



IMAPS Corporate Advertising Program 2020

IMAPS welcomes advertisers across several platforms from print to digital. Review the a la carte advertising options below or develop a custom package!

All pricing below is IMAPS Member pricing | Non-member rates add 10%

Advancing Microelectronics Magazine <i>IMAPS membership-only magazine with reach of approximately 3,000 subscribers</i>	July-Aug <i>Commit by May 20</i>	Sept-Oct <i>Commit by July 20</i>	Nov-Dec <i>Commit by Sept 20</i>	Jan-Feb <i>Commit by Nov 20</i>	Mar-Apr <i>Commit by Jan 20</i>
Inside or Outside Full Page Cover Ad 8.5(w)x11(h)in, bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$2000	\$2000	\$2000	\$2000	\$2000
Full Page Ad 8.5(w)x11(h)in, bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$1000	\$1000	\$1000	\$1000	\$1000
Half Page Ad 8.25(w)x5(h)in or 4(w)x10.5(h), bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$850	\$850	\$850	\$850	\$850
Third Page Ad 7.5(w)x3.25(h)in, bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$774	\$774	\$774	\$774	\$774
Quarter Page Ad 4(w)x5(h)in, bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$600	\$600	\$600	\$600	\$600
A La Carte Digital Advertising at IMAPS.org <i>~8000 sessions monthly, 17000+ page views per month</i>	1 month	2 months 5% discount	3 months 10% discount	4 months 15% discount	5 months 20% discount
IMAPS.org Banner Ad <i>Limited to one advertiser per month</i> 728(w)x90(h) pixels, animation allowed, 4-color, jpg or gif	\$400	\$760	\$1080	\$1360	\$1600
IMAPS.org Home Page Traditional Ad Bottom two ads of the homepage – scrolling discount <i>Limited to 2 advertisers per month</i> 300(w)x250(h) pixels, animation allowed, 4-color, jpg or gif	\$250	\$475	\$675	\$850	\$1000
Event Page Ad (IMAPS 2019, SiP, Device Packaging, etc.) Ad will be placed within the body of the dedicated event webpage of your choice and will not display on other pages within IMAPS.org. Approximately 2000-4000 sessions per month, with more impressions delivered in deadline months prior to the respective event. Ad duration from time of placement through the show only. 500(w)x275(h) pixels, animation allowed, 4-color, jpg or gif	\$300	\$570	\$810	\$1020	\$1200
IMAPSource.org Ad Placement on the microelectronics research portal only (ad will not display on other IMAPS websites or webpages). Limited to 1 Tower and 4 Tiles per month Tile: 180(w)x150(h) pixels, animation allowed, 4-color, jpg or gif Tower: 180(w)x600(h) pix, animations allowed, 4-color, jpg or gif	Tile \$150	Tile \$285	Tile \$405	Tile \$510	Tile \$600
	Tower \$250	Tower \$475	Tower \$675	Tower \$850	Tower \$1000
IMAPS Corporate Bulletin Digital Email Advertising Opportunities <i>Twice-monthly corporate bulletin is distributed to contact list of 20,000+ contacts.</i>	1 month	2 months 5% discount	3 months 10% discount	4 months 15% discount	5 months 20% discount
Corporate Bulletin Top-Page Banner Ad 2 runs per month, price is per month	\$300	\$570	\$810	\$1020	\$1200

Limited to 3 advertisers per month 468(w)x60(h) pixels, animation allowed, 4-color, jpg or gif					
Corporate Bulletin Side Ad 2 runs per month, price is per month Limited to 5 advertisers per month 125(w)x240(h) pixels, animation allowed, 4-color, jpg or gif	\$250	\$475	\$675	\$850	\$1000
Advanced SiP 2020 Final Program Print Advertising <i>Distributed to every SiP 2019 attendee – expected reach of 250+</i>	On-Site				
Full page ad 8.5(w)x11(h)inch, bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$750				
Half page ad 8.25(w)x5(h) or 4(w)x10.5(h), bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$600				
Quarter page ad 4(w)x5(h)inch, bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$400				
IMAPS 2020 Final Program Print Advertising <i>Distributed to every IMAPS 2019 attendee – expected reach of 950+</i>	On-Site				
Full page ad 8.5(w)x11(h)inch, bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$750				
Half page ad 8.25(w)x5(h) or 4(w)x10.5(h), bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$600				
Quarter page ad 4(w)x5(h)inch, bleeds allowed, 4-color, hi-res PDF (jpg, eps, or tiff)	\$400				

BUNDLE YOUR ADS!

The more advertising you choose, the more value. Bundle two or more IMAPS ad platforms and save!

- Ultimate package: Select one ad (any duration) from each platform below and save 20% off the total price
- Standard package: Select one ad (any duration) from three platforms below and save 10% off the total price
- Value package: Select one ad (any duration) from two platforms below and save 5% off the total price

Ready to commit? Contact IMAPS staff below to lock in your ad space before these opportunities sell out.

Brian Schieman – Director, Program Development and Technology
bschieman@imaps.org, 412-345-3328

Brianne Lamm – Marketing and Events Manager
blamm@imaps.org, 252-207-0478

Shelby Moirano – Membership Manager
smoirano@imaps.org, 919-293-5000