

# 2025

## MEDIA KIT

[interferencetechnology.com](http://interferencetechnology.com)

# LECTRIX<sup>®</sup>

## 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](http://lectrixgroup.com) or email [ashlee@lectrixgroup.com](mailto:ashlee@lectrixgroup.com)



# CONTACT

## INTRODUCTION

EDITORIAL PROFILE	4
AUDIENCE PROFILES	5
2025 EDITORIAL CALENDAR	7

## EVENTS

EMC LIVE 2025	8
NEW FOR 2025 SPONSORED NETWORKING SESSIONS	10
NEW FOR 2025 - RESOURCE HUBS	11
NEW FOR 2025 - VIDEO ADVERTISING	12

## CUSTOM MARKETING – NEW FOR 2025

LECTRIX DIGITAL MARKETING AGENCY	13
EMC TECHNICAL CONTENT	15
TAKE IT APART	16
NEW PRODUCT LAUNCH PACKAGES	17
MEET OUR READERS	18

## WEBSITE

INDUSTRY SPONSOR WEB PACKAGE	19
CATEGORY SPONSOR WEB PACKAGE	20
POP-UP ADS	21
BILLBOARD ADS	22

## EMAIL MARKETING

CUSTOM EBLASTS	23
NEWSLETTER	24
EMC RESOURCES	25

## PUBLICATIONS

ITEM 2025	26
EMC GUIDES	28

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## EDITORIAL PROFILE

### YOUR EMC, EMI, 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 interference and integrity solutions. With our editorial board comprised of industry-leading engineers solving everyday challenges, we are able to provide essential information for engineers across all markets.

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

Explore our brand-new 2025 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



**Mike Violette**  
*iNARTE Certified EMC Engineer*



**Tom Braxton**  
*iNARTE Certified EMC Engineer &  
iNARTE Certified ESD Engineer*



**Zachariah Peterson**  
*PCB Design Expert &  
Electronics Design Consultant*



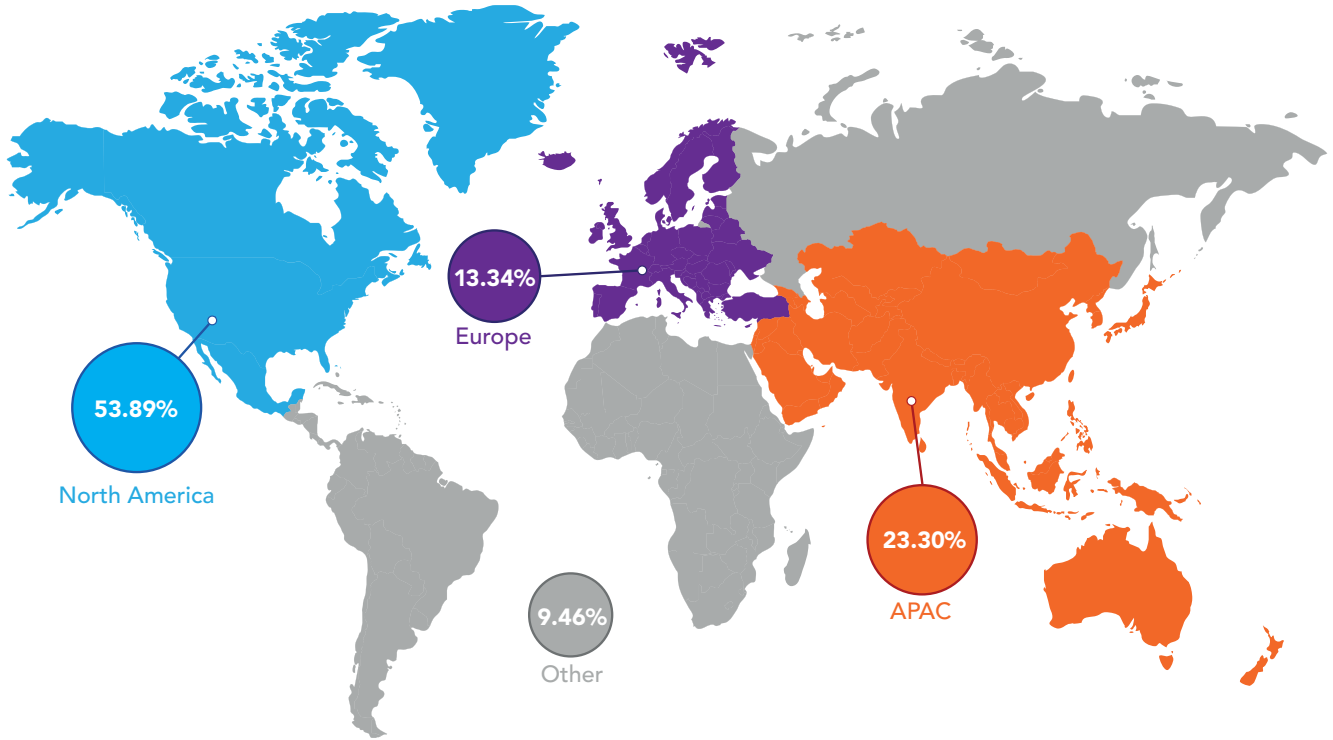
**Dean Landers**  
*E3 Engineer*



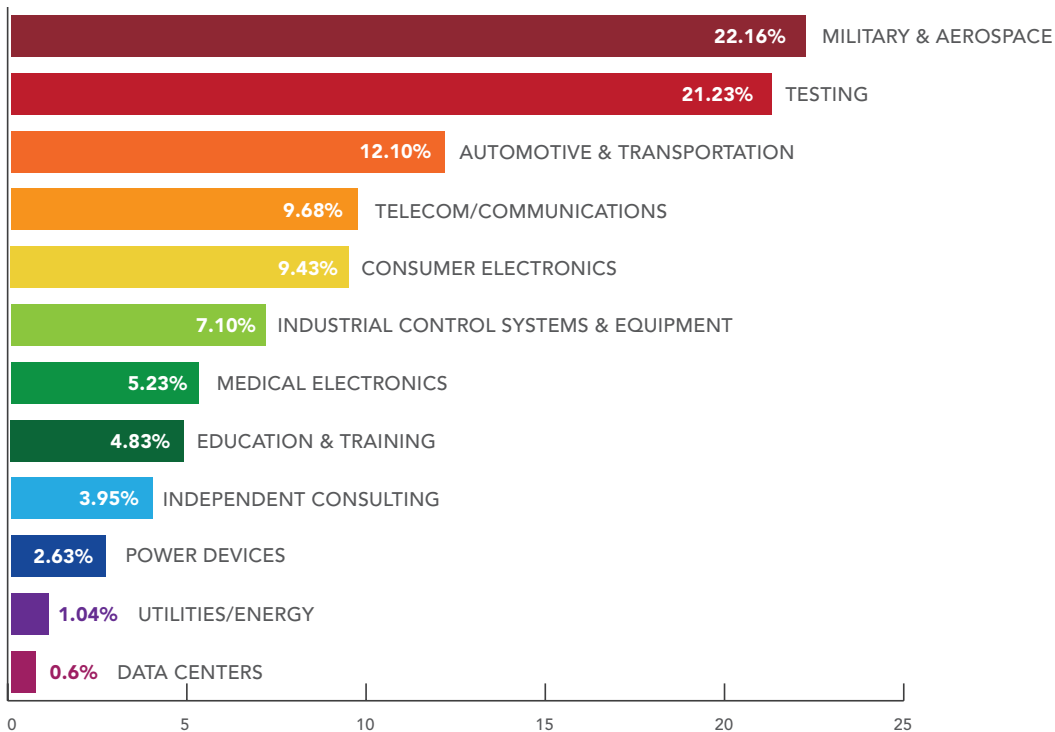
**David A. Weston**  
*iNARTE Certified EMC Engineer*



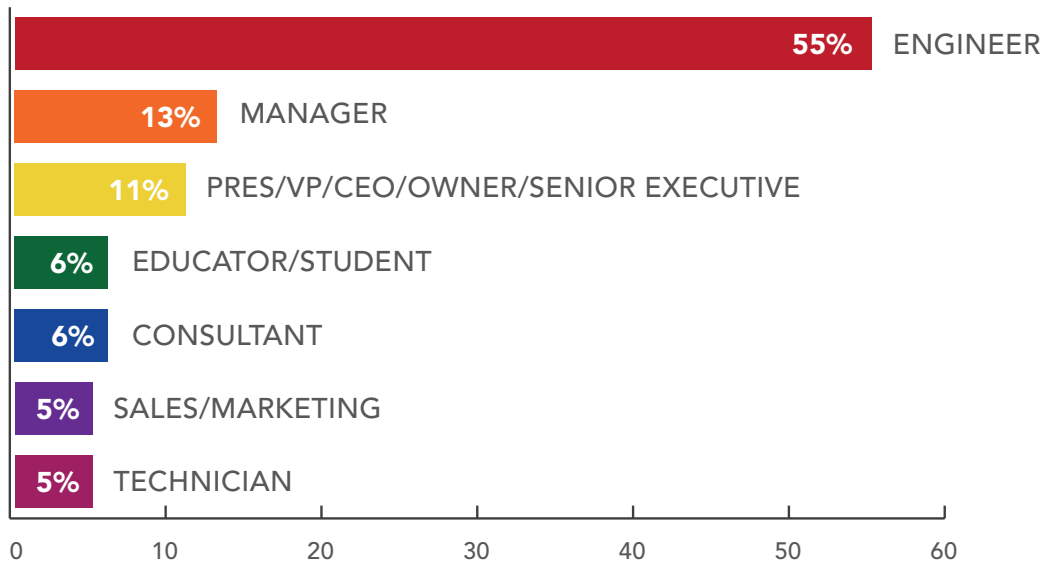
## AUDIENCE BY CONTINENT



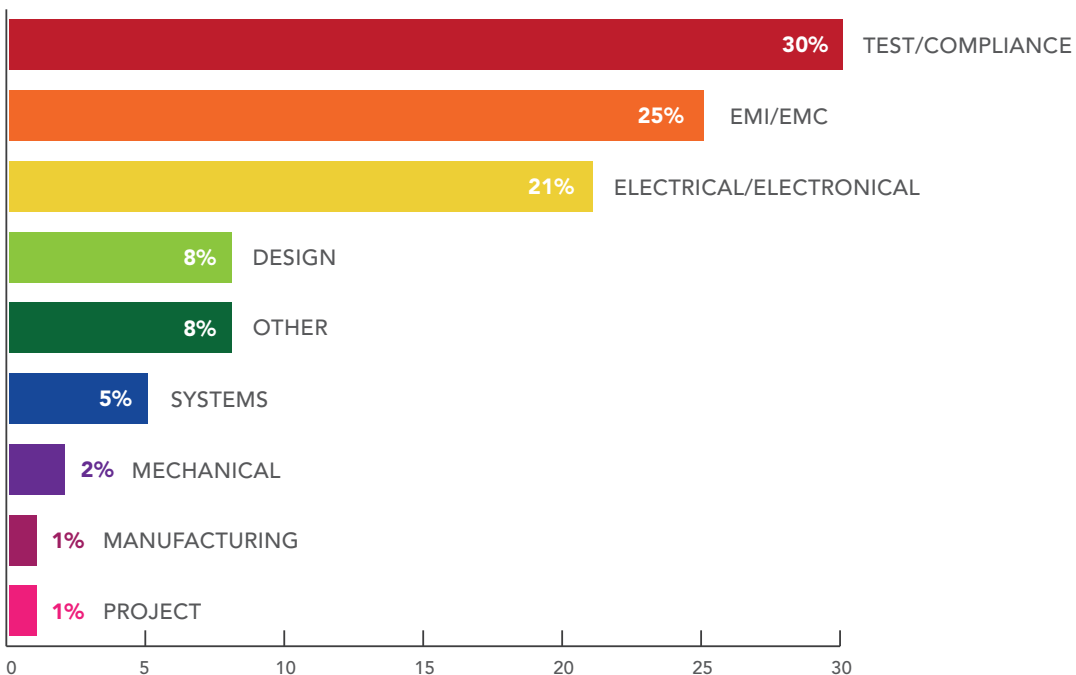
## AUDIENCE BY INDUSTRY



## AUDIENCE BY JOB



## AUDIENCE BY ENGINEER





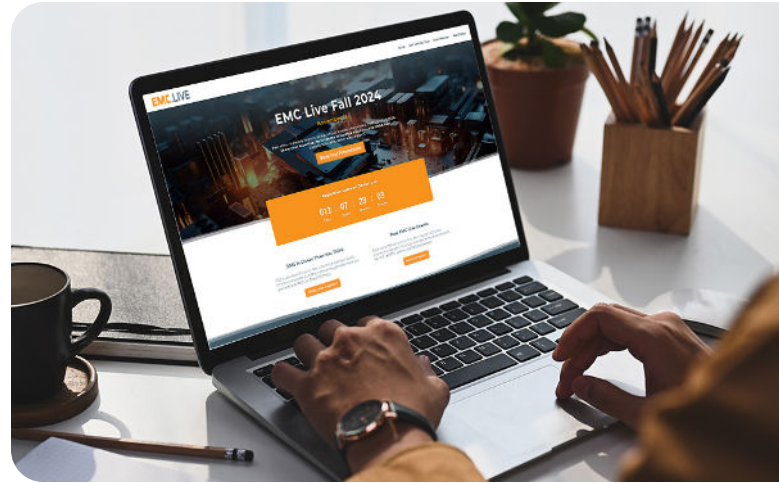
Month	Day	Newsletter	eMagazines	Events
January	9	EMC Fundamentals		
	16	Mil/Aero		
February	6	EMC Fundamentals	EMC Fundamentals Guide	
	13	Mil/Aero		
	20	EMI Testing		
March	6	Mil/Aero		EMC Live Spring March 12-13, 2025
	13	EMI Testing		
	20	Wireless/IoT/5G		
April	3	EMI Testing		
	10	EMI Testing		
	17	EMI SI PI		
May	8	EMC Components & Design	Military & Aerospace EMC Guide	
	15	Mil/Aero		
	22	EMI SI PI		
June	5	Wireless/IoT/5G		
	12	Mil/Aero		
July	10	EMI SI PI	EMC Testing Guide	
	17	EMI Testing		
August	7	Mil/Aero		
	14	Wireless/IoT/5G		
	21	EMC Fundamentals		
September	11	EMI Testing		
	18	Wireless/IoT/5G		
October	2	Mil/Aero		
	9	EMC Fundamentals		
	16	EMI SI PI		
November	6	EMC Fundamentals	Wireless/IoT/5G EMC Guide	EMC Live Fall November 19-20, 2025
	13	Mil/Aero		
	20	Wireless/IoT/5G		
December	4	Mil/Aero		
	11	EMI Testing		

\*Please note: publication and event dates subject to change

## OVERVIEW

At *Interference Technology*, we've been producing **EMC Live** since 2014 as an innovative platform for education and networking in EMC/EMI. This free, live, and online event is designed for design and testing engineers to explore the latest techniques and advancements in the field. Each year, we bring you expert-led webinars, product demos, and more.

**New for 2025:** We're excited to introduce sponsored networking sessions each day, expanded video advertising opportunities, and new resource hubs to enhance our suppliers engagement experience.



## 2023 AUDIENCE STATISTICS

- Session Registrations: 3,883
- Total Registrants: 1852
- Attendees are:  
From over 388 different companies from over 50 countries, with United States having the most visitors
- EMC Live Web Page:  
Visits: 8,000  
Page Views: 9,900

## WAYS TO PARTICIPATE

- Master Sponsorships
- Technical Presentations
- Product Demonstrations
- Sponsored Networking Sessions
- Video Advertising
- Resource Hubs

## PAST SPEAKERS AND SPONSORS



\*Please note: event dates subject to change

EMC Live is a registered trademark of Lectrix, LLC. © Copyright 2024



## BENEFITS FOR PRESENTING COMPANIES

- Attracts hard-to-reach engineers who do not have budget to travel to trade shows
- Save on company travel
- Positions your company as a true thought leader in your technology
- Allows you to meet prospective new customers live
- Completely turnkey: we handle all hosting, promotion, registration, and reporting
- **All you have to do is show up and present**

## MARKETING OPPORTUNITIES *Book Now! Spots are limited.*

### 2025 Master Sponsorship

One exclusive master sponsor (1 per day)

#### Includes:

- Your exclusive sponsorship of one whole day of the event
- Two webinars
- **NEW:** Sponsorship and hosting (MC) of one 60-minute networking session – your choice of topic
- **NEW:** Video advertising between sessions. 1x 2-minute reel, minimum of 4 runs
- **NEW:** Resource Hub to display your brochures, whitepapers, app notes, videos, etc. No “booth manning” required
- Automated digital reporting
- Logo coverage on all event promotional material – web, email, social, event site, and platform
- MC shoutouts to the master sponsor on your exclusive day
- Exclusive master sponsor logos and custom messaging on the registration page, which every attendee sees
- Access to full registration/attendee/activity reporting of your session(s), even before the event goes live
- Presentation will remain accessible and will be marketed with ongoing lead generation efforts until the next EMC Live event

Pricing: **\$10,000/PER DAY**

### Technical Webinar

#### Includes:

- 45-minute technical, educational, non-promotional webinar, with live Q&A (optional)
- Access to full registration/attendee/activity reporting of your session(s), even before the event goes live
- Presentation will remain accessible and will be marketed with ongoing lead generation efforts until the next EMC Live event

Pricing: **\$7,000 FOR ONE WEBINAR. \$5,000 EACH FOR TWO WEBINARS.**

### Product Demonstration

#### Includes:

- 30-minute product-related webinar, with live Q&A (optional)
- Access to full registration/attendee/activity reporting of your session(s), even before the event goes live
- Presentation will remain accessible and will be marketed with ongoing lead generation efforts until the next EMC Live event

Pricing: **\$3,000 FOR ONE DEMO. \$2,500 EACH FOR TWO DEMOS.**

## NETWORKING SESSIONS – NEW FOR 2025

At events like EMC Live, networking goes hand-in-hand with education. EMC Live networking sessions give suppliers a new opportunity to engage with potential customers, while offering attendees the chance to meet and discuss EMC/EMI topics with their peers.

### BENEFITS

Networking sessions give presenters the opportunity to meet and continue conversations with some of the most engaged attendees from their presentations earlier in the day and to pitch their product in a more casual, topic-focused format. Attendees are attracted to meet peers working on similar applications with similar challenges. Networking sessions are run at the end of day, as not to divert attendees from speaker sessions or advertising spots.

### HOW IT WORKS

*EMC Live Networking Sessions* run at the end of each show day after presentations are finished. Sessions are built into our virtual event platform (Goldcast) and last up to 60 minutes each.

- Each networking session will have a unique engineering topic/focus, selected by you
- Sessions are paid for and led by sponsors
- No presentation or document prep is needed for the meeting
- Sessions are limited to 10 seats each, allowing presenting companies to meet each attendee
  - Session attendees must sign up in advance for a limited number of seats, and you handpick the people you would like to attend
- Lectrix will provide sponsors with a suggested proven approach to the session
- Sessions are not recorded, in order to allow attendees to speak more freely
- Each session is attended and monitored by a Lectrix team member

### PRICING:

Included with Master Sponsorship

EMC Live Presenters: \$5,000

EMC Live Non-Presenters: \$7,000





## RESOURCE HUBS – NEW FOR 2025

### BENEFITS

EMC Live Resource Hubs are free to all presenting companies and sponsors. They operate like a virtual booth, but they do not require the presenting company to man the space. Activity within the Resource Hub is monitored digitally, collected, and reported to you. Reporting will continue for up to one month after each event.

### HOW THEY WORK

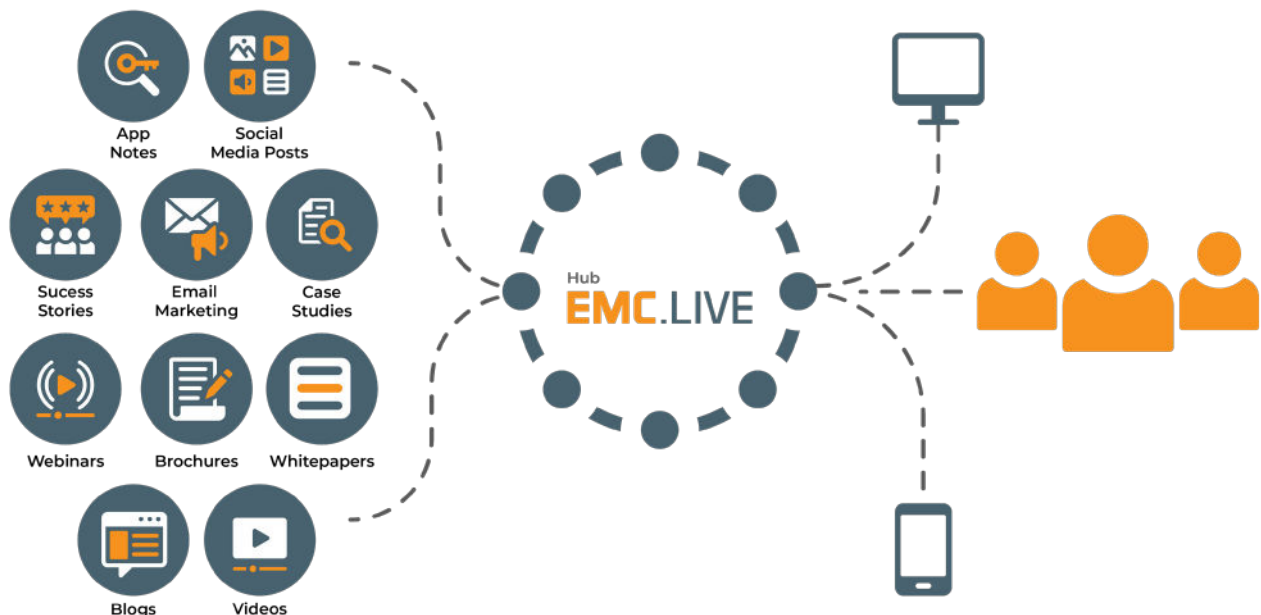
- Resource Hubs are virtual booths that are built into our virtual event platform (Goldcast)
- These are built in advance of each show, allowing sponsors and speakers to showcase their best content, including case studies, brochures, application notes, videos, etc.
- Lectrix will provide you (the presenting company) with material specifications (ie: formats, quantities, sizes, logos, etc.), collect your materials, and design/build your Resource Hub
- Resource Hubs can be shown on-screen during a speaker's presentation, granting additional exposure to an engaged audience
- Lectrix will also feature direct links to Resource Hubs from our own EMC Live marketing site, and they will be promoted during the event by our MC

### PRICING:

EMC Live 2025 Presenters: Free

EMC Live Non-Presenters: \$5,000 (Includes pre-event, live event, and post-event promotion)

### YOUR COMPANY'S RESOURCE HUB



## VIDEO ADVERTISING – NEW FOR 2025

### BENEFITS

Video advertising spots during EMC Live events provide an ideal product messaging opportunity for suppliers. Video ads will be played between sessions to a highly targeted audience of EMC/EMI professionals. The audience will be watching live while waiting for the next session, and ads on our virtual event cannot be skipped, ensuring higher engagement.

### HOW THEY WORK

- Video advertisements are built into our virtual event platform
- We place at least four 2-minute video ads in between each presentation
- The ads will run 4 times or more during each show day
- Ads are provided in advance by suppliers and pre-loaded into the platform to run on cue

### PRICING:

EMC Live 2025 Master Sponsors: FREE

EMC Live 2025 Presenters (One Ad / Four 2-min. spots): \$1,000

EMC Live Non-Presenters (One Ad / Four 2-min. spots): \$1,750

Additional ads: \$500 each

Additional minutes: \$500 each, if available



# LECTRIX<sup>®</sup>

## YOUR EMC/EMI DIGITAL MARKETING AGENCY



### Technical Prowess Meets Strategy Expertise

Lectrix, the publisher of *Interference Technology*, is a unique combination of an electronics industry media publisher and a full-service digital marketing agency. With over 50 years of marketing experience in electronics engineering under our belt, we are THE industry specialist in digital marketing for suppliers of EMI/SI/PI test equipment, components, materials, and devices.

Not only do we understand your highly specialized business, we also leverage the power of our media brand, *Interference Technology*, and its unique audience to find your next new customer.

Let Lectrix and *Interference Technology* set your brand up for guaranteed success with our range of digital marketing services.

## BENEFITS

- Finding and managing team members who are **BOTH** strong digital marketers and experienced in EMC/EMI products is not easy
- Developing and executing your marketing strategy with an industry-specialist agency like Lectrix provides your company with digital marketing expertise that is already geared toward electronics engineering and EMC/EMI professionals
- In addition, leveraging the audience of our *Interference Technology* media brand provides you with turnkey access to a database of your future EMC, EMI, and SI/PI customers

## HOW WE WORK

Lectrix develops your strategy, marketing technology, and EMI/SI/PI content to create new opportunities for you. Our key services include:



TECHNICAL CONTENT



SEARCH ENGINE OPTIMIZATION



GOOGLE ADS MANAGEMENT (PPC)



LEAD GENERATION



MARKETING STRATEGY



NEW PRODUCT LAUNCHES



PR



VIDEO



VIRTUAL EVENTS



CREATIVE SERVICES



SOCIAL MEDIA



ADVERTISING

## PRICING:

Custom. Please inquire.



## BENEFITS

Technical content is one of the most effective ways to prove industry expertise, pitch products and services, and build customer confidence. However, many industry-leading manufacturers and suppliers do not have the resources or bandwidth to produce as much content as they might wish.

Leveraging our expertise as the publisher of *Interference Technology*, our technical content development service delivers expertly crafted content by subject matter experts who understand your business, customers, and products.

## HOW THEY WORK

Lectrix offers the following content types:



1. If needed, we can help you identify topics of interest to your customers
2. We identify an appropriate writer from our team for the assignment
3. You provide the Lectrix team with the essential details and supplementary materials through a series of simple Q&A meetings
4. Our writer drafts an initial outline to ensure all desired information is included and correctly presented
5. Once approved, our writer develops the draft into a completed content piece

## PRICING:

- **Whitepapers, Application Notes, Case Studies & Success Stories:** \$6,270 to \$7,920 for 1750 words
- **Blogs:** \$3,000 for 800 words
- **Videos:** From \$5,500



## TAKE IT APART, with Zach Peterson – NEW FOR 2025

### Design Case Studies for EMI/SI/PI Technology Suppliers

#### BENEFITS

- Show your customers exactly how your technology works, in a video case study format, shot and produced in conjunction with an independent, influential engineer – [Zach Peterson](#)
- Combine the *Interference Technology* audience with the support of Zach's following
- Collaborate with us to produce the right topic and script that will resonate with your engineering audience
- We take care of the rest

#### HOW IT WORKS

- Your *Take it Apart*, with Zach Peterson! package consists of:
  1. One custom-produced 10-minute case study video of a board-level design
  2. Interview segment with your SME
  3. Three short videos (10-15 seconds each) for promotion of the full-length version
  4. One 800-word blog, created from the video content
  5. Branded as *Interference Technology*, sponsored by you, for maximum engagement by our audience
- Your custom content is produced, with your collaboration, by Zach Peterson, and *Interference Technology*
- The deliverables will be posted to Zach's channels and audiences, as well as the *Interference Technology* and EMC Live website, social channels, YouTube channels, and newsletters
- And of course, you can re-post them to your own channels too



#### PRICING:

\$5,000 Per Episode

\$27,500 for a series of 6



#### Zachariah Peterson

*PCB Design Expert & Electronics Design Consultant*

Zachariah Peterson is a well-known researcher and electronics designer. In 2017, he founded Northwest Engineering Solutions as a technology consultancy and has since grown the company into an innovative design and manufacturing house for advanced electronic products.

He conducted his Applied Physics Ph.D. research in ZnO random laser theory and stability and his M.Sc. Physics research in chemisorptive sensors for environmental monitoring at Portland State University. He also received his MBA (Leadership & Finance) from Adams State University. His research work post-academia includes topics in laser theory, electronics and optoelectronics, finance, and evolutionary computing.

Currently, Zach works with the biggest brands in PCB design software and simulation, as well as innovative PCB manufacturers, bringing technological insights and foresight to their product development and digital marketing strategies. His goal is to help his clients remain competitive and show technical leadership in a quickly evolving technological landscape.

## TURNKEY MARKETING & MEDIA PACKAGES TO SUCCESSFULLY LAUNCH YOUR NEW EMI/SI/PI PRODUCTS

### BENEFITS

- Getting your new product noticed in a noisy marketplace requires a comprehensive and consistent campaign – and the right audience. *Interference Technology* provides a turnkey launch package
- Leverage our knowledge of the industry and our teams of experienced writers, designers, and digital marketers to get the job done
- \$7,500 added value *Interference Technology* media package in the deal

### HOW THEY WORK

Each New Product Launch Package includes:

- Production (design/editing) of new product datasheet to your brand standards
- Single application note, for a primary application
- Copy & image selection for new product web page, keyword optimization
- 2-page brochure describing new product features, benefits, key applications and sample request
- \$7,500 added value email and web ad campaign within *Interference Technology* (optional development of advertising materials available)
- Social media campaign: 3 posts - copy and image selection for LinkedIn
- Press Release to top 100 EE media titles and editors in US/EMEA/APAC
- Sales Ready Pitch Deck comprising a 5-page PowerPoint-style document

### PRICING:

\$24,995

### OPTIONS

- Roundtable \$7,000
- Video \$3,000 to \$10,000 (avg \$5,500)
- Media planning - custom budget





## BENEFITS

*Interference Technology* reaches thousands of EMC, design, and testing engineers and professionals worldwide each month. *Meet Our Readers* is a new offering to give our advertisers the opportunity to meet them personally and virtually, with topic-driven, engineering-focused networking sessions that are casual and educational.

Advertisers gain leads and introductions to self-qualified prospects, and an opportunity to pitch their product in a content-driven educational format; attendees learn more about their specific engineering interests and meet peers with similar challenges.

## HOW THEY WORK

Using our existing *Interference Technology* newsletters and resources, we will promote your networking sessions. Each session lasts up to 60 minutes.

- Your session is promoted, managed, and hosted by us to ensure a smooth and productive experience, and an engineer from your team is the MC
- These networking sessions are free to attendees and sponsored by the advertiser
- Each session is topic-driven and engineering-focused, ending with a soft engineering pitch. Lectrix controls the sessions by providing a sign-up form
- Lectrix will provide you with a recommended formula for structuring the session
- Sessions are not recorded, in order to encourage attendees to attend live and to speak more freely
- Sessions are limited to 10 seats each, prompting attendees to take swift action. Readers who request a seat after the 10 spots are filled will be placed on a waiting list
- From the list of requests to join the meeting, you can select attendees to ensure a diverse representation of companies, exclude your competitors, and avoid direct competitors among the attendees
- Sessions are run via Microsoft Teams, keeping them simple and casual

## PRICING:

\$6,995



## BENEFITS

Our *Industry Sponsor Web Package Ad Program* is a mass market tool for reaching the greatest number of engineers seeking EMI/SI/PI solutions anywhere. Need Branding? Display ads on [interferencetechnology.com](http://interferencetechnology.com) serve over 19,000 engineers each month while they are reading our articles.

## HOW THEY WORK

- The *Interference Technology* site is now found by over 19,000 visitors per month, and Industry Sponsors are seen on almost every page of the site
- 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
- Mobile friendly
- 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

### Ad dimensions:

- Medium Rectangle: 300px wide x 250px high
- Leaderboard: 728px wide x 90px high

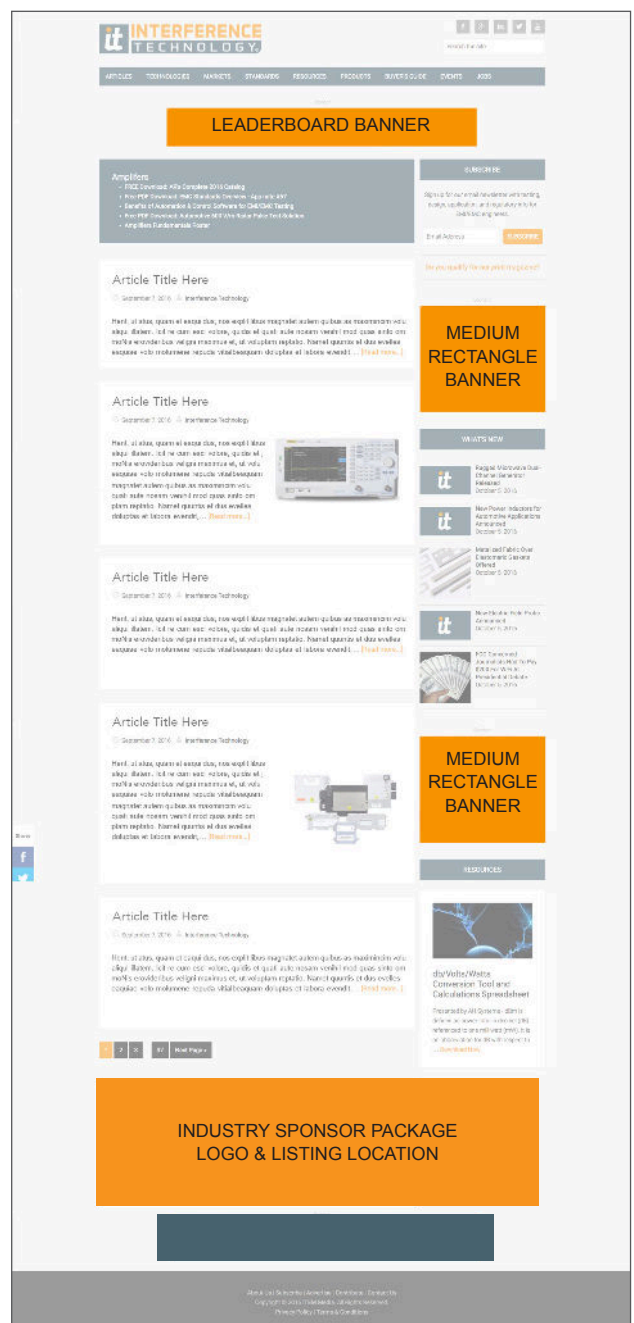
**Max File Size:** 200 KB

**Animation:** 15 sec max

**File Type:** jpg, gif, png, html, html5\*\*

\*\* If providing ad in html5 format, also provide ad in jpg, 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. This targeted exposure ensures that you receive highly qualified traffic, enhancing the quality of leads that reach out to you.

## HOW THEY WORK

Everything included in **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 per year
- Ability to submit press releases within the selected category for consideration to be added to your category page
- Build your own email list by capturing traffic with click through forms

## CATEGORIES

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

## PRICING

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

## SPECIFICATIONS

**Ad dimensions:**

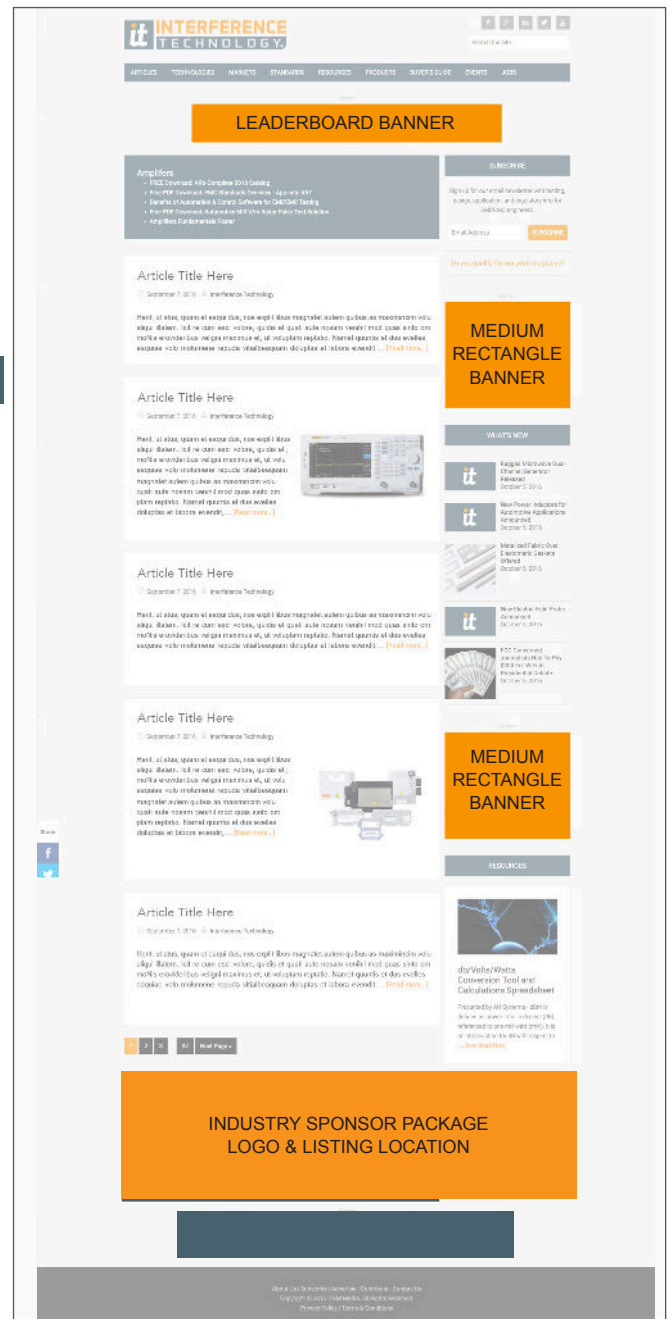
- Medium Rectangle: 300px wide x 250px high
- Leaderboard: 728px wide x 90px high
- Leaderboard ads, ad must also be provided in 300 wide x 250 high pixels to support mobile viewing

**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 jpg, 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 10,000 page views per month, our site is being found by an ever-increasing audience of electronics engineers looking for EMI/SI/PI 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
- Pop-Up Ads appear on whichever page a visitor uses to enter the site; in other words, every visitor sees your ad first
- Appears once per session per user
- Mobile and desktop-friendly
- Maximum of 2 pop up advertisers per month
- Impression and click report
- Best Practice: Try promoting technical content with this ad location!

## PRICING: \$4,000\* / month

Available to only 2 rotating sponsors per month\*

## SPECIFICATIONS

### Ad dimensions:

- Desktop: 640px wide x 480px high, png or jpg, used for screens larger than 1366px wide
- Mobile: 300px wide x 250px high, png or jpg, used for screens smaller than 1366px wide
- Ad must be provided in both dimensions to support the range of screen widths
- All image specifications are width x height

Max File Size: 200 KB

File Type: jpg, png

Pop-Up Ad Location



## 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* 19,000 impressions per month.

## HOW THEY WORK

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

## PRICING: \$3,500 / month

## SPECIFICATIONS

### Ad dimensions:

- Desktop: 970px wide x 250px high
- Mobile: 320px wide x 50px high, used for screens smaller than 1366px wide
- Template with instructions will be provided to format ad to best fit site

Max File Size: 120 KB

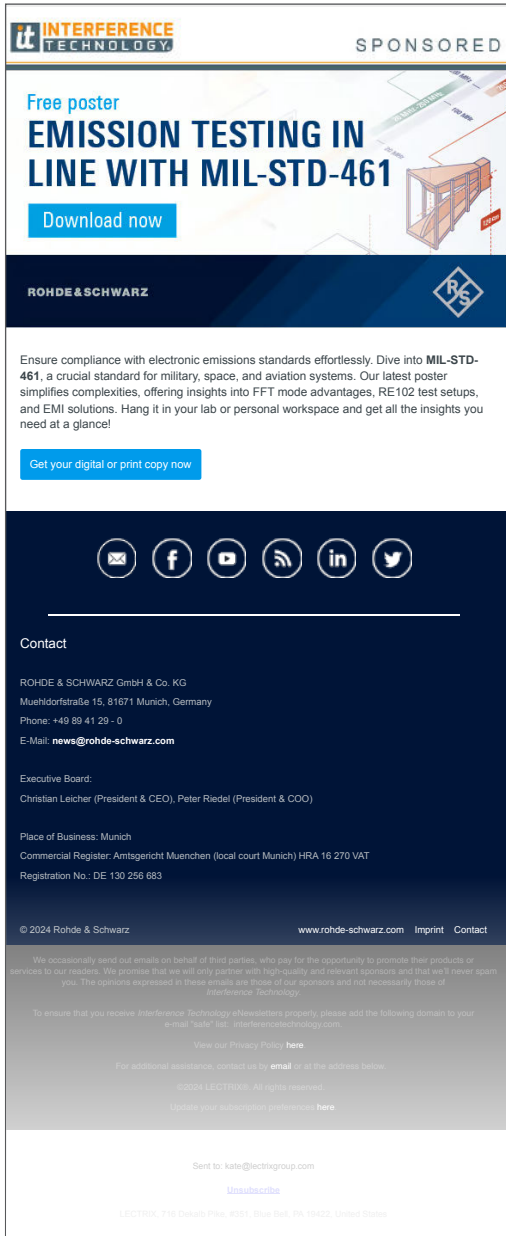
File Type: jpg, png



Billboard Ad Location







## 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. Custom eBlasts are dedicated entirely to your content, reaching 14,300 engineers, who are looking for EMI/SI/PI 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
- Once approved, your eBlast is broadcast, and we send you an activity / leads report within a month
- You can choose to design it yourself following our guidelines
- A \$500 saving is applied if you supply your own designed eBlast

## PRICING

Number of Issues | Rate Per Issue

1X - \$5,500 | 4X - \$4,500 | 6X - \$3,500

## 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:**
  1. **eBlast copy/text**
  2. **Subject line**
  3. **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

4. **Images in jpg or png file format, 72 dpi, RGB color**
5. **Full size banner width is 650px**
6. **Link(s) to your selected web pages, landing pages, registration pages, etc.**
7. **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.

## TIP:

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

**EMAIL LIST SIZE: 14,300**

**BENEFITS**

Highlight your company or product while driving traffic to your site with our *Interference Technology* email list of 14,300+ subscribers that covers EMC standard updates, industry news, and reference materials.

**HOW THEY WORK**

Place your ad in a special edition that matches your specific EMI/SI/PI technology, or in an edition that features the markets you are targeting.

**PRICING**

Number of Emails | Rate Per Email

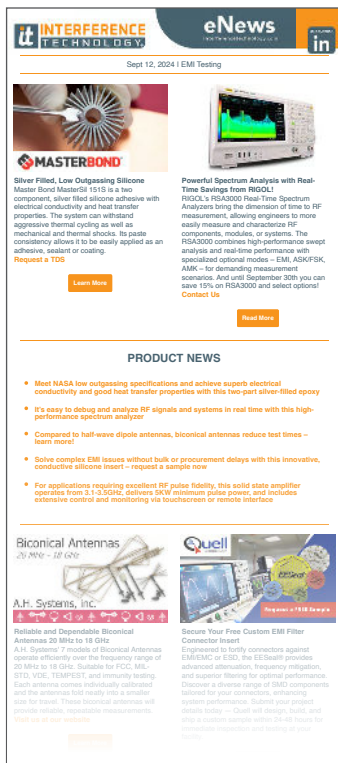
1X - \$1,500 | 4X - \$1,400 | 6X - \$1,300 | 8X - \$1,200 | 12X - \$1,100

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

**SPECIFICATIONS**

1. Headline + maximum 60 words of text
2. Company logo or image: static jpg or gif - 300px wide x 169px high
3. Image specifications are width x height
4. Web link
5. Email address

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



**2025 NEWSLETTER CALENDAR**

Month	Day	Newsletter
Jan	9	EMC Fundamentals
	16	Mil/Aero
Feb	6	EMC Fundamentals
	13	Mil/Aero
	20	EMI Testing
Mar	6	Mil/Aero
	13	EMI Testing
	20	Wireless/IoT/5G
Apr	3	EMI Testing
	10	EMI Testing
	17	EMI SI PI
May	8	EMC Components & Design
	15	Mil/Aero
	22	EMI SI PI
Jun	5	Wireless/IoT/5G
	12	Mil/Aero

Month	Day	Newsletter
Jul	10	EMI SI PI
	17	EMI Testing
Aug	7	Mil/Aero
	14	Wireless/IoT/5G
	21	EMC Fundamentals
Sep	11	EMI Testing
	18	Wireless/IoT/5G
Oct	2	Mil/Aero
	9	EMC Fundamentals
	16	EMI SI PI
Nov	6	EMC Fundamentals
	13	Mil/Aero
	20	Wireless/IoT/5G
Dec	4	Mil/Aero
	11	EMI Testing

## BENEFITS

Whitepapers, brochures, application notes, and data sheets are effective tools for capturing new contact data, and the *Interference Technology EMC Resources* download program gives you the platform to deliver them. Distributed to 12,488 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 on the fourth Wednesday of each month

### 2025 EMC RESOURCES CALENDAR

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

## PRICING

Number of Emails | Rate Per Email

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


## SPECIFICATIONS

Please provide:

1. Headline
2. Approximately 60 words of text
3. Image: static jpg or gif at **280px wide x 218px high**
4. Your whitepaper, tech brief, application note or data sheet
5. 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.




Industry-Leading Content | [interferencetechnology.com](http://interferencetechnology.com)

EMC RESOURCES

AUGUST


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**Exodus AMP2025A, 0.8–2.5 GHz, 300W, 150W P1**

Exodus Advanced Communications model AMP2025A operates 800-2500MHz >300W. The unit produces >400W nominal power with >150W P1dB. The minimum gain is 55dB with excellent flatness. Included are amplifier monitoring parameters for Forward/Reflected power, VSWR, as well as voltage, current & temperature sensing for optimum reliability & ruggedness. Nominal weight is <28Kg, and dimensions are 19"W x 22"L x 7.0"H.

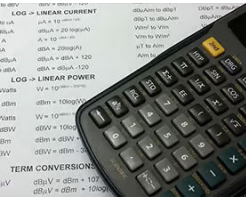
[Learn More](#)



**The Strategic Edge of SIGINT: Securing Signals in Modern Warfare**

The complex interplay of technology and information makes effective SIGINT vital for strategic advantage. Advanced signal monitoring and analysis tools are essential, acting as sentinels to guard against interference and secure signal transmissions from adversaries. By enhancing encryption and safeguarding signals, these tools prevent unauthorized interception, ensuring the confidentiality of critical communications and maintaining operational integrity.


[Learn More](#)



**Useful Formulas For RF Related Conversions I.A.H. Systems, Inc.**

This Technical note covers frequently used conversion factors, how they are derived, and why they are used. If you need to convert from one series of units to another for any reason, this is the resource for you.

[Learn More](#)




**Don't Overlook EMI Mitigation in Heat Pump System Design**

Heat pumps are increasingly popular for HVAC applications thanks to their sustainability and efficiency compared to traditional systems. However, features like variable-speed compressors and advanced controls present an increased risk of EMI issues. *How to Ensure Safe, Reliable, and Compliant Operation of Heat Pumps with EMI Filtering* provides guidance on mitigating the risk and aiding compliance.

[Download Now](#)


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**Why ITAR Compliance is Critical for EMP and HEMP Filters**

Securing electrical infrastructure against the threat of electromagnetic pulse (EMP) requires filters to be compliant with International Traffic in Arms

[Download Now](#)



**Essential Updates and Insights for 2024 Military & Aerospace EMC**

The rigorous EMC testing and safety standards of mil/aero applications are no match for the invaluable information you'll find in *Interference Technology's 2024 Military & Aerospace EMC Guide*.

[Download Now](#)

## The 2025 *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 2025 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 2025.

### 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 customers *do* "do print"! Here are just five reasons why more of your customers are telling us that they either still consume content in print, or are going back to print:

1. 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 2025 HAS IT. GOOGLE DOES NOT.

*ITEM* 2025 will be all new, but *ITEM* has been widely recognized as the go-to reference source since 1971. We ensure that your message stays in front of over 20,000 engineers for a full 12 months by producing a guide full of invaluable 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.\*

### WHAT'S IN IT?

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

## 2025 IMPORTANT DATES

Ad Close: 3/12/2025 | Ad Materials Due By: 3/19/2025 | Publication Month: April

## PRICING

Ad Type	Price
<b>PREMIUM SPACE</b>	
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 2025 will available free-of-charge in digital PDF format for download by non-US subscribers and tradeshow attendees

## Our EMC Guides 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 components, materials, test equipment, and test services – and when they’re buying them. Each eMagazine is a highly detailed guide attracting hundreds of downloads per issue. When you participate in the *Interference Technology* Guide 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 Guides
- Landing page questions are geared to source demographic data, 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 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.	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






**Interference Technology 2024 EMC Testing Guide is Now Available**

As always, the *EMC Testing Guide* provides the most current testing insights, standards, and guidance.

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- Static Control Resilient Flooring Qualification Procedures Ensure Space & Defense ESD Compliance
- Millimeter Wave Applications and Promise
- 2024 EMC Supplier Guide
- 2024 Consolidated Standards
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**First Name \***

**Last Name \***

**Email \***

**Company \***

**Country \***

**Job Description \***

**If Engineer - What Type?**

**Industry \***

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

**Do you see a need to purchase immunity test equipment? \***

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

**Do you see a need to purchase troubleshooting/debug test equipment? \***

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

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

**First Name \***

**Last Name \***

**Email \***

**Company \***

**Country \***

**Job Description \***

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**Break the same old pattern.**

**Problem First. Product Last.**

Strategy | Content | Data | Technology

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