

PCB 007

2010 MEDIA KIT



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PUBLICATION

Thank you for your interest in PCB007.

We understand that marketing your products and services is an ongoing process and we are excited to be a part of that effort. While there are many marketing opportunities available, we work with our customers on an individual basis to create a customized, sensible, cost-effective campaign that maximizes market exposure.

..... OUR PROCESS IS STRAIGHTFORWARD

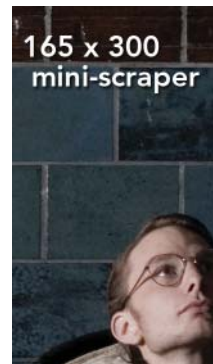
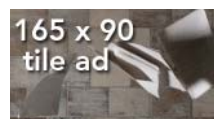
We begin with a meeting to analyze the needs and goals of your campaign. Next, we talk specifically about the look and feel of your ad message, making sure it complements your objectives. Our graphic design team then begins the ad design process and ad concepts will be sent to you for your review. Once your ads are completed, we will publish them in the agreed upon ad positions.

Would you like your campaign to include multimedia components (audio or video)? If so, we can produce your media from start to finish. This production may include a visit to your facility, your customer's facility, a tradeshow, or another location. If we are recording audio media, often we can record your script in our studios or via the telephone.

OUR PRODUCTS

Web Ads

We offer all styles and sizes of ads, from skyscrapers to tiles, with varying positions. Web site ads start from general branding spots (i.e., home page header) down to very precise targeted topics within specific magazine sections (i.e., 300x250 pixel sized ads in our lead-free section). Want to make a big impression? Consider the 728x90 leaderboard banner. By incorporating both branding and topic-specific ads into your campaign, you can cover both very important marketing needs.



Video Ads

Video is a very powerful marketing tool. It sends a consistent message out to your prospects in a form that offers the highest level of recall. There are a variety of ways to use your video, from a lead-in commercial for a video interview to a dedicated video spot on one of our home pages.



OUR PRODUCTS (cont.)

Audio Ads.....

Having your message presented in the form of a radio-style commercial is a great way to reach your market. We can air your commercial in front of a specific audio column or in front of one of our audio shows. Your commercial will be the first thing prospects hear before the show begins. These commercials are approximately 15 seconds in length.

e-Newsletter Ads.....

e-Newsletters are a great way of delivering your message to the inbox of many readers on a regular basis. We provide a variety of options, from our I-Connect007 *Daily* e-Newsletter (sent to over 10,000 inboxes daily) to specific, focused audience technology e-newsletters on a weekly basis. The I-Connect *Daily* e-Newsletter is an effective tool for the branding portion of your campaign, while the weekly e-Newsletters let our customers target a specific readership by topic or location.

Resource Links.....

We provide a number of important links for our readers. These links are published on key pages throughout the site and are segmented by product or service. Your resource link keeps you in front of our readers and gives them a way of quickly accessing your Web site when they are looking for a certain product.

There are many ad positions to choose from. Some ads will be noted as rotating or non-rotating.

Rotating Ad
A rotating ad position will be shared with a limited number of other ads. For example, the header ad position is limited to 20 ads maximum.

Non-Rotating Ad
Non-rotating positions are ad spots are dedicated to one advertiser. Often referred to as "static ads," these spots earn impressions without sharing the position with other advertisers.



Real Time with... Sponsorships.....

When planning your exhibition budgets, be sure to include a sponsorship of a *Real Time with...* event. These special events are conducted at the industry's trade shows and provide you with a unique way of standing out in sea of exhibitors. Your sponsorship also ensures that your tradeshow message will be carried out beyond show attendees to the entire industry. You will also enjoy coverage long after the show closes as we continue publishing *Real Time with...* for one year after the show closes.

With a sponsorship you will receive an entire campaign from video commercial to a web ad. There are a limited number of shows available for sponsorship. Please see our upcoming *Real Time with...* calendar to pick the shows that are best suited for your company.

OUR SERVICES



Ad Design.....

We will work with you to design and produce your ads at no additional cost. Our in-house designer has more than 20 years of hands-on PCB industry experience.

Microsite Design.....

Because our focus is strictly on the Internet, we understand that there are times when a dedicated microsite will strengthen the effectiveness of your campaign. This may be a page dedicated to a specific product or message. In either case, you can count on our team to work with you to design and produce an effective microsite. Microsite production is offered on a quote basis; however, it may sometimes be included as part of your marketing campaign.

Video Production.....

Video production can be overwhelming and costly but with our experience we can assist you in producing a professional video at a reasonable cost. There are a variety of videos to choose from. You may want a factory tour, product overview, television-style commercial, or a testimonial interview of a customer. We have already produced over 500 videos of all types, and we have the experience to help you produce yours. We can even manage the entire project for you from start to completion. Video production is offered on a quote basis; however, it may sometimes be included as part of your marketing campaign.

Audio Production.....

Audio commercials can be produced very quickly. We can provide the voice and any necessary music needed to complete your commercial. If you have somebody you'd like to use as your "voice," we can record that as well. We can also simply use an audio file that you provide. In any case, we provide whatever level of support required to ensure you have a professional commercial—even to the point of producing the concept and script. Audio production is offered on a quote basis; however, it may sometimes be included as part of your marketing campaign.

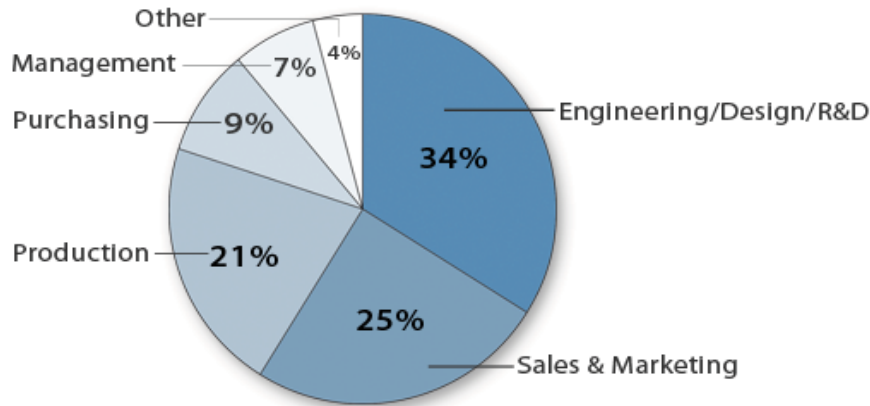
Marketing Assistance.....

We provide our customers special marketing services to supplement your in-house efforts. This may include brochure design, Web site design, internal and external newsletter production, webinar management, and many other services. Whatever your special marketing needs happen to be, contact us to see how we can help you. Our industry experience coupled with our focus on marketing makes us a smart choice for you.

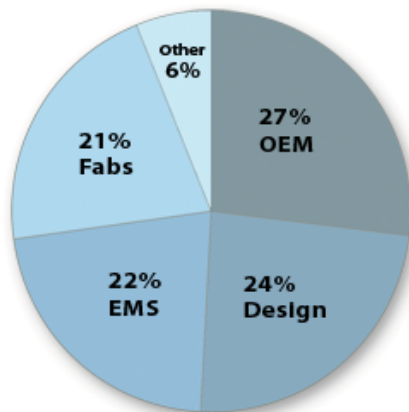
Your Guarantee.....

Regardless of the campaign you select, if at any time, you are dissatisfied with our service, you can cancel your campaign without a short-rate penalty. It is our responsibility to make sure that we provide you with outstanding service and value.

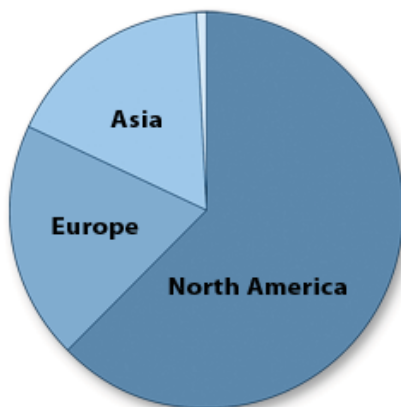
Readers by Title



Percentage breakdown of 50,000 monthly visits by industry at I-Connect007



Readers by Region



Target Markets:

Electronic Design
PCB Fabrication
EMS/ODM/Assembly
OEM

Site Traffic:

50,000 Monthly Visits

100,000 Search Engine Visits
(I-Connect007 is a recognized Google news source)

150,000 total visits per month

Electronic Newsletters:

10,800 *Daily* e-Newsletters sent each morning

8,150 *Inside Design* e-newsletters sent weekly to subscribers

2,800 *Flex007* e-Newsletters sent weekly to subscribers

2,500 EMS007China e-Newsletters sent weekly in Mandarin

5,700 PCB007China eNewsletters sent weekly in Mandarin