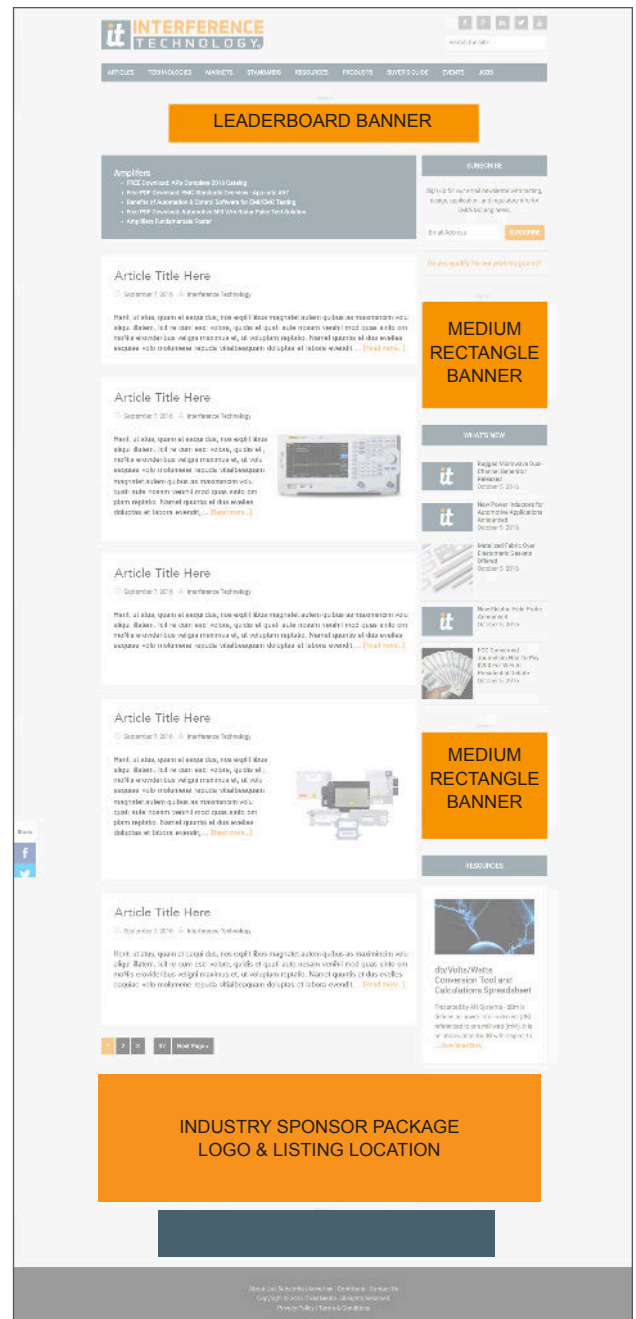
PRICING: \$10,000 / 12 months or \$1,500 / month

SPECIFICATIONS

- All measurements are width x height
- Medium Rectangle Dimensions: 300 x 250px
- Leaderboard Dimensions: 728 x 90px and 970 x 90px
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG, HTML, HTML5**

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

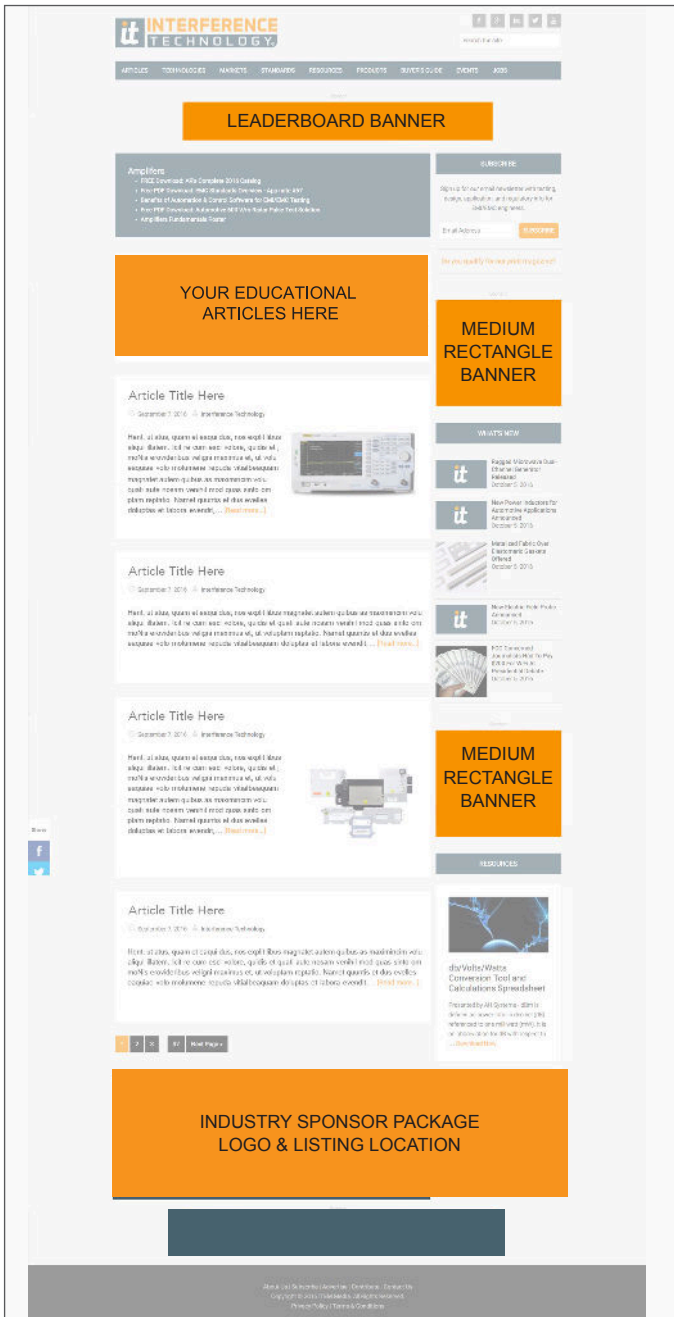
** If providing ad in HTML5 format, also provide ad in .jpeg, .gif, or .png format in case the viewer's browser does not support creative functionality. Please contact us for specifics if interested in using HTML5.



Sponsor Locations

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 the military and aerospace content and pages on the *Interference Technology* site, and for a year, every visitor to our site who reads our military / aerospace content will see your brand. You will receive the most qualified traffic to these pages thus increasing the quality of leads that contact you.



HOW THEY WORK

Everything included in the Industry Sponsor Web Package 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

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

MARKETS

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

PRICING:

\$15,000 / 12 months or \$2,000 /month

SPECIFICATIONS

- All measurements are width x height
- 2x Medium Rectangle Dimensions: 300 x 250px
- 2x Leaderboard Dimensions: 728 x 90px and 970 x 90px
- For Leaderboard ads, ad must also be provided in 300 x 250px to support mobile viewing
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG, HTML, HTML5*

* If providing ad in 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.

Sponsor Locations

BENEFITS

Pop-up Ads produce high visibility leads daily for products, especially from a website like *Interference Technology*. With now over 22,000+ 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.

HOW THEY WORK

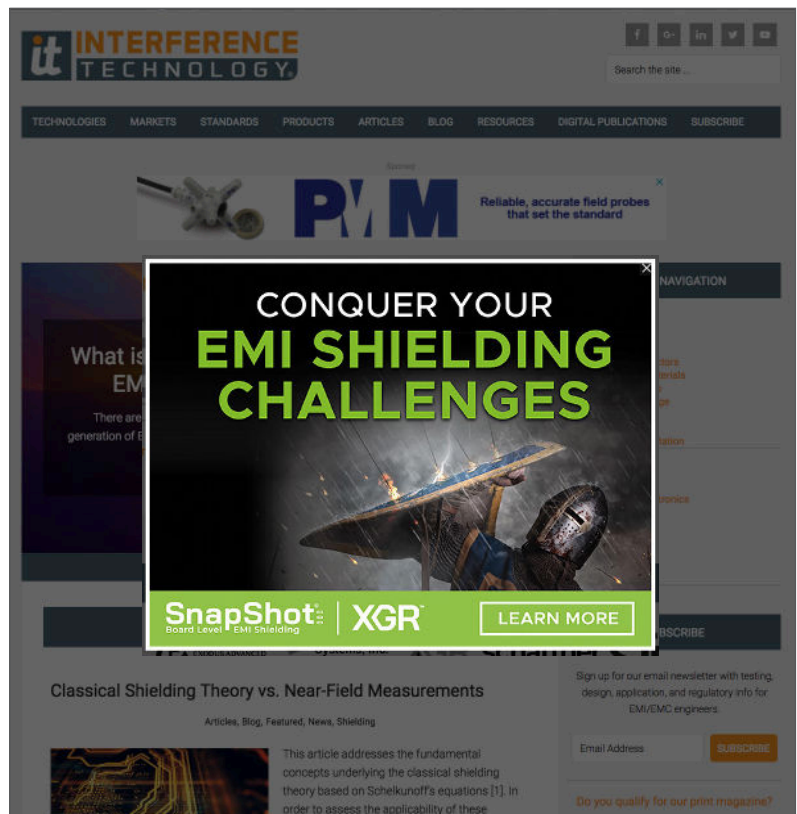
- Highest performing *Interference Technology* ad location – 80 times industry average!
- Triggered by exit-intent: reaching bottom of an article, idling, or moving cursor to top of web browser
- Appears once per session per user
- Mobile and desktop-friendly
- Receive impressions and click report
- Available to only 2 rotating sponsors per month*
- Best Practice: Try promoting technical content with this ad location!

PRICING: \$4,000 / month

SPECIFICATIONS

- All measurements are width x height
- 640 x 480px, .png or .jpeg, used for screens larger than 1366px wide (Desktop)
- 300 x 250px, .png or .jpeg, used for screens smaller than 1366px wide (Mobile)
- Max File Size: 200 KB
- Ad must be provided in both dimensions to support the range of screen widths

Pop-Up Ad Location



OUR HIGHEST CLICKED AD UNIT!

*If only one sponsor is sold, they will receive 100% of the impressions for the month at no additional cost

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 970 x 250px 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 22,000+ 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: \$3,000 per month

SPECIFICATIONS

- All measurements are width x height
- Total Dimensions: Desktop 970 x 250px | Mobile Specs: 320 x 50px (used for screen smaller than 1366px)
- 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

The screenshot shows the Interference Technology website layout. At the top, a billboard ad for 'The Antenna Specialists' is displayed, featuring various antenna types and the company name 'A.H. Systems'. Below the ad is the Interference Technology logo, a search bar, and a navigation menu. Further down, there is an orange banner labeled 'Interference Technology Banner Ad Location'. Below that is a 'FEATURED DIGITAL GUIDES' section with four categories: Directory/Design, Components, Military & Aero, and Europe EMC, each with a 'Download' button. On the right side, there is a 'SUBSCRIBE' form with an email address field and a 'SUBSCRIBE' button, and a 'Do you qualify for our print magazine?' section.

NEWSLETTER

Reach 19,500 EMC engineers through the *Interference Technology* Newsletter. Each mailing includes EMC standard updates, industry news, articles, blogs 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 an edition that features the electronics markets you are targeting.

NEWSLETTER
interferencetechnology.com

2023 | Mil/Aero

AMP4068B-LC
26.5 - 40 GHz,
250 W, 53 dB

Another Industry First!

[www.exoduscomm.com](#)

Silver Conductive Epoxy Meets NASA Low Outgassing Specifications
Master Bond EP21TDCS-LO surpasses the existing performance parameters of commercially available, electrically conductive adhesive formulations. This compound has extremely high toughness, high peel strength, and exceptionally low volume resistivity. EP21TDCS-LO passes NASA's low outgassing requirements and is cryogenically serviceable.
[Request a TDS](#)

[Learn More](#)

Exodus 26.5-40 GHz, 250-Watt SSPA, Another Industry First!
The AMP4068B-LC from Exodus Advanced Communications is a Solid-State Power Amplifier that operates from 26.5 to 40 GHz. It delivers a CW/Pulsed output power of 250 W with a gain of more than 53 dB. This Class A/B amplifier is equipped with built-in protection circuits and provides extensive monitoring parameters for all modulation types, standards, forward/reflected power in watts and dBm, VSWR, voltage, current, and temperature. It features Exodus' quiet-cool technology to provide closed-circuit air-liquid cooling.

[Learn More](#)

PRODUCT NEWS

- Find out more about this ASTM E995-compliant epoxy for aerospace design and testing
- A rugged and reliable high-power amplifier for military applications
- This team of experts can engineer sealing gaskets to stand up against any extreme
- This new software reveals unparalleled insight into the nature of IQ data captured by Anritsu spectrum analyzers
- Suppress and reduce broadband RF interference with these military-qualified filters

Wireless/IoT/5G
SEPTEMBER 20-21

EMCLIVE

EMC LIVE: Wireless/IoT/5G is Here on September 20-21
Don't miss this two-day online learning event for engineers looking to stay on top of the ever-changing telecom EMC landscape. Join hundreds of other wireless and IoT EMC professionals to attend technical presentations and product demonstrations featuring expert speakers, covering topics like the future of wireless, testing the life expectancy of wireless front-end components, and solutions for IoT debug challenges.

[Register Now](#)

We Understand Precision is a Must in Extreme Conditions
That's why designers trust our standard and high performance electrically conductive elastomers. For instance, we use fluorosilicones when fuel resistance is required and offer specialty elastomers such as EPDM and urethane. As the leaders in developing and in the extreme testing of custom-engineered sealing gaskets, you can count on our products to deliver reliable functionality no matter the environment.
[Contact Us](#)

[Learn More](#)

Anritsu Introduces Software to Expand IQ Measurement and Analysis Capabilities of Field Spectrum Analysis Solutions
Anritsu Company introduces the IQ Signal Master™ MX280005A Vector Signal Analysis software that delivers expanded post-processing measurements and analysis of IQ data files captured on Anritsu Field Master Pro™ MS2090A, Remote Spectrum Monitor MS27201A, and Remote Spectrum Monitor MS2710xA spectrum analyzers. Designed for challenging field environments, the software assists government regulators in inspecting the RF spectrum, security agencies track illegal or nefarious signals, spectrum owners protect their licensed spectrum, and defense electronics companies analyze radar and EW signals.
[Contact Us](#)

[Learn More](#)

FEATURED

The Emerging Threat of Tactical Electromagnetic Interference & Its Spread into Non-Defense Sectors
Hollywood has long used electromagnetic interference (EMI) and electromagnetic pulse (EMP) phenomena as the de facto basis for sensational blockbuster movies. As far back as 1952, the classic science fiction film *The Day the Earth Shook* still featured the widespread effects of such an EMP event, with cars stopping, lights going out, and radios being silenced. More recently, Ocean's Eleven saw Don Cheadle's character activate an EMP generator, inadvertently blocking out most of Las Vegas.

Industrial electromagnetic interference (EMI) has emerged as a credible and potentially costly threat to commercial and defense business alike, with the

Grab Your Copy of EMI Shielding and Thermal Management in Advanced Designs
A first-time collaboration between Interference Technology and Laird Performance Materials has produced a guide to highlight EMI shielding and thermal management design. Discover high-level content with new test methods for composite, power AC loss measurement

[Download](#)

How Common Mode and Differential Mode Filters Differ
The energy generated for common mode and differential mode is different, as well as how these two modes affect test results. Grab your copy of this free white paper for an in-depth explanation on both modes, a summary of the differences, an overview of common mode currents, and to learn more about the filters for each.

[Download](#)

4 Reasons to Get a Bi-Logical Antenna First For Devices Testing [A.H. Systems] There are many types of antennas, but for most companies, the first investment should be in a bi-logical antenna. Used in a variety of applications such as radiated emissions, immunity and shielding effectiveness testing this flexible and convenient antenna is an inexpensive solution to broadband applications.

[Learn More](#)

EMC RESOURCES

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. **Simple as that.**

EMC RESOURCES
Industry-Leading Content | interferencetechnology.com

AUGUST

AR Field Probe & Field Monitoring Brochure
RF field probes are a required piece of test equipment used for measuring the intensity of radiated RF fields. Probe mounting, positioning, orientation, and sources of additional field contributions should be considered when making field measurements. Understanding these factors is important to allow achieving the best accuracy in field measurements.
[Contact Us](#)

[Download](#)

Exodus 18.0-26.5GHz, 200-Watt SSPA, Another Industry First!
Exodus Advanced Communications, 18.0-26.5GHz, 200W Solid State Amps are another industry first from Exodus. Designed for High Field Level EMC Testing, Mil-Std 461 (RS103) standards as well as other High-Power Applications. Exodus Model AMP4065B-LC is a 12U design providing outstanding power/gain flatness, Forward/Reflected power monitoring in both dBm & Watts, VSWR, voltage/current and temperature sensing for superb reliability and ruggedness. Unprecedented reliability compared to TWT's, 53dB gain including gain control, and -20dBc harmonics. 10W, 20W, 40W, 60W & 100W versions available.

[Learn More](#)

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[Register Now](#)

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[Download](#)

CUSTOM eBLASTS

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 19,500 engineers, who are looking for EMI solutions - with measurable results.

SPONSORED

ROHDE & SCHWARZ
Make it all real

Dear Kate,

Rohde & Schwarz offers a white paper with this newsletter that describes the current and future IoT product landscape and the current regulatory compliance standards determining the market placement of these devices.

The paper goes on to explain the patterns of RF spectral activity at different locations and times and shows how the RF environmental profile changes over time during a seven-day period. Chapter 2 also provides a demonstration of how a non-sophisticated RF receiver reacts to interference signals. Chapter 3 describes state-of-the-art RF coexistence testing methods by considering the user experience and real-world IoT application use cases in order to ensure optimal, future-proof performance.

Enjoy reading and learn more about Rohde & Schwarz solutions in this field.

Your Rohde & Schwarz team

[Register now](#)

Contact

ROHDE & SCHWARZ GmbH & Co. KG
Muelhofstrasse 15, 81671 Munich, Germany
Phone: +49 89 41 26 - 0
E-Mail: news@rohde-schwarz.com

Executive Board:
Christian Leichter (President & CEO), Peter Reidel (President & COO)

Place of Business: Munich
Commercial Register: Amtsgericht Muenchen (local court Munich) HRA 16 270 VAT
Registration No.: DE 130 258 683

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We occasionally send out emails on behalf of third parties, who pay for this opportunity to promote their products or services to our readers. We promise that we will only contact you with high quality and relevant content and that we'll never rent your data. The opt-out mechanism in these emails will stop all further e-mails and unsubscribe you from all "Marketing" newsletters.

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We use MailChimp by [Aucto](#)

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Dates are held on First Come, First Serve Basis and only ONE is sent out per date given. Cancelling within 7 days of ad run constitutes a 50% charge.

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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 19,500 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 specification
- Provide us with a link to your landing page to capture our readers' information.
- *Interference Technology* provides you with two rounds of edits at no additional charge

PRICING

Number of Issues | Rate Per Issue
 1X - \$5,500 | 4X - \$4,500 | 6X - \$3,500

A \$500 Savings is applied if you supply an HTML file.

Landing Page Design Option:

Template	\$500
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
 - Subject line
 - Preview text:

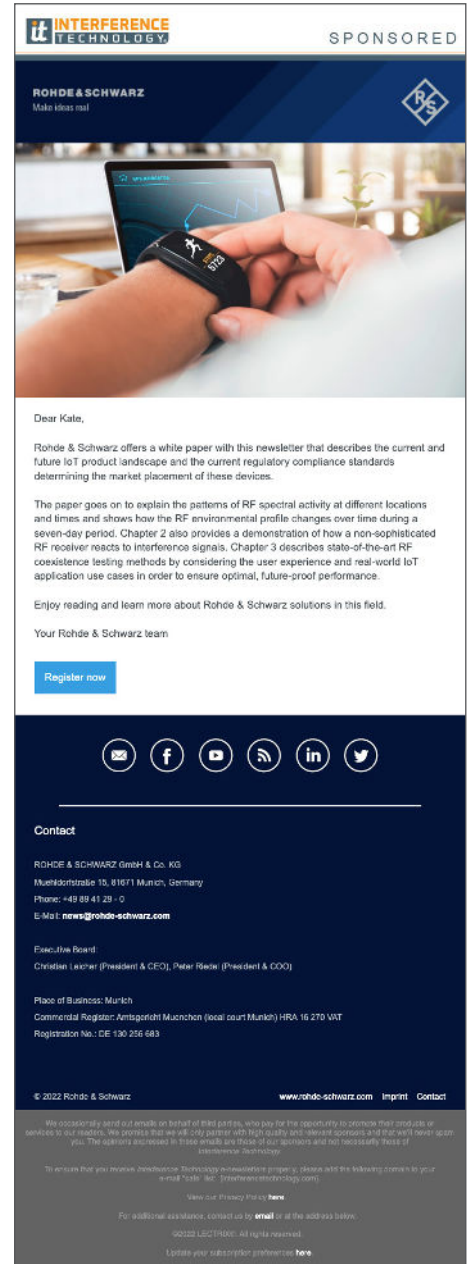
The Preview text (sometimes referred to as "preheader text") is a brief description of what's in your email, shown as a preview in the inbox of most major email clients next to the subject line. It's a good idea to include preview text as it captures your audiences' attention and generally leads to higher open rates. This should be a concise sentence as there is a character limit
 - Images in .jpeg or .png file format, 72 dpi, RGB color
 - Full size banner width is 650px
 - 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.

Dates are held on First Come, First Serve Basis and only ONE is sent out per date given. Cancelling within 7 days of ad run constitutes a 50% charge.

TIP:

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



EMAIL LIST TOTAL: 19,500

BENEFITS

Highlight your company or product while driving traffic to your site with our *Interference Technology* email list of 18,300+ subscribers that covers EMC standard updates, industry news and reference materials.

HOW THEY WORK

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 Emails | Rate Per Email

1X - \$1,500 | 4X - \$1,400 | 6X - \$1,300 | 8X - \$1,200 | 12X - \$1,100

Premium Guaranteed Placement Top Left additional \$500 (1 available per newsletter)

SPECIFICATIONS


- Headline + Approximately 60 words of text
- Company Logo or image (static .jpeg or .gif - 300 x 169px, *note*: dimensions are width x height)
- Web Link
- Email Address

2024 NEWSLETTER CALENDAR


Month	Day	Topic	Month	Day	Topic
January	11	EMC Fundamentals	July	11	EMI SI PI
	18	Mil/Aero		18	Mil/Aero
	25	EMI Testing		25	EMC Components & Design
February	8	EMC Fundamentals	August	8	Mil/Aero
	15	Mil/Aero		15	Wireless/IoT/5G
	22	EMI Testing		22	EMC Fundamentals
March	7	Mil/Aero	September	5	Wireless/IoT/5G
	14	EMI Testing		12	EMI Testing
	21	Wireless/IoT/5G		19	Wireless/IoT/5G
April	4	EMI Testing	October	3	EMC Components & Design
	11	EMC Fundamentals		10	EMC Fundamentals
	18	EMI Testing		17	EMI SI PI
	25	EMI SI PI	November	7	EMC Fundamentals
May	9	EMC Components & Design		14	Mil/Aero
	16	Mil/Aero	21	Wireless/IoT/5G	
	23	EMI SI PI	December	5	Mil/Aero
June	6	Wireless/IoT/5G		12	EMI Testing
	13	EMC Components & Design			
	20	Mil/Aero			

INTERFERENCE TECHNOLOGY
NEWSLETTER
interferencetechnology.com

2023 | Mil/Aero




MASTERBOND
Silver Conductive Epoxy Resin Meets NASA Low Outgassing Specifications. Master Bond EP21 TDS-1.0 surpasses the testing performance parameters of commercially available, electrically conductive adhesive formulations. This compound has extremely high toughness, high peak strength, and exceptionally low volume resistivity. EP21 TDS-1.0 meets NASA's low outgassing requirements and is organically solvatable.
[Request a TDS](#)



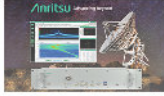
AMP4066B-LC
28.5 - 40 GHz, 250 W, 53 dB
Another Industry First!
Evident 28.5-40GHz, 250-Watt SSPA, Another Industry First!
The AMP4066B-LC from Exotic Advanced Communications is a 1044-SiGe Power Amplifier that operates from 28.5 to 40 GHz. It delivers a CW/PAE output power of 250 W with a gain of more than 53 dB. This Class A/B amplifier is equipped with built-in protection circuits and provides extensive monitoring parameters for all modulation types, standards, forward/reverse power in watts and dBm, VSWR, voltage, current, and temperature. It features Lector's jet-cool technology to provide state-of-the-art wettable cooling.
[Learn More](#)

PRODUCT NEWS

- Find out more about this ASTM E595-compliant epoxy for aerospace design and testing
- A rugged and reliable high-power amplifier for military applications
- This team of experts can engineer seating goblets to stand up against any extreme
- This new software reveals unparalleled insight into the nature of IQ data captured by Anritsu spectrum analyzers
- Suppress and reduce broadband RF interference with these military-qualified filters



Laird
With Next-Gen Warfare
We Understand Precision is a Must in Extreme Conditions
That's why designers trust our advanced and high-performance identically conductive elastomers. For instance, we use Kaptonelastomer when heat resistance is required and offer specially engineered results as EPDM and nitrile. As the leaders in developing and in the extensive catalog of custom-engineered seating goblets, you can count on our precision to deliver reliable, long-lasting, and repeatable performance.
[Learn More](#)



Anritsu
Anritsu Introduces Software to Expand IQ Measurement and Analysis Capabilities of Field Spectrum Analyze Solutions
Anritsu Company introduces the IQ Signal Master™ M250000A Vector Signal Analysis software that delivers equipment performance measurements and analysis of IQ data files captured on Anritsu Field Master Pro™ M25000A, Remote Spectrum Master M25001A, and Remote Spectrum Master M25002 Field spectrum analyzers. Designed for field use, the software is easy to install and use.
[Learn More](#)



AR Field Probe & Field Monitoring Brochure

RF field probes are a required piece of test equipment used for measuring the intensity of radiated RF fields. Probe mounting, positioning, orientation, and sources of additional field contributions should be considered when making field measurements. Understanding these factors is important to allow achieving the best accuracy in field measurements.

Contact Us

Download



Exodus 18.0-26.5GHz, 200-Watt SSPA, Another Industry First!

Exodus Advanced Communications, 18.0-26.5GHz, 200W Solid State Amps are another industry first from Exodus. Designed for High Field Level EMC Testing, Mil-Std 461(RS103) standards as well as other High-Power Applications. Exodus Model AMP4065B-LC is a 12U design providing outstanding power/gain flatness, Forward/Reflected power monitoring in both dBm & Watts, VSWR, voltage/current and temperature sensing for superb reliability and ruggedness. Unprecedented reliability compared to TWTs, 53dB gain including gain control, and -20dBc harmonics. 10W, 20W, 40W, 60W & 100W versions available.

Learn More



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Don't miss this two-day online learning event for engineers looking to stay on top of the ever-changing telecom EMC landscape. Join hundreds of other wireless and IoT EMC professionals to attend technical presentations and product demonstrations featuring expert speakers, covering topics like the future of wireless, testing the life expectancy of wireless front-end components, and solutions for IoT debug challenges.

Register Now



4 Reasons to Get a Biological Antenna First For Device Testing | A.H. Systems

There are many types of antennas, but for most companies, the first investment should be in a biological antenna. Used in a variety of applications such as radiated emissions, immunity and shielding effectiveness testing this flexible and convenient antenna is an inexpensive solution to broadband applications.

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Download



How Common Mode and Differential Mode Filters Differ

The energy generated for common mode and differential mode is different, as well as how these two modes affect test results. Grab your copy of this free white paper for an in-depth explanation on both modes, a summary of the differences, an overview of common mode currents, and to learn more about the filters for each mode.

Download

You Have the Product or Service. We Have the Audience. ADVERTISE WITH US. Learn More Today.

Simply Can't Wait for the Next One?

Good news, you don't have to! Join us on our social media platforms to be a part of the on-going conversation. We saved you a spot!



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View our Privacy Policy [here](#)

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

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Update your subscription preferences [here](#)

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 19,500 subscribers.

HOW THEY WORK

- Submit your whitepaper, tech brief, application note or datasheet with a link to your own landing page or registration form
- *Interference Technology EMC Resources* is published the fourth Wednesday of each month

2024 EMC RESOURCES CALENDAR

- January 24th
- February 28th
- March 27th
- April 24th
- May 22nd
- June 26th
- July 24th
- August 28th
- September 25th
- October 23rd
- November 20th

PRICING

Number of Emails | Rate Per Email

1X - \$2,500 | 4X - \$2,000 | 6X - \$1,500 | 12X - \$1,250

SPECIFICATIONS

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

*Lectrix does not create capture forms.

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

MAGAZINE - 6 eMagazine 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 MC industry and product news, standards updates, technical article sections organized by product, and special editions.

PRICING

No. of Issues	1x	6x	8x
Ad Type	Price	Price	Price
Full Page	\$5,555	\$5,000	\$4,495
1/2 Page	\$4,545	\$4,040	\$3,635
Premium Positions*			
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

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

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】

第1回
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 なごやマ
 >> 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・EV、自動車は数々のクルマの先端技術が500社以上
 >> [北沢が発表](#)
- 【最新車検発表】トヨタ、ランナー、マツダなど約10社！
 >> [読者情報・申込](#)

【公式ウェブサイト】 <https://www.nagoyaautoworld.nagoya.jp/inf0000>
 【お問い合わせ】 info@nagoyaautoworld.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、Bluetooth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 適合の企業審査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？ [▶](#)

● ログインの回数制限にも、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



Break the same old pattern.

Problem First. Product Last.

Strategy | Content | Data | Technology

LECTRIX[®]

Digital Marketing for the Electronics Industry

lectrixgroup.com



2024 MEDIA KIT



interferencetechnology.com