



# Celebrating 11 Years!

Connect With Us



## LED Journal

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

Advertising Solutions:

- Website
- eNewsletter
- Online Buyer's Guide
- Thermal Conference

## 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 provides 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

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### Advertising Inquiries

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### Director of Content

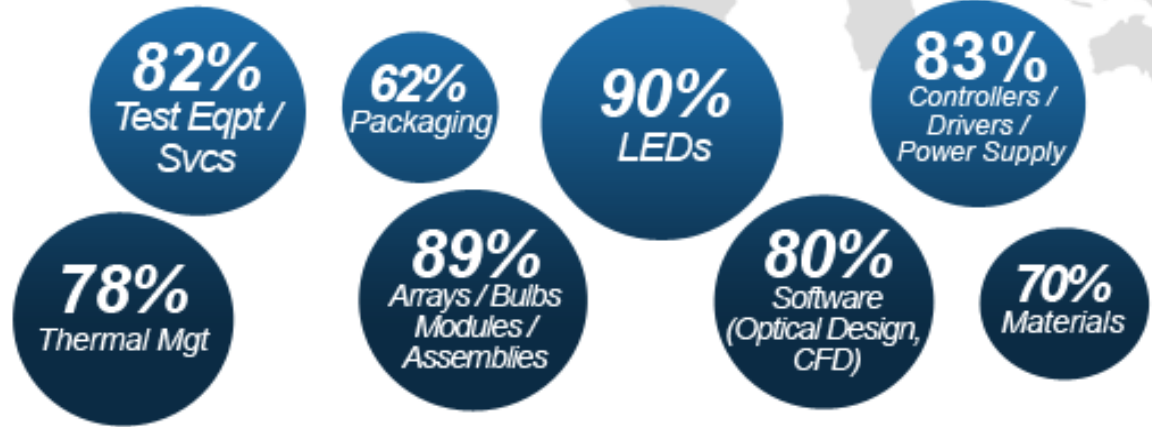
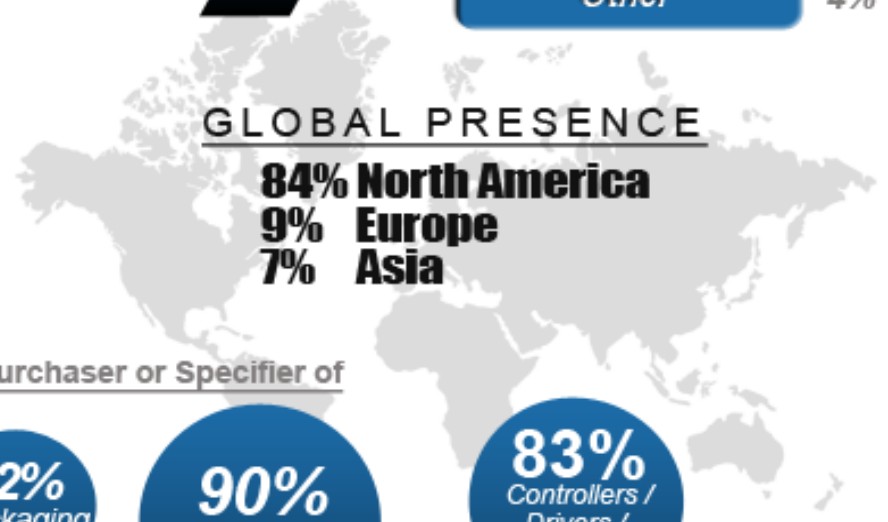
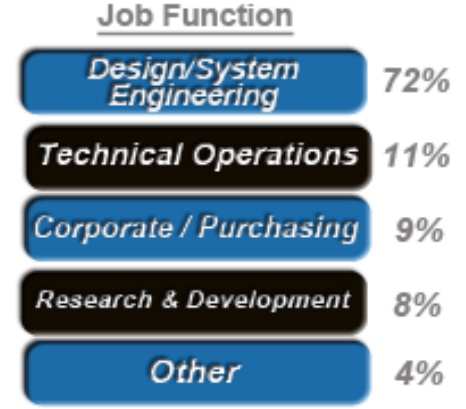
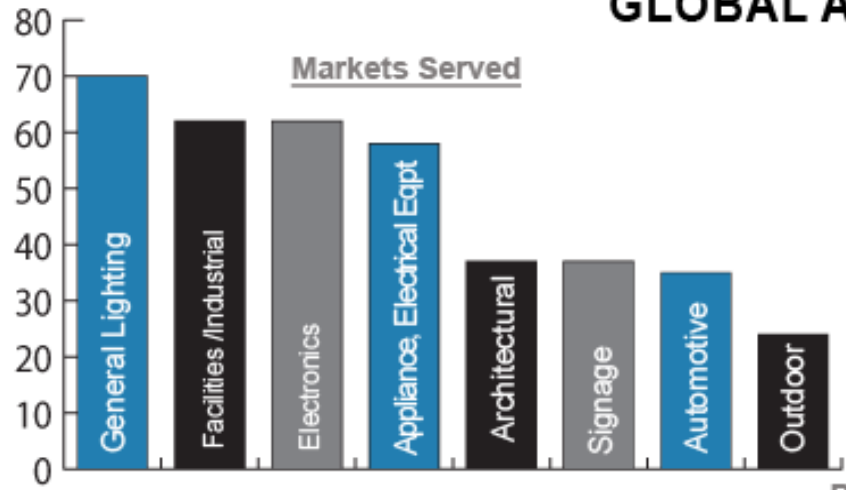
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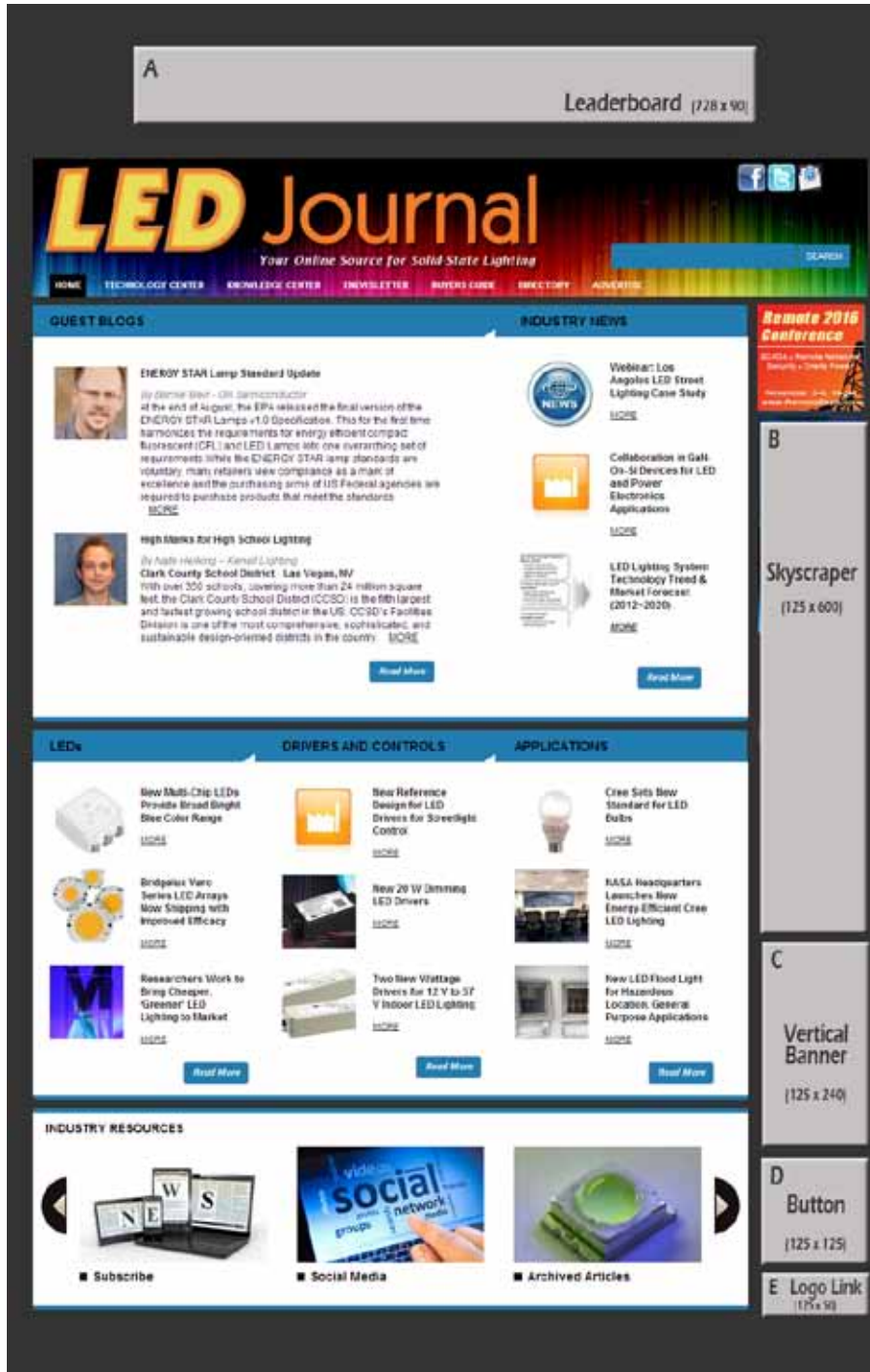
Webcom Communications Corp.  
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# LED Journal

Reach top prospects from multiple key markets all in one place

**100,000+**  
GLOBAL AUDIENCE





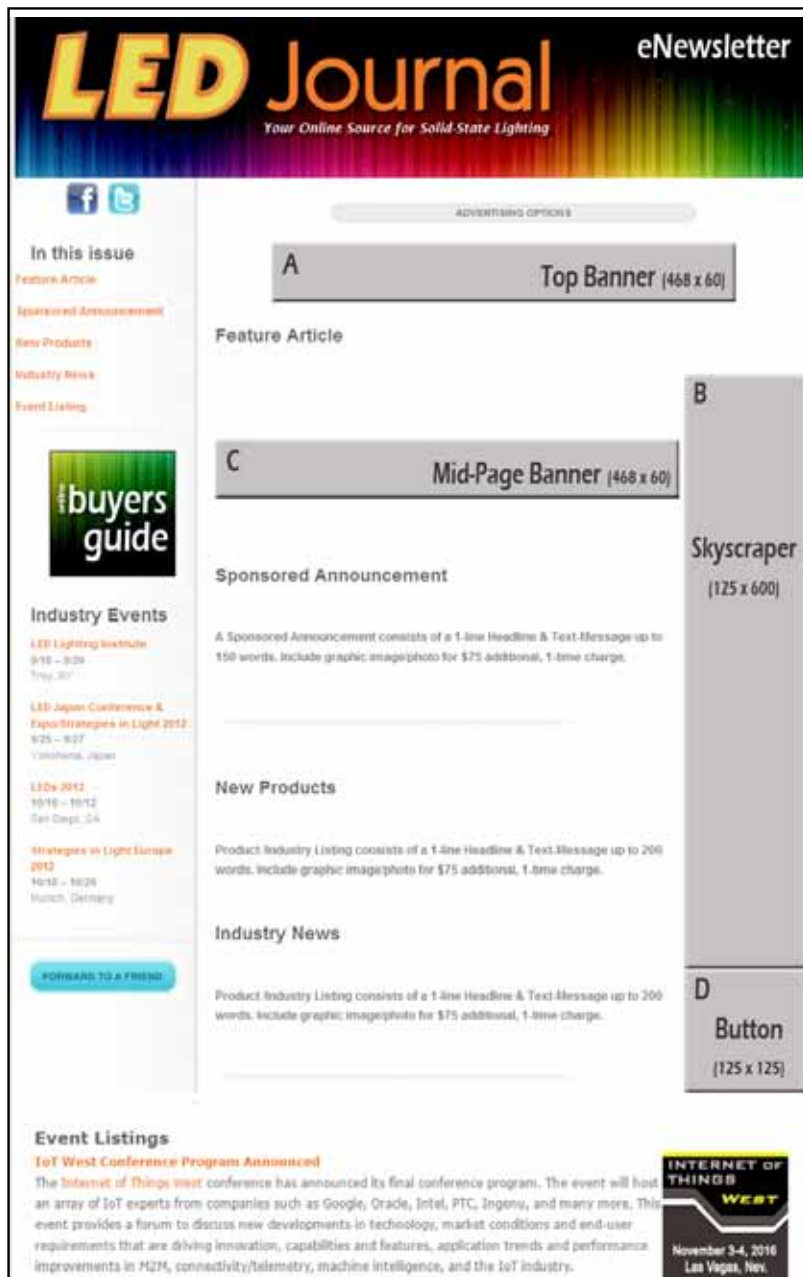
## Website Advertising

LEDJournal.com has thousands of visitors each month that are looking for news on the latest in LED Technology. Online activity has grown 180 percent in two years, and has increased pageviews by three times in two years. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

## Monthly Rates (NET)

Size	1X	3X	6X
<b>A</b> Leaderboard 728 wide x 90 tall	\$1,400	\$800	\$525
<b>B</b> Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
<b>C</b> Vertical Banner 125 wide x 240 tall	\$850	\$375	\$300
<b>D</b> Square Button 125 wide x 125 tall	\$350	\$200	\$150
<b>E</b> Logo Link 125 wide x 50 tall	\$275	\$225	\$175

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to the rate for 100% basis.



## eNewsletter Advertising

Twice a month LED Journal eNewsletter goes out to 7,500 readers 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!

Size	1X	6X	12X
<b>A</b> Top Banner 468 wide x 60 tall	\$1,125	\$850	\$575
<b>B</b> Skyscraper 125 wide x 600 tall	\$950	\$700	\$475
<b>C</b> Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
<b>D</b> Sponsored Announcement <i>* See below</i>	\$575	\$400	\$350
<b>E</b> Button 125 wide x 125 tall	\$575	\$400	\$300
Product/News Posting <i>* See below</i>	\$300	\$225	\$175
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$300	\$250	\$200

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

## Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/3	2/1	3/1	4/3	5/1	6/1	7/3	8/1	9/1	10/2	11/1	12/1

## Focused Online Advertising: 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 24x7, 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 – \$600 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 – \$750 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 – \$1,275 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: Technology Center

### Technology Center Sponsorship Advertising

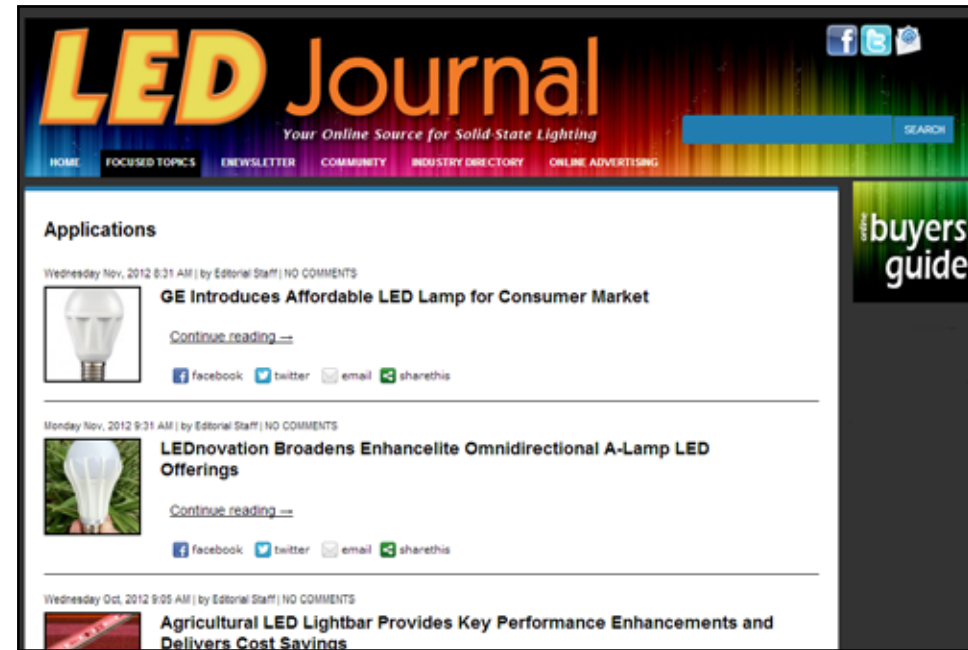
Sharply focus your marketing dollars on just the audience who is interested in your category. Your ad dominates the news and information flow pertaining specifically to your market. A powerful branding tool for a surprisingly low price.

Click on the Technology Center navigation bar to determine which category is your best fit. Your banner advertisement will be dynamically served to this Technology Center's main page and to every article page. 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 dynamically placed on every article page in your category.
- **Lower Rates:** Because the pages your ad goes on are category specific, the rates to advertise are lower.
- **Build Your Brand:** Our rates are designed to help you run long-term and steady. Every day, 24x7, because that's what works.



Monthly Rates		
Size	6X	12X
Leaderboard	\$525	\$325
Skyscraper	\$325	\$250
Vertical Banner	\$225	\$175
Square Button	\$150	\$125
Logo Link	\$125	\$100

(10% discount if paid in full at time of order.)

# ADVANCEMENTS IN THERMAL MANAGEMENT

**Advancements in Thermal Management** Advancements in Thermal Management 2016 is a symposium for engineers and product developers highlighting the latest advancements in thermal technology for product design, electronics, system development and process management.

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!

[www.ThermalNews.com/Conferences](http://www.ThermalNews.com/Conferences)

