

2008 EDITORIAL & RATE INFORMATION

PKG

ELECTRONIC ENCLOSURES & COMPONENTS

2008

READERSHIP

WHY ADVERTISE?

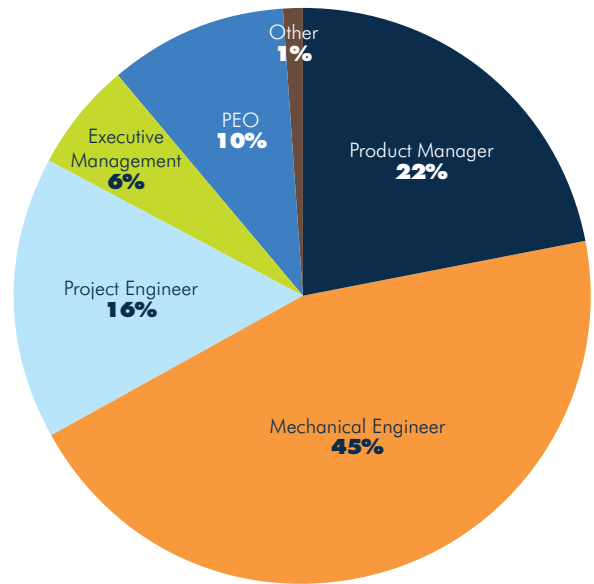
PKG is the only publication in the industry focused on mechanical, hardware, design and system engineers working with packaging products and components. As other industry publications tend to focus more on software, chipsets and circuit cards—most enclosures and components get lost in the crowd in those magazines. Not in PKG. At PKG, we're focused on your products and solutions.

If you're in any phase of the packaging business, you want to advertise in PKG. In addition, you may also want to consider a presence in the editorial and new product developments sections with editorial contributions. As with other RTC Group publications, the printing quality, attractive paper and the clean, professional layout of PKG are designed to make sure your ad stands out.

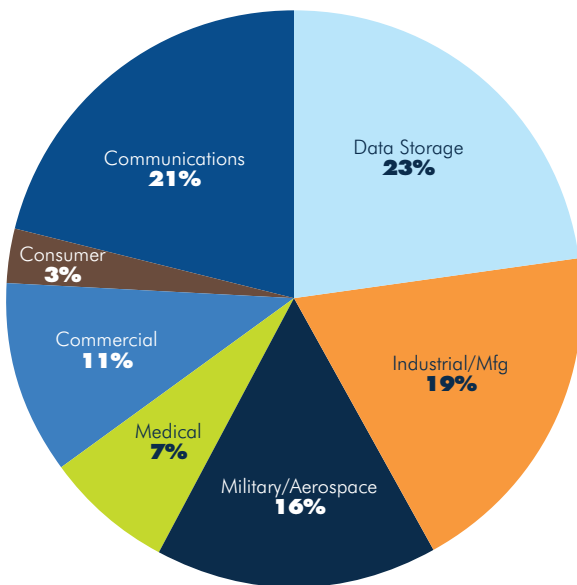
READERSHIP

PKG's targeted readership of 15,000 is unparalleled in the industry. The RTC Group takes particular pride in the development and maintenance of its circulation lists. Circulation has been culled from a variety of sources and continues to expand via attendees at relevant industry shows, the RTC Group's extensive Web presence and marketing efforts, and word-of-mouth.

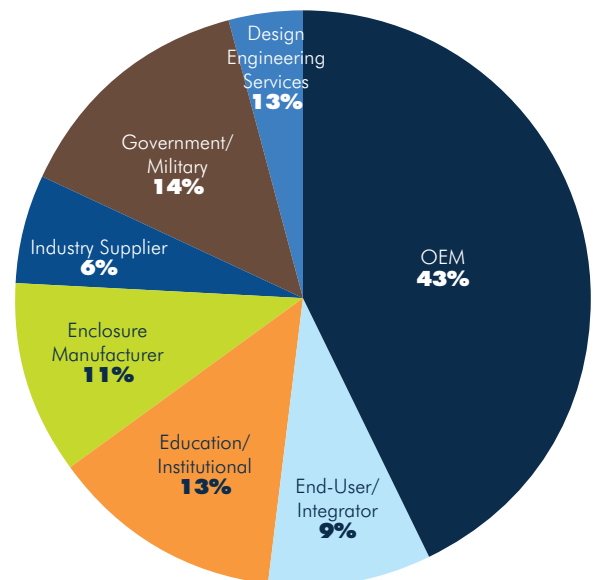
READERS



APPLICATIONS SERVED



TYPE OF ORGANIZATION





BREAKTHROUGHS

The Breakthroughs section of *PKG* magazine looks at new innovations in packaging technology and what they bring to designers. It discusses the latest in high-speed design, EMI/RFI protection, RoHS implications, new materials, power considerations, and many other issues critical to making decisions for electronic packaging.

SOLUTIONS

Solutions is a section devoted to overcoming problems in packaging design. Today designers seek to package more functionality in less space. How can faster and hotter processors, power consumption, thermal management, and increased density balance in design? The Solutions section offers actual answers to real questions.

PRODUCT UPDATES

- Backplanes and Connectors
- Enclosures and Subsystems
- Cabinets
- Components
- Accessories
- Power, Cooling, and EMC

FOCAL POINT

Every issue of *PKG* has a special focus section providing an in-depth review of a specific technology or product area. It includes changes in the technology, a representative product roundup, contributed articles on design and innovation, and more. Areas of special focus will include cooling, cabinets and enclosures, backplanes, connectors, battery technology, and RoHS materials in packaging.

DEVELOPMENTS

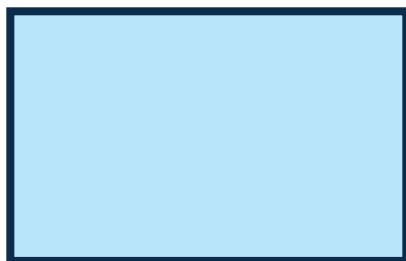
New products are an important element of *PKG*; they herald new innovations and trends in the industry. *PKG* plans the largest and most comprehensive new product developments section of any publication out there. Developments are categorized by type and include a complete product description, pricing, and contact information.

EDITORIAL CALENDAR

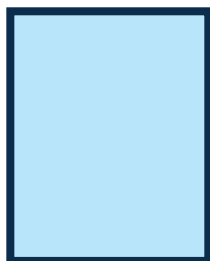
	BREAKTHROUGHS	SOLUTIONS	PRODUCTS	FOCAL POINT
VOLUME 7	Using Plastics In Place Of Metal And Conventional Packaging Materials	Harsh Environment Enclosures (Salt, Fog, Vibration, Etc.)	Rugged Cabling And Connectors For Demanding Applications	Special Feature And Product Roundup On Connectors.
VOLUME 8	Ceramic And Metal/Glass Technology Make Light Rugged Enclosures	Power Supplies For High Output, Compact Applications	Standard Architecture Update: MicroTCA Gets Real Work	Product And Technology Update On Standard Backplanes and Chassis
VOLUME 9	New Materials For Heat Sinks, Thermal Conductivity	Cooling Without Air: Conduction, Mist, Liquid, Other	Filling The Need For Gigahertz And Above Connectors	Fans And Turbines: Product Roundup And Techology Update
SPECIAL ISSUE	Industrial Enclosures For Communications, Servers And A Variety Of Industrial Applications Squeezing More Enclosure Out Of Each Dollar	Air Quality And Filtration In Large Systems	Designer Enclosures Merge Art And Function For Embedded Systems	Enclosure Product Roundup Including ATCA, cPCI, etc
VOLUME 10	Options For Prototyping And Small Volume Production	Thermal Simulation: Managing Heat Before It's A Problem	The Technology And Benefits Of Gas-Tight Connectors	Technology And Product Update For Panels, Handles And Accessories

ADVERTISE

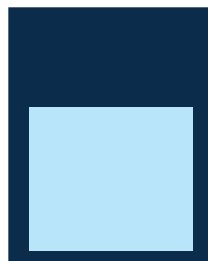
AD SPECS



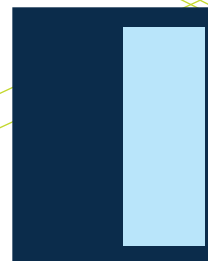
2-PAGE SPREAD
20-5/8" (524mm) x
13" (330mm)



FULL PAGE
10-5/16" (262mm) x
13" (330mm)



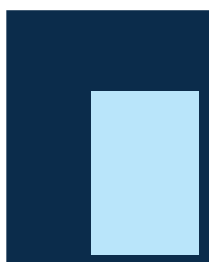
2/3 HORIZONTAL
8-1/2" (216mm) x
7-1/2" (191mm)



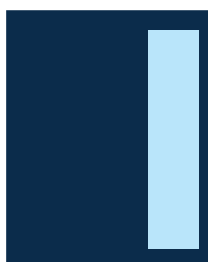
1/2 VERTICAL
4-1/4" (108mm) x
11-3/8" (289mm)



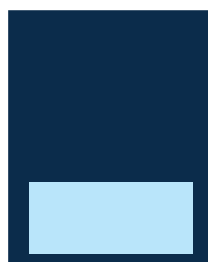
1/2 HORIZONTAL
8-1/2" (216mm) x
5-5/8" (143mm)



1/2 ISLAND
5-5/8" (143mm) x
8-1/2" (216mm)



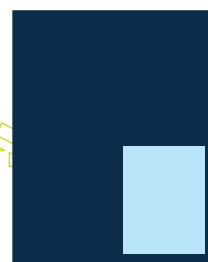
1/3 VERTICAL
2-5/8" (67mm) x
11-3/8" (289mm)



1/3 HORIZONTAL
8-1/2" (216mm) x
3-3/4" (95mm)



1/3 SQUARE
5-5/8" (143mm) x
5-5/8" (143mm)



1/4 VERTICAL
4-1/4" (108mm) x
5-5/8" (143mm)



1/4 HORIZONTAL
8-1/2" (216mm) x
2-7/8" (73mm)

PRICING SCHEDULE

	1x	2x	3x	4x	6x	8x	12x
2-PAGE SPREAD	\$6713	\$6263	\$5850	\$5475	\$5175	\$4950	\$4800
FULL PAGE	\$4425	\$4088	\$3825	\$3600	\$3413	\$3263	\$3188
2/3 PAGE	\$4275	\$3938	\$3675	\$3450	\$3263	\$3113	\$3038
1/2 PAGE	\$2963	\$2794	\$2644	\$2513	\$2400	\$2325	\$2288
1/3 PAGE	\$2213	\$2044	\$1894	\$1763	\$1650	\$1575	\$1538
1/4 PAGE	\$1838	\$1669	\$1519	\$1388	\$1275	\$1200	\$1163

RATE COMBINATIONS

Rates for *COTS Journal*, *RTC*, and *PKG* can be combined to give you the maximum discount. Use the pricing schedule for the total number of pages in all three publications in your annual contract. For examples, if you will be buying 12 pages in *RTC*, 4 pages in *COTS*, and 2 pages in *PKG*, you can take the 18-page rate on all publications.

SALES

LAUREN HINTZE

Western Regional Advertising Manager
laurenh@rtcgroup.com
949.226.2014

STACY GANDRE

Western Regional Advertising Manager
stacyg@rtcgroup.com
949.226.2024

NANCY VANDERSLICE

Eastern Regional Advertising Manager
nancyv@rtcgroup.com
978.443.2402

WARREN ANDREWS

Editorial Director/Associate Publisher
warrena@rtcgroup.com
239.992.4537

REBECCA BAUER

Managing Editor
rebeccab@rtcgroup.com
949.226.2022