



2010 Media Data

Every month,
Asia Electronics Industry
gives readers...

- *Reviews of hot technologies affecting the electronics industry in China and other Asian countries.*
- *Reports on how electronics companies in China and other Asian countries are improving productivity and quality.*
- *Views from executives in China and other Asian countries.*
- *Reports on the latest parts and components, materials, production equipment and test & measuring instruments.*

2010 Editorial Calendar



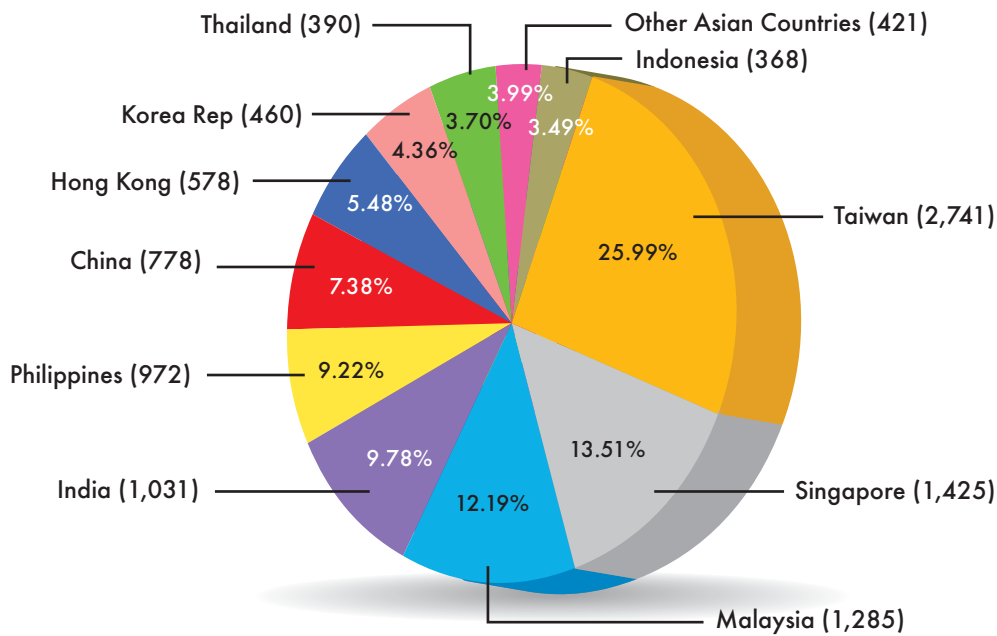
Issue	Issue Date	Ad Closing Date	Regular Contents	Special Feature	Special Focus	Show Distribution
JAN	12/22	12/4	I. AEI News II. Tech Watch III. Corporate Profile / Strategy / Interview IV. Technology Focus V. Sections A) Critical Components B) OptoElectronics C) Automotive Electronics D) Surface Mount Technology E) Test & Measuring Instruments VI. Products Updates VII. AFTA ALL	<ul style="list-style-type: none"> • Component for Mobile Products • Capacitor Technologies 		
FEB	1/22	1/11		<ul style="list-style-type: none"> • Test & Measuring Devices, Environmental Equipment • Solar-Cell Modules Test and Measurement 		
MAR	2/22	2/12		<ul style="list-style-type: none"> • Passive & Electromechanical Components • Soldering Machines and Materials 	CPCA 2010	CPCA 2010 March 16-18 ; electronica & Productronica China 2010, March 16-18, Shanghai
APR	3/25	3/12		<ul style="list-style-type: none"> • In-Vehicle Semiconductors and Components • Imaging Processing Technologies 	NEPCON China KPCA 2010	KPCA 2010, Apr 27-29, Kyunggi-do; NEPCON China 2010, April 20-22, (Shanghai)
MAY	4/26	4/15		<ul style="list-style-type: none"> • Sensor Devices • Optical Devices 	InterMold Thailand	InterMold Thailand, June 24-27, Bangkok
JUN	5/21	5/7		<ul style="list-style-type: none"> • Test & Measurements for Car Electronics • LED Technologies 	Computex Taipei Photonics Festival in Taiwan	COMPUTEX Taipei 2010, Jun 1-5; Photonics Festival in Taiwan 2010, Jun9-11
JUL	6/28	6/17		<ul style="list-style-type: none"> • EMC, Noise Suppression Technologies • Devices for Multi-band, Multi-mode 		
AUG	7/26	7/15		<ul style="list-style-type: none"> • Components & Devices for Environment & Energy • Passive Components for Mobile Communication 	NEPCON South China	NEPCON South China 2010, Aug. 25-27, Shenzhen
SEP	8/27	8/16		<ul style="list-style-type: none"> • Card Connectors Technologies • Parts and Semiconductor for Digital Consumer Products 	SEMICON Taiwan	electronic India 2010, Sept 15-18, Bangalore; SEMICON Taiwan 2010, Sept. 7-9, Taipei
OCT	9/27	9/17		<ul style="list-style-type: none"> • LED technologies • SMT & PWB Inspection Machine • PCB Technologies 	TPCA 2010 ELEXCON 2010	TPCA 2010, Oct. —; TaiTRONICS Fall 2010, Oct. 15-19; Hi-Tech Fair (ELEXCON)2010, Oct. 15-20, Shenzhen; electronicAsia 2010, Oct. 15-18, Hong Kong
NOV	10/27	10/15		<ul style="list-style-type: none"> • Energy Devices • SMT Components and Technologies 	Electronic Measuring Instruments (Supplement-Chinese)	
DEC	11/25	11/15		<ul style="list-style-type: none"> • Processing Technology & Materials • Devices for Noise Suppression 	HKPCA 2010	HKPCA & IPC 2010 (2010 International Printed Circuit & Electronics Assembly Fair) Dec.—

* Subject to change without notice

as of Dec. 2009

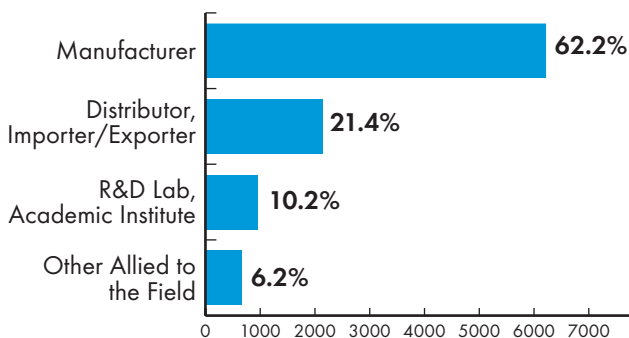
Asia Electronics Industry circulates to 10,449* professionals in China and other Asian countries.

Regional Breakdown of Qualified Circulation *

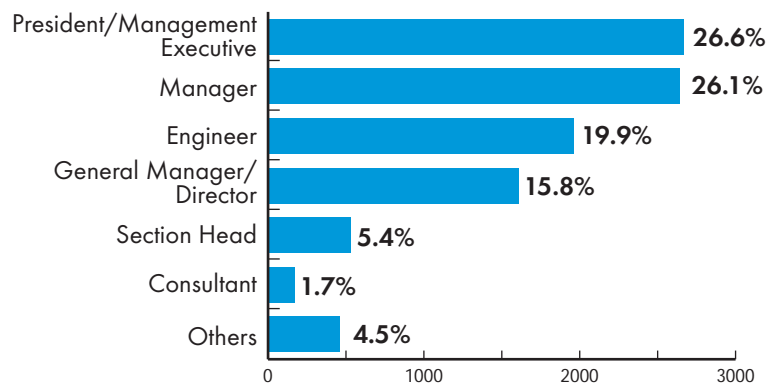


Analysis by:

Type of business*



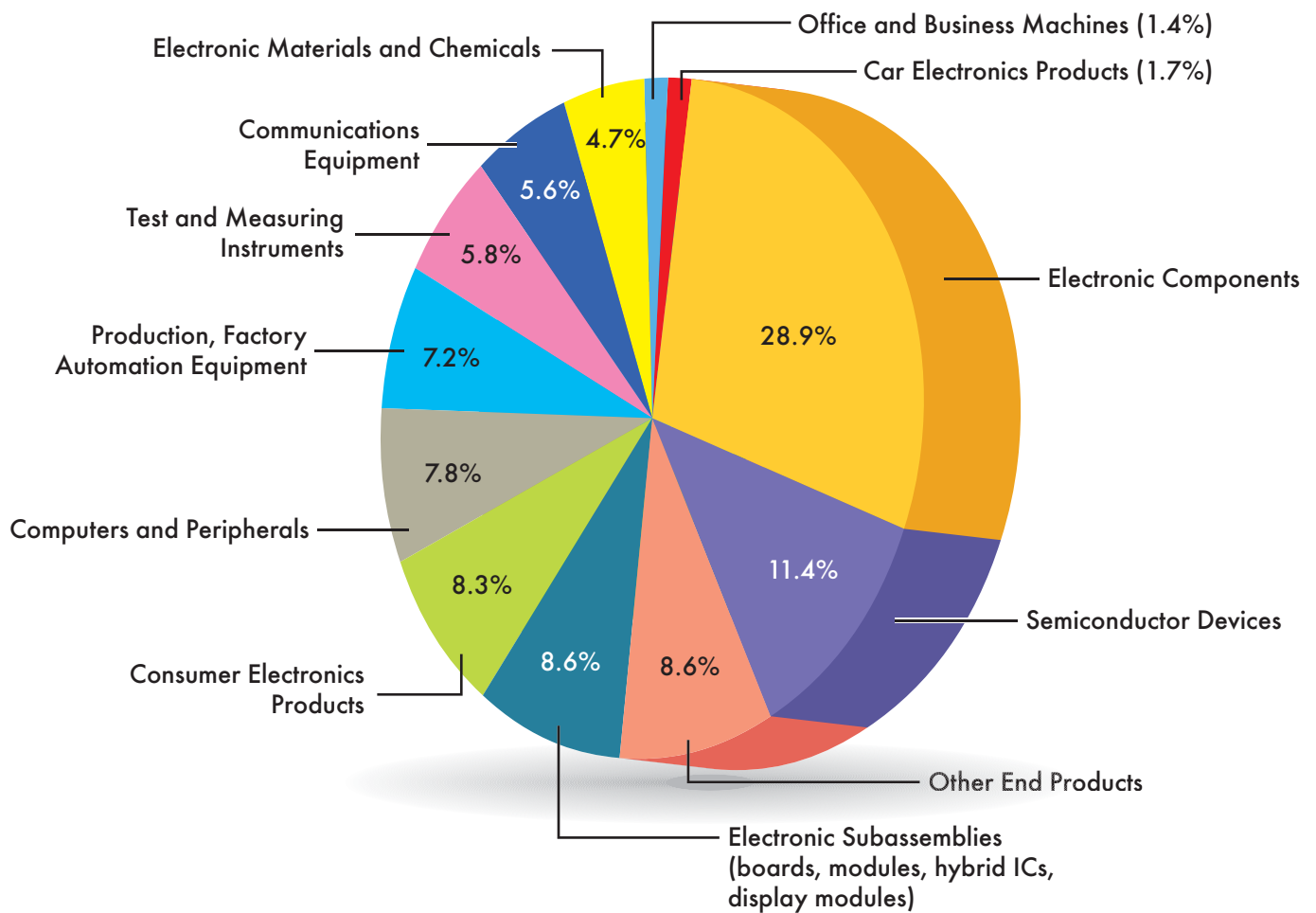
Job title*



* Source: Asia Electronics Industry June 2009 BPA Circulation Statement

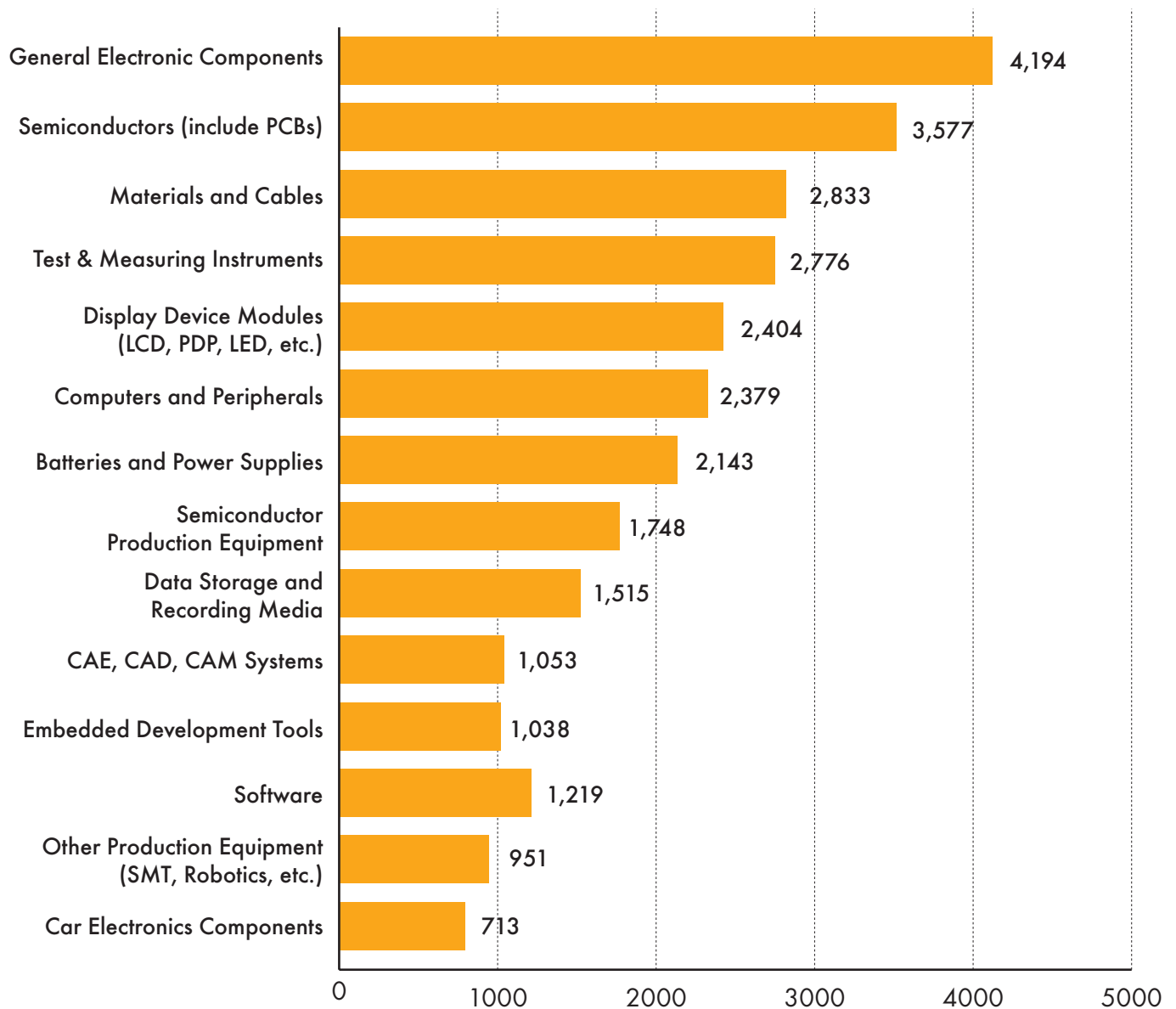


Breakdown by Primary End Product



* Source: Asia Electronics Industry June 2009 BPA Circulation Statement

Readership Analysis: Buying Power



The data from the figures come from 7,511 reader responses to this question in the AEI subscription qualification form:

Q: In my job, I recommend, specify or authorize purchasing of:

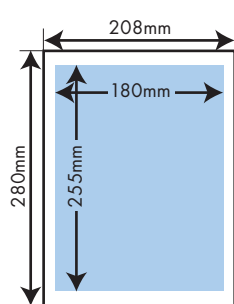
Rates

COLOR	SIZE	12X	6X	3X
Four-Color	Full page	\$1,850	\$2,300	\$2,800
	1/2 page	\$1,250	\$1,600	\$1,900
	Full-page spread	\$2,900	\$3,550	\$3,950
Two-Color	Full page	\$1,650	\$2,100	\$2,600
	1/2 page	\$1,050	\$1,400	\$1,700
	Full-page spread	\$2,500	\$3,150	\$3,550
Black & White	Full page	\$1,400	\$1,850	\$2,350
	1/2 page	\$800	\$1,150	\$1,450
	Full-page spread	\$2,250	\$2,900	\$3,300

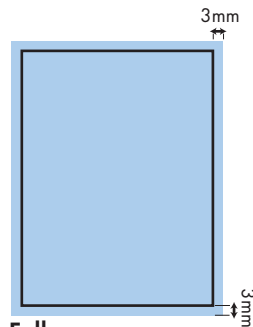
Mechanical Requirements

AD SIZE

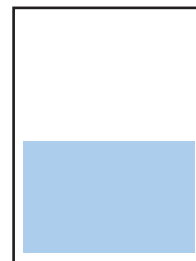
Publication trim size: 208 x 280mm



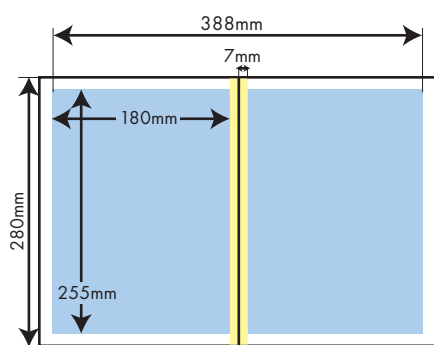
Full-page
Non-Bleed: (W x H)
180 x 255mm



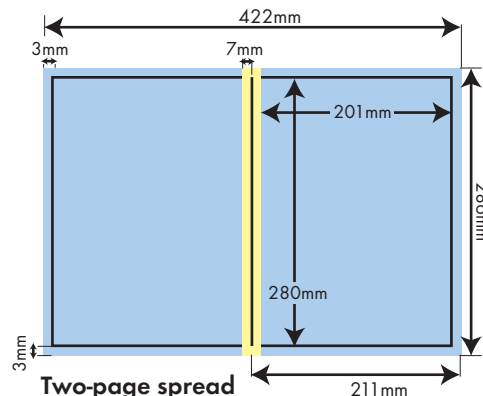
Full-page
Bleed: 3mm on all sides
(W x H) 214 x 286mm



Half page
Non-Bleed only:
(W x H) 180 x 125mm



Two-page spread
Non-Bleed: (W x H)
388 x 255mm



Two-page spread
Bleed: 3mm on all sides
(W x H) 422 x 286mm

DELIVERY METHOD

- FTP files (preferred method)
- Burn all files to a CD or DVD and send to:

Vilma Espiritu

Dempa Publications, Inc.
Regional Headquarters
Unit 2510 Herrera Tower 98 V. A.
Rufino Street, Salcedo Village, 1227
Makati City, Philippines

For questions about specifications, please email or call:

Vilma Espiritu
email: vilma@dempa.co.jp
narissa@dempa.co.jp

Tel: (+63) 2 845 0906 ext. 102
or ext. 104

FORMAT

You can submit in digital format or offset films

FILMS

- Positive, right reading, emulsion side down, 175 screen lines with crop marks (recommended)
- 2 copies of color proof (recommended)
 - There will be a charge for converting the films to PDF.

ELECTRONIC FILES (We accept the following applications, Mac or PC)

- Preferred format: high resolution press ready PDF with crop marks and bleeds (for bleed Ads)
- Adobe Illustrator CS or earlier
- Adobe Photoshop CS or earlier
 - File formats accepted are (for Illustrator and Photoshop) .eps, .psd, .ai
 - No Microsoft Word, Powerpoint or Microsoft Publisher files are accepted. All files and placed graphics must use CMYK color profile and in a high resolution format (minimum resolution of 300dpi and maximum resolution of 450 dpi at 100% size).

Always include the following:

- Matchprint or color laser printout (exact size, recommended)
- All placed graphics
- Both screen and printer fonts, Postscript 1 or 2
- Be sure to include all fonts from your placed graphics (i.e. eps files) if fonts are not outlined
- A printed listing of all files, fonts and graphics

“You Are on the Cover”



Cover Story

Sony Manufacturing Systems Corporation operates a wide range of businesses from the device business, which involves ultra-precision processing like die bonds, to precision measuring equipment business, including Magnetec, as well as the surface-mount technology (SMT) business.

In the SMT business, Sony Manufacturing has been bolstering its solder paste printers and printed wiring board (PWB) visual inspection machines, aside from its mounters. Shifting from the conventional business of processing SMT machines alone, Sony Manufacturing proposes improved efficiency and high-quality production for the entire production line by incorporating the printers and inspection machines. In this way, the placement rates of mounters have increased considerably, and they can be connected as necessary. On the other hand, solder paste printers and PWB

visual inspection machines, which are called peripheral equipment, have become a rate-limiting factor on mounting lines. Promoting solutions for the entire production line by strengthening not only

the mounters, but also solder paste printers and PWB visual inspection machines should translate to the expansion of the mezzanine business. . . .

Sony Manufacturing has set up and started operating a showroom in its head office in Kuki City, Saitama Prefecture. The showroom is equipped with a high-speed reflow soldering machine, a PWB visual inspection machine, a solder paste printer and reflow equipment to allow mounting of components on PWBs. It has been used for diverse purposes, including the evaluation tests performed by customers and Sony Manufacturing itself. Using this line, it is possible to actually mount components on PWBs, to solder them, and to conduct inspection after soldering. The customers can bring in the solders they are using to check how components are soldered.

Customers use the showroom every week to evaluate component mounting and for other purposes.

AEI's November cover presents the senior officers and personnel of Sony Manufacturing Systems Corp. (From left) Yumi Nara, Miyuki Hayakawa, Ritsuko Matsui, Takao Eguchi, Manager; Katsumori Inoh, Senior General Manager; Mitsuo Ohara, General Manager; Yasuyuki Ito, General Manager; Kazutoshi Matsuda, Senior Manager; Masayuki Ohno, Senior Manager; and Akisashi Saito, General Manager.

- AEI advertisers whose contracts cover 12 or more full pages per year are eligible for the cover position, featuring a photo of company executives, managers or employees at corporate facilities, public landmarks or trade shows.
- Along with the cover photo, a half-page presentation of your corporate profile appears as the first article after the Contents page.
- Your photo and profile reach electronics professionals in the Asian region.
- Additionally, we provide you with up to 50 copies of the “You Are on the Cover” issue, for distribution to your branch offices and manufacturing plants. You can order even more copies for sales meetings or special distribution. Just contact the Dempa sales office nearest you.

* The Advertiser provides us with a list of branch offices and manufacturing plants, plus the names of the key recipients. Dempa takes care of the rest.

** Volume discounts are available. For example, for more than 20 copies, 30% off the regular single-copy price (US\$18 x 0.7 or ¥1,500 x 0.7), plus shipping costs.

Contract and Copy Regulations



Dempa Publications, Inc.

1-11-15 Higashi Gotanda, Shinagawa-ku, Tokyo 141-8715, Japan

- 1.** Insertion instructions shall be supplied for every advertisement and shall clearly state the following information name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible) plus any special instructions such as bleed, color, etc.
- 2.** No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.
- 3.** All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the rate has been earned up to the date of cancellation.
- 4.** Orders acceptable for not more than one year in advance.
- 5.** A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period, cannot be counted again toward determining the rate for the subsequent or past periods.
- 6.** T.F. Contracts will be billed at rate earned through the previous twelve months or billed at rate earned through contract year period without incurring short rate, provided that the same frequency is maintained up to the time of cancellation.
- 7.** Space orders wherever possible should specify a definite schedule of insertions, issues and sizes of space.
- 8.** The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
- 9.** The publisher reserves the right to void any contract unless the first insertion is used within three months from date thereof.
- 10.** Verbal agreements are not recognized.
- 11.** If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.
- 12.** Cancellation of space order forfeits the right to position protection.
- 13.** The publisher reserves the right to give better position than specified in the order, at no increase in rate.
- 14.** Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- 15.** Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it in the advertisement submitted for publication.
- 16.** All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which he feels is not in keeping with the publication's standard.
- 17.** The publisher's liability for any error will not exceed the charge for the advertisement in question.
- 18.** The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- 19.** Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner.
- 20.** Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
- 21.** The publisher reserves the right to limit the size of space to be occupied by an advertisement.
- 22.** Two or more advertisers are not permitted to use space under the same contract.
- 23.** Association advertising ordinarily takes the rate earned for space used by the association advertising alone. Individual members of associations cannot bulk their individual company space with the association space to earn a bulk rate for themselves.
- 24.** Supplied inserts shall be charged regular black and white space rates plus additional production costs incurred. A charge lower or higher than actual black and white space rates would be considered price discrimination.
- 25.** When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.
- 26.** Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with material which in the publisher's opinion resembles editorial matter.
- 27.** Advertisements offering prizes, or contents of any nature, are accepted provided prior approval has been obtained from the Post Office at place of publication entry.
- 28.** Requests for specified position at R.O.P. rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract.
- 29.** An advertiser requesting that a standard full page plate be printed without the name and page number appearing on the page shall be charged a premium.
- 30.** No allowance is made to advertisers for furnishing complete plates, text and illustrations for their advertisements.
- 31.** Advertisements ordered set and not used will be charged for composition.
- 32.** Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Contact Us



www.aei.dempa.net

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