

# Printed Electronics *NOW*

2011

## Online Media Kit



**Printed Electronics Now** is dedicated to the fast growing business of printed electronics, where electronic components and subsystems are produced with traditional printing methods putting advanced inks, coatings and substrates together into functional circuitry at dramatically reduced production costs.

PE Now covers the production of solar cells, rfid, batteries, displays, lighting, sensors, medical devices, military equipment, and much more. PE Now also reports on industry events, real-time news, market features and supply side data including a comprehensive buyers guide, free tutorial downloads and webinars.

The printed electronics industry is growing quickly. The need for the timely dissemination of information is critical. Printed Electronics Now is your real-time, independent resource for what's happening in this industry now.

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

# PrintedElectronicsNow.com Audience

## \*Monthly Traffic

- Visitors: 5,756
- Unique Visitors: 4,512
- Pageviews: 10,391

## \*\*Yearly Traffic

- Visitors: 54,834
- Unique Visitors: 37,709
- Pageviews: 110,188

## Home Page/Article Section/Breaking News Section Sponsorships

Our Home Page, Breaking News, and Online Exclusives are where Printed Electronics industry insiders come to get their news, articles or search for information exclusively online on a daily basis. Be seen on one of the most viewed sections of our website.

### Monthly Rates

Size	1x	3x	6x	12x
<b>Top Site Stripe</b> 900 x 60	\$595	\$575	\$525	\$495
<b>Inline Box</b> 300 x 250	\$495	\$475	\$425	\$395
<b>Top Banner</b> 468 x 60	\$495	\$475	\$425	\$395
<b>In-Column Banner</b> 580 x 60 <i>Only Available on Home Page</i>	\$395	\$375	\$325	\$295
<b>Bottom Footer Stripe</b> 900 x 60	\$395	\$375	\$325	\$295



Home Page Sponsorship



Article Sponsorship



Breaking News Sponsorship

# Home Page Enhancements

Send a shockwave through the industry with these cutting-edge opportunities! These ads offer the largest ad space available and have the most impact on viewers, garnering the highest branding and response rate.

## Positions Available

### Expandable Site Stripe

This eye-catching upgrade makes your message jump off the screen, grabs more share of voice on the page and visually engages the viewer. At the entrance of our home page your ad will be featured at 900 x 60. If our viewer would like to see your ad at 900 x 300 again, all they need to do is rollover it and expands to full size. This exclusive feature is only available for site stripe ads.

#### HOME PAGE ONLY

Viewable Size: 900 x 60  
 Expandable Size: 900 x 300  
 Per Month: \$995

### Expandable Page Peel

Page Peel ads are a new technology that provides a different and innovative method of advertising. These ads appear in the top right-hand-corner of our Home Page only. When the mouse hovers over the page curl, the page corner peels away to reveal the eye-catching advertisement contained within it. This form of advertising has the highest exposure of all our ads, and is an alternative to Pop-Ups, and Fly-Ins.

#### HOME PAGE ONLY

Viewable Size: 125 x 100  
 Expandable Size: 500 x 500  
 14 Day Cost: \$995



Closed

Open

Page Flickers 100 x 100

Peel opens to 500 x 500

# Run of House Sponsorships

Rotate your ad throughout our website. This online advertising approach gives you great branding. You will be placed on these pages: **Glossary, Events, Whitepapers, About Us, Archive.**

## Monthly Rates

Size	1x	3x	6x	12x
<b>Top Site Stripe</b> 900 x 60	\$395	\$375	\$325	\$295
<b>Inline Box</b> 300 x 250	\$295	\$275	\$225	\$195
<b>Top Banner</b> 468 x 60	\$295	\$275	\$225	\$195
<b>Bottom Footer Stripe</b> 900 x 60	\$295	\$275	\$225	\$195



# International Buyers' Guide Sponsorships

Be a part of the most comprehensive listings of suppliers, contract service providers, consultants and associations in the printed electronics industry by enhancing your listing or sponsoring a specific Printed Electronics Directory section.

<b>Listing</b>	<b>1 Year</b>
<b>Logo &amp; Hyperlink</b> 120 x 60	\$295
<b>Description</b> Text description of your company, which will appear next to your company listing within your profile page online. The minimum price is \$150 for up to 300 characters and \$.75/character/space over 300.	\$295
<b>Featured Listing</b> Your company name will appear in Bold Face in all category listings as a featured company and will rise to the top of the category.	\$295
<b>Featured Listing Package</b> Includes: • Logo • Description • Featured Listing • Plus have your logo appear at least 1x each month in the Printed Electronics e-Newsletter for the entire year.	\$595



# Printed Electronics Directory Category Sponsorships

## Yearly Rates

Size	Per Category
<b>Top Site Stripe</b> 900 x 60	\$495
<b>Inline Box</b> 300 x 250	\$495
<b>Top Banner</b> 468 x 60	\$495

Select from more than 200 Printed Electronics Now categories.

## Example Categories

(View entire list of categories on printedelectronicsnow.com.)

- Batteries
- Chemicals
- Carbon Nanotubes
- Conductive Inks
- Equipment
- eReaders
- Films
- Gases
- Labels
- Metals
- Nanotechnology
- RFID Chips
- Solar Cells



# Printed Electronics Now e-Newsletter

The Printed Electronics Now e-Newsletter provides at least one weekly feature article on a major market or key industry player, and informs the Printed Electronics community about the latest news that directly affect the industry's growth and development.

## More than 1,283<sup>1</sup> Opt-In Subscribers

1 month = a minimum of 4 consecutive weeks

Size	1 Week	1 month	3 months	6 months
<b>Leaderboard</b> 728 x 90	\$395	\$1,295	\$1,195	\$1,095
<b>Inline Box</b> 300 x 250	\$395	\$1,295	\$1,195	\$1,095
<b>Logo and Text Ad</b> 468 x 60	\$395	\$1,295	\$1,195	\$1,095
<b>Footer Leaderboard</b> 728 x 90	\$295	\$995	\$895	\$795

Having trouble seeing the images in this email? View it online at <http://www.rotohub.com/email/open/0110-07-28.php>

July 28, 2010

**Printed Electronics NOW**

- PE Now Homepage
- Forward to a Friend
- Directory
- About Us
- Calendar
- Advertising Info

## Leaderboard


**Hot Off The Press**

**Kwizzcard Showcases prtelonic's Wide Range of Abilities**

by David Savastano

There is tremendous potential for printed electronics (PE), but while work continues on the so-called "killer applications," there is also a serious need to get products into the hands of the consumers.

[Click here to continue](#)



Inline  
Box

**Industry News**

**Solarmet Energy Breaks Psychological Barrier with 8.13 Percent OPV Efficiency**

Results certified by NREL

**Applied Nanotech Taps Mercom Capital Group for its Investor Relations Initiatives**

Firm specializes in clean energy

**Yingli Green Energy to Collaborate with InnovaLight**

Aiming to boost multicrystalline cell efficiency

**Recent Articles**

**Printed Electronics Ltd. Brings PCB Experience to PE Field**

**Haiku Tech's Expertise in Multi-Layer Electronic Components Creates Ideal Match for PE**


**Newer PE Companies are on the Move**

**NCSR Sees PE as Massive Growth Opportunity for Sensors**

**Logo and Text Ad**

**Our Staff**

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**Thomas Körner joins Heliatek as VP Business Development**

Fills another key position with a solar industry expert

**United Solar Will Supply New Jersey Resources, Adir Development with 3.9 MW Installation of Solar Laminates**

Agreement demonstrates continued growth of UNI-SOLAR integrated solar roofing products in North America

**AIXTRON Moves into New South Taiwan Office in Tainan**

**Footer Leaderboard**

# PrintedElectronicsNow.com Online Material Specifications

## Banner/Text Advertising

Top Site Stripe	900 x 60
Inline Box	300 x 250
Top Banner	468 x 60
In-Column Banner	580 x 60
Bottom Footer Stripe	900 x 60

\*No larger than 100k for all

\*For web we accept rich media, png, jpeg, gif and rotating gifs, plus Flash.

No limit to the number of rotations in ad.

\*For Flash file only - EMBED links.

\*For all others DO NOT EMBED links. Send URL alongside material.

## Home Page Enhancements

### Expandable Page Peel

Viewable Size 125 x 100

Expandable Size 500 x 500

\*No larger than 250k for all

\*Flash file only - EMBED links.

\*Please ad Open and Close buttons to Expandable Page Peel

\*Expandable Page Peel May only stay open for 8 – 10 seconds at introduction.

## Videos

- 1 minute long
- At least 320 x 250, but better if it is 640 x 480
- We accept Windows, AVI, and Quicktime
- 50MB limit
- Go to Prepress Pitstop on Rodmanpublishing.com for FTP delivery instructions.

## Advertise With Us

### Publisher/Advertising

Dale Pritchett  
201-880-2218  
dale@rodpub.com

### Online Media Coordinator

Joe Weber  
201-880-2261  
jweber@rodpub.com

### Advertising

Matt Carey  
201-880-2233  
mcarey@rodpub.com

### Publishing Office/Headquarters

70 Hilltop Road, Suite 3000  
Ramsey, NJ 07446  
Telephone: 201-825-2552 | Fax: 201-825-0553

## Resources

\*Publishers Own Data provided by Google Analytics,

\*\*Publishers Own Data provided by Google Analytics, July 1, 2009 to June 30, 2010

<sup>1</sup>Publishers Own Data provided by Mailchimp, June, 2010.

Artwork Creation Fee: \$100 per hour