TAP TIMES©

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Revised RATECARD 2027 (Effective Jan. 1, 2027)

Audience & Mission

In 2027, TAP TIMES will mark its 18th year of publication serving the semiconductor and related industries. Each year we review a wide range of issues that involve our readers' areas of interest.

Important advancements

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

We also look at chip design, development, materials,methods, and device fabrication. In addition to staff-written material, we also present selected topics from recognized industry consultants, such as TrendForce and the Yole Group.

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

The Editor

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

He was the founding editor and publisher of *Chip Scale Review* magazine prior to launching his own publications.

Earlier, he was both West Coast Editor and Western Editor for *Semiconductor International* and *Electronic Packaging & Production* magazines, respectively.

Frequency & Distribution

In 2027 TAP TIMES will publish 9 issues of 30-50 pages each. Here is the tentative schedule:.

January-February, March-April, May, June July-August, September, October, November, December.

After each new issue has been converted to a hi-resolution digital copy, it is placed on the tap-times.com website.

In addition to the taptimes.com visitors, a link to the issue is sent to about 14,000 readers internationally.. Combined, each issues is exposed to about 20,000 readers.



Ad Sizes and Prices

Effective January 1, 2027

Full Page Bleed 8.5” x 11”
(Important: *Keep essential material within 7.5” x 10”)*

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 - 1x
One Page, Bleed or Non-Bleed-$1,695
Two Full Pages in same issue - $1,950
Two-Thirds Page, H or V-$1,050
One-Half Page, H or V-$895
One-Half Page, Inside Cover-$1,250
One-Fourth Page, H or V-$595
Strip Ad, 1.25” x 8.5” on Cover-$3,200
(limited availability)

Contract Rate - 9 issues
One Page, Bleed or Non-Bleed - $1,295
Two Full Pages in same issue - $1,895 Two-Thirds Page, H or V-$895
One-Half Page, H or V- $695
One-Half Page, inside cover - $995 One-Fourth Page ad, $495
Full-Page ad on page 5 or 7 incurs a premium charge of 10%
Strip Ad, 1.25” x 8.5” on cover, contract only-$2,500

Note: Prices, except for contract advertisers, are subject to change without notice.

Ad Specifications

Advertisers are linked to their web site or to a URL of their choosing. Advertisers may change their ads without charge by the 28th of the month preceeding publication. Changes required in the publication cycle, will incur a $200 late editing charge. Please furnish ads in one of the following formats: jpg, pdf, png, psd or tif. We recommend a resolution of 200 dpi or better.

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 31nd day after invoicing, when it becomes subject to a recurring monthly late charge.

Free or discounted Buyers’ Guide listings may be withheld from advertisers whose accounts are in arrears. Credit is extended as a courtesy by the publisher and may 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 rerun in the next available issue. A make-good represents the total extent of TAP TIMES’ liability. Hyperlinks are free for advertisers. trade organizations and universities.

Advertisers are sent a preview of each issue prior to publication, and it is the advertiser’s responsibility to ensure their ad and the link are correct.

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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.

Contract advertisers who cancel prior to the end of their annual contract are subject to a penalty. Failure to meet the specified number of issues negotiated earlier will subject the advertiser to a short-rate on all earlier ads.

Should a contract advertiser wish to cancel during the publication year, the difference between the negotiated price per issue and the then-current, non-contract price will be applied to all prior ads run during the year. By submitting an ad/ads for publication, advertiser agrees to these terms.

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