

TAP TIMES™

Test, Assembly & Packaging TIMES

taptimes.com

2023 Editorial Calendar & Rate Card

Audience & Mission

In 2023, TAP TIMES begins its 14th year of publication serving the semiconductor and allied industries. Each year we review a wide range of issues that involve our readers' areas of interest.

Our vast range of coverage includes important advancements in the business and technology of semiconductors, MEMS, nano-devices, photovoltaics (solar), batteries and materials.

Within the semiconductor industry, we also look at chip design, development, materials, methods, the supply chain and device fabrication.

Our editorial advisory board, comprised of industry veterans, ensures that our articles are timely and accurate.

The Editor

Assisted by industry experts, Editor Ron Iscoff, who founded TAP TIMES in 2009 brings nearly 40 years' experience to the publication.

He was the founding editor and publisher of *Chip Scale Review* magazine prior to beginning his own publications. Earlier, he was both West Coast Editor and Western Editor of *Semiconductor International* and *Electronic Packaging & Production* magazines.

He was also a reporter in the Silicon Valley Bureau of *Electronic News*. In addition, he was chief advertising copywriter at Cortani, Brown-Rigoli, a Silicon Valley ad and pr agency with clients which included NBK, Siliconix and System Industries..

Frequency & Distribution

In 2023, TAP TIMES will again publish 11 issues, of either 40 or 50 pages each. The May-June issues will be combined into a single edition. After each new issue has been converted to a hi-resolution digital copy, it is placed on taptimes.com, our website.

In addition, a link to the new issue is sent to more than 12,000 readers internationally via e-mail. New issues are usually distributed on the first business day of the month. We estimate distribution to taptimes.com website visitors and e-mail recipients to be upwards of 18,000 per issue. Our website is encrypted with the latest https protocol. Each issue is accessible to readers for at least two years.

May-June 2023

TAP TIMES.

Welcome to Phoenix!

What does the Arizona city mean to SEMICON West's future?

DEBUT IN THE DESERT

Annual test & burn-in sockets issue

BETTER BONDING
BIG DUTY
Made by TANAKA

OFF THE SHELF
www.TanakaWire.com

Special Issues in 2023

TAP TIMES will publish 11 regular issues in 2023, with the May- June issues combined. The annual socket issue will be featured in the May-June edition. A Buyers' Guide listing all advertisers will appear in the December issue. Listings in both guides are free for advertisers. Non-advertisers may receive a listing in both Guides for \$495, prepaid.

BizCardz, a TAP TIMES' Exclusive

BizCardz is TAP TIMES' exclusive business card mini-ad that appears in every issue. A facsimile of a business card representing a selected individual in your company appears in this section linked to your Web site.

This valuable service is free to contract advertisers placing six or more paid ads in 2023. Non-advertisers may have their card featured in this section for only \$2,500 for 11 issues. For fewer than 11 issues, the price is \$350 per insertion, minimum two consecutive issues, prepaid.

Increase your Brochure and White Paper Readership

Your brochures, which cost so much money, and your White Papers, which take so much time, are valuable sales tools. If only you could get buyers to read them!

Consider a special placement in TAP TIMES as a stand-alone advertorial featuring a thumbnail image of the cover of your White Paper or brochure or a new product photo.

This ad will occupy one page in TAP TIMES and it will be linked to your website. You will also receive, for no additional cost, a 120 x120 pixel ad on the taptimes.com website to drive people to this advertorial. The rate for contract advertisers who already have an ad appearing in the same issue is \$500. Contact roniscoff@gmail.com for rates.

Terms & Conditions: Advertisers, Please Read the Fine Print

All advertising is accepted at the discretion of TAP TIMES. Payment is due within 30 days of invoicing and will be considered late on the 31st day after invoicing, when it becomes subject to a monthly late charge. Free or discounted Buyers' Guide listings may be withheld from advertisers whose accounts are in arrears. In addition, advertisers who are more than 40 days in arrears may have their credit suspended.

Credit is extended as a courtesy by the publisher and will be revoked at the publisher's discretion for past-due accounts. If a published ad is not the correct ad or contains quality issues caused by TAP TIMES, the ad shall be re-run in the next available issue. A makegood represents the total extent of TAP TIMES' liability.

Agencies and clients may be held jointly responsible for payment, and no contract proposed by the advertiser or their agency shall amend this contract unless accepted by the TAP TIMES publisher in writing.

Advertisers who agree to a contract for a specified number of issues at a specified size and price will have all earlier published ads prior to cancelling repriced if the advertising is cancelled prior to completion of the contract. The ratecard in effect at the time of the contract shall govern the rate to be charged, which will be higher than the contract rate and will be retroactive to the beginning of the contract period. In addition, any bonus ads which were published free will be charged at the rate existing at the time of the rate card.

While we attempt to meet published deadlines, distribution dates, etc., this cannot be guaranteed. Each advertiser is sent a preview of each issue, in which their ad(s) appear, from two-three days prior to general publication. Changes to the ad(s), which are not to correct a TAP TIMES error, will be charged at \$125.

Website Advertising on taptimes.com

Advertising on taptimes.com is a low-cost, efficient way to expand your marketing and selling efforts. Advertisers who contract for six or more issues will receive a free placement of their 120 x 240 pixel ad for the length of their ad contract. Non-contract advertisers may place their 120 x 240 pixel ad on taptimes.com for \$250 for one month (minimum 2X) or \$1,500 for a full year prepaid.

Advertisers may change their ad once during the run of their ad without charge. Additional changes are \$100 each.

Ad Specs

TAP TIMES is published in a high-definition, digital magazine format which displays pages as either two-page facing units or single pages (reader-selectable).

The complete issue may be printed by the reader. Prior issues are archived on our web site for two years. Advertisers are linked to their web site or to a URL of their choosing.

Please furnish ads in one of the following formats: ai, jpg, pdf, png, psd or tif. We recommend a resolution of 200 dpi or better at the finished size. Extremely large files larger than 10 Mb are not required.

Materials

Please e-mail all ad materials to roniscoff@gmail.com. It is important that you designate your ad file with your company name and the month of publication. For example, abcsockets_october.pdf.

Before publication, advertisers will receive a link to the latest issue via e-mail. This is to enable them to ensure their link and ad are correct.

Editorial Contributions

We are always looking for good, original articles that cover topics within IC assembly, packaging, test and emerging technologies, such as photovoltaics. Contributors will, through publication, be able to establish themselves and their company as experts in their specific field.

If you have an article idea, please contact the editor at roniscoff@gmail.com. Articles are typically needed two months prior to publication to allow for editing, typesetting, proofing, etc.

For details on how to prepare articles for publication, please contact roniscoff@gmail.com.

Ad Sizes and Prices - Effective August 1, 2023

Full Page Bleed	8.5" x 11"
<i>(Important: Keep "live" material within 7" x 9.5")</i>	
Full Page, No Bleed	7.5" x 10"
2/3 Page, Vertical	5" x 10.25"
1/2 Page Horizontal	7.5" x 5"
1/2 Page Vertical	3.5" x 10.25"
1/4 Page Vertical	3.5" x 5"
1/8 Page Horizontal	3.5" x 2.5"

Non-Contract Rate — One/Two Times
One Page, Bleed or No-Bleed—\$1,185
Two Full Pages in same issue — \$1,850
Two-Thirds Page, H or V—\$885
One-Half Page, H or V—\$745
e-Half Page, Inside Cover—\$895
(limited availability, sold out for 2023)
One-Fourth Page, H or V—\$465
Strip Ad, 1.25" x 8.5" on Cover—\$2,750
(when available)

Contract Rate - Two — Eleven Issues
One Page, Bleed or Non-Bleed — \$1,025
Two Full Pages in same issue — \$1,750
Page 3, 5, 7 or 9, add premium charge of 10% per page
2/3 Page—\$785
One-half Page Inside Cover below Table of Contents
\$750 — limited availability, by contract only
One-Half Page, H or V — \$645
One-Half Page H or V, bleed, \$675
One-Fourth Page — \$425
One-Eighth Page — \$295
Strip Ad, 1.25" x 8.5" on Cover, contract only — \$2,500
Socket Buyers' Guide Listing
Bonus Ad, free for advertisers, others \$395
Business Cards page ad
(11 issues) \$2,950 prepaid
(Less than 11 issues, \$325 each, minimum 2x)
Note: Prices, except for contract advertisers, are
subject to change without notice. Payments made by
wire transfer via a foreign bank will incur a
\$10 interbank handling fee.

Reprint rights for most staff-written articles and contributed articles are available at \$395-\$595 (depending on length) and are furnished as high-resolution PDFs. Ads will be removed from reprints on request.

Editorial Advisors

Mr. Martin Hart is founder, president and CEO of both Mirror Semiconductor and TopLine.

Mr. Tom Terlizzi is vice president and co-founder of GM Systems, New York and program chair for CMSE.

SELL THE WORLD WITH YOUR AD IN TAP TIMES!



***TAP TIMES reaches an international audience of
buyers of semiconductor equipment and services***

Key buyers of semiconductor assembly, packaging and test services and equipment throughout the world turn to TAP TIMES 11X a year for the latest industry news.

TAP TIMES has covered the world of electronics for more than 12 years with original and contributed articles to make readers' jobs easier and more productive.

Because they demand and get results, most of our advertisers have been with TAP TIMES in every issue.

Don't rely on your web site for new customers. Let us drive new business your way!

**Email roniscoff@gmail.com for a rate card and editorial calendar.
taptimes.com**