Extend Your Reach...

Advertising Solutions:
- Website
- eNewsletter
- Online Buyer’s Guide
- White Papers
- Thermal Conference

Connect with Us
About LED Journal

LED Journal serves the rapidly expanding market for light-emitting diode and solid-state lighting technology. It covers all aspects of applications and technology development of LEDs, as well as business and market news of the LED and solid-state lighting industry.

The Readers

Readers are technical and management professionals having purchasing authority and decision-making influence for LED products and services. These include design engineers, system engineers, product development managers, manufacturing managers, executive management and other professionals involved in the development, manufacturing and application of LED and solid-state lighting technologies.

The Advertisers

Manufacturers of LEDs, modules and arrays. Providers of products, materials, components and services related to LED products and systems. LED technology developers and providers. Vendors of equipment, supplies and services for the manufacture of LED products and systems.

This media platform will provide a powerful and cost-effective way for vendors to reach key buyers and specifiers in the LED market. Like other Webcom titles, LED Journal has online, directory and database components.

Contacts

Associate Editor
Heather Williams  720-528-3770 x 129
HeatherW@WebcomCommunications.com

Sales Manager
Dave Nosak  951-208-7581
DaveN@WebcomCommunications.com

Production Manager
Carmen Abraham  720-528-3770 x 117
CarmenA@WebcomCommunications.com

Webcom Communications Corp.
7355 E. Orchard Road, Suite 100
Greenwood Village, CO 80111
Demographics

Markets Served

- Other
- Signage
- Outdoor
- General Lighting
- Facilities/Industrial
- Electronics
- Aviation
- Automotive
- Architectural
- Appliance, Electrical Equipment

Job Function

- Design/System Engineering: 72%
- Research & Development: 8%
- Technical Operations: 11%
- Corporate/Purchasing: 9%
- Other: 4%

Type of Company/Organization

- OEM: 74%
- End-User (Carrier/Operator): 13%
- Industry Supplier: 6%
- Dealer: 6%
- Other: 2%

Purchaser or Specifier of

- Thermal Management
- Test Equip/Svcs
- Software (Optical Design, CFD)
- PCBs
- Packaging
- OLED
- Materials (Adhesives, Substrates)
- Lighting Fixtures
- Lighting Components
- LEDs
- Controllers/Drivers/Power Supply
- Arrays/Bulbs/Modules/Assemblies
Website Advertising

LEDJournal.com has thousands of visitors each month that are looking for news on the latest in LED Technology. The website includes up to date, relevant and informative information for technical contacts in the LED industry, as well as for OEMs in need of the latest LED solutions for use in their products. Advertising on LEDJournal.com is a great way to reach potential buyers of your LED related products and services.

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>A  Leaderboard</td>
<td>$1,500</td>
<td>$1,200</td>
<td>$1,015</td>
</tr>
<tr>
<td>728 wide x 90 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B  Full Banner</td>
<td>$1,200</td>
<td>$1,015</td>
<td>$825</td>
</tr>
<tr>
<td>468 wide x 60 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C  Half Banner</td>
<td>$675</td>
<td>$565</td>
<td>$485</td>
</tr>
<tr>
<td>234 wide x 60 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D  Skyscraper</td>
<td>$975</td>
<td>$825</td>
<td>$635</td>
</tr>
<tr>
<td>125 wide x 600 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E  Vertical Banner</td>
<td>$635</td>
<td>$565</td>
<td>$485</td>
</tr>
<tr>
<td>125 wide x 240 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F  Square Button</td>
<td>$415</td>
<td>$340</td>
<td>$265</td>
</tr>
<tr>
<td>125 wide x 125 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G  Logo Link</td>
<td>$225</td>
<td>$185</td>
<td>$150</td>
</tr>
<tr>
<td>125 wide x 50 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above.
eNewsletter Advertising

The LED Journal eNewsletter goes out to 7,500 readers each month that are looking for the latest in LED technology. These readers include technical contacts in the LED industry, as well as OEMs in need of the latest LED solutions for use in their products. Advertising in the LED Journal eNewsletter is a great way to reach potential buyers of your LED products and services!

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x - 5x</th>
<th>6x - 12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Top Banner</td>
<td>$770</td>
<td>$665</td>
<td>$560</td>
</tr>
<tr>
<td>468 wide x 60 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B Skyscraper</td>
<td>$770</td>
<td>$665</td>
<td>$560</td>
</tr>
<tr>
<td>125 wide x 600 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C Mid-Page Banner</td>
<td>$385</td>
<td>$315</td>
<td>$210</td>
</tr>
<tr>
<td>468 wide x 60 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D Sponsored Announcement</td>
<td>$350</td>
<td>$280</td>
<td>$175</td>
</tr>
<tr>
<td>* See below</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E Button</td>
<td>$405</td>
<td>$330</td>
<td>$2230</td>
</tr>
<tr>
<td>125 wide x 125 tall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product/News Posting</td>
<td>$250</td>
<td>$200</td>
<td>$150</td>
</tr>
<tr>
<td>** See below</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Posting</td>
<td>$250</td>
<td>$200</td>
<td>$150</td>
</tr>
<tr>
<td>Job Posting</td>
<td>$250</td>
<td>$200</td>
<td>$150</td>
</tr>
<tr>
<td>White Paper Posting</td>
<td>$250</td>
<td>$200</td>
<td>$150</td>
</tr>
<tr>
<td>Workshops/Training Courses</td>
<td>$250</td>
<td>$200</td>
<td>$150</td>
</tr>
</tbody>
</table>

* Sponsored Announcement consists of a 1-line Headline, Image, and Text Message up to 150 words.

**Product/News Posting consists of a 1-line Headline, Image, and Text Message up to 150 words.

Materials Deadlines

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8</td>
<td>2/5</td>
<td>3/5</td>
<td>4/3</td>
<td>5/7</td>
<td>6/4</td>
<td>7/2</td>
<td>8/6</td>
<td>9/3</td>
<td>10/8</td>
<td>11/5</td>
<td>12/3</td>
</tr>
</tbody>
</table>
Focused Online Advertising: LED Journal’s Online Buyer’s Guide

Get Listed in the LED Journal Online Buyer’s Guide
The LED Online Buyer’s Guide is a great way to be in front of potential customers. The guide is a searchable tool for users to find the LED products and services they desperately need. Make sure your company is visible when a potential customer searches for the specific products or services your company can provide! This Online Virtual Expo of Products and Services for the LED Industry is available 24×7, worldwide!

The LED Online Buyer’s Guide covers the LED industry from A to Z.

The buyer’s guide includes listings for:
- Manufacturers of LEDs
- Modules & Arrays
- LED Materials
- LED Components
- LED Products
- LED related services
- + Many more categories!

You Have Several Options to be Listed in the Buyers Guide

Basic Company Profiles – $350 per year ($50 for Additional Categories)
- Three Enhanced Category Listings
- Custom keyword tagging for Search Engine Optimization (SEO)
- Company logo in color that is linked to your website
- Complete contact information
- Your social media links: Facebook, Twitter, LinkedIn, etc
- 100 word company/product description on your own exclusive profile page

Enhanced Company Profiles – $600 per year ($50 for Additional Categories)
- All of the services in the Basic Profile, plus you get more options for additional postings and greater SEO customization
- Up to six Enhanced Category Listings & 500 word description
- Post up to three product catalogs, announcements, white papers, product sheets or other deliverables

Deluxe Company Profiles – $1,200 per year ($50 for Additional Categories)
- All of the services in the Basic & Enhanced Profiles, plus these powerful features for top-tier exposure, interactivity and SEO customization.
- Up to 10 Enhanced Category Listings & 750 word description.
- Post up to 10 product catalogs, announcements, white papers, product sheets or other deliverables.
- Post up to three product/company videos with interactive links to YouTube or your website
- Banner ad (button-size, rotating) appears on all Buyers Guide pages.
- (For larger sizes such as Leaderboard, etc., consult your representative for availability and pricing.)
Focused Online Advertising: LED Journal’s Technology Center

Technology Center Sponsorship Advertising
Sharply focus your marketing dollars on just the audience who is interested in your specific product-and-service category. Your ad dominates the news and information flow pertaining specifically to your market. A powerful branding tool for a surprisingly low price.

Click on the Technology Center navigation bar to determine which solution category is your best fit. Your banner advertisement will be dynamically served to this Technology Center’s main page and all individual article pages of your chosen Technology Center category. You capture the attention of every reader who is interested in your particular category as they read every news item and article matching it.

Technology Center Sponsorship is an exclusive club. Only a limited number of sponsor ads are placed in each category so you powerfully dominate the marketing in your product sector. Sponsorships are sold for a minimum of six months.

Let’s Break it Down

• **Dominate your Market:** Place ads on pages that are specific to your products!

• **Inquiry Driven:** Your ad is placed on pages that match your products & services. As visitors find the pages they are interested in, they will find ads that match the content they’ve been looking for.

• **Privileged Content Provider:** As a Technology Center Sponsor, you are given the ability to provide news content for the category you sponsor. (ex: Place a banner on the Enclosures page, and you can also provide product or press releases to be posted!)

• **Lower Rates:** Because the pages your ad goes on are so specific, the rates to advertise are lower than our standard rates.

<table>
<thead>
<tr>
<th>Monthly Rates</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top Banners</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$500</td>
<td>$300</td>
</tr>
<tr>
<td><strong>Full Banner</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$350</td>
<td>$250</td>
<td></td>
</tr>
<tr>
<td><strong>Half Banner</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250</td>
<td>$200</td>
<td></td>
</tr>
<tr>
<td><strong>Side Banners</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$300</td>
<td>$225</td>
</tr>
<tr>
<td>Vertical Banner</td>
<td>$200</td>
<td>$150</td>
</tr>
<tr>
<td>Square Button</td>
<td>$150</td>
<td>$120</td>
</tr>
<tr>
<td>Logo Link</td>
<td>$100</td>
<td>$90</td>
</tr>
</tbody>
</table>

(10% discount if paid in full at time of order.)
**Advancements in Thermal Management 2015**

Advancements in Thermal Management 2015 is a symposium for engineers and product developers highlighting the latest advancements in thermal technology for product design, electronics, system development and process management. It will be held August 5-6, 2015 in Denver, Colorado.

This event will feature presentations on the latest advancements in thermal management and thermal technology for electronics packaging, cooling, temperature sensing and control, thermal materials, systems design and management for optimizing thermal properties. The event will also host a highly targeted exhibit hall filled with vendors showcasing new thermal management, testing and mitigation technology.

The conference is designed for design engineers, academia, system engineers, process engineers, material scientists and engineers, CTOs and R&D managers with organizations in industries and markets whose products, operations and services depend upon sophisticated and precise control of thermal properties and states.

If you are involved in electronics, semiconductor, manufacturing, aerospace, energy management, chemicals, R&D or temperature control industries, this is a must attend event. If you’re a vendor in this market, sign up to exhibit!


**Co-Located Event:**

![Battery Power 2015](image)

**Hosted in Collaboration with:**

![THERMAL News](image)

**Exhibit Sales Manager:** William Massey • 720.528.3770 x 125
WilliamM@WebcomCommunications.com

**Program:** Nick Depperschmidt • 720.528.3770 x 111
NickD@WebcomCommunications.com