



2018 MEDIA KIT

WHO ARE WE?

- An online community platform for the discussion of heterogeneous integration and related semiconductor manufacturing technologies.
- A resource for industry news, technology innovation, market analysis, and opinion
- A place to learn, share, engage, and collaborate with fellow heterogeneous integration enthusiasts.
- Supported by an advisory board of heterogeneous integration experts from R&D, manufacturing, market research, design, and test.

“3D InCites brings to life the people, the personalities, the ideas, and the minds behind our industry in a uniquely personal way.” Rajiv Roy, Rudolph Technologies



THE VALUE OF 3D INCITES

As a brand, 3D InCites is recognized throughout the semiconductor industry for its active representation at heterogeneous integration and related technology events around the globe including:

- International Wafer Level Packaging Conference
- MEMS Executive Congress
- SEMICON Europa
- 3D Architectures for Heterogeneous Integration and Packaging
- IMAPS Device Packaging Conference
- IEEE Electronic Components Technology Conference
- SEMICON West
- European MEMS Summit
- And more...



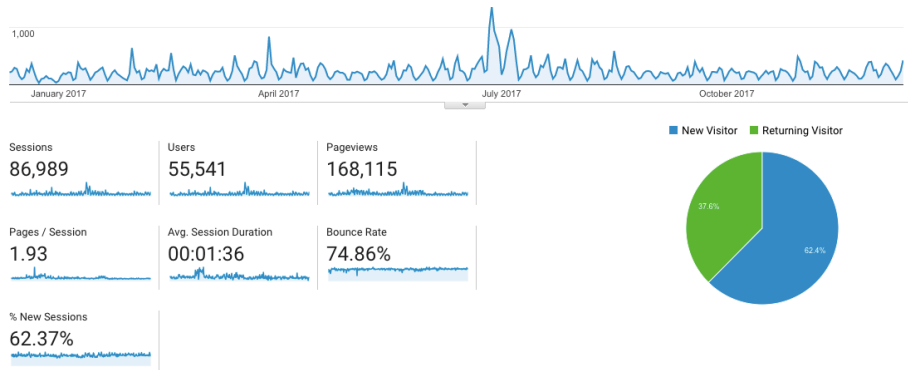
3D INCITES AWARDS

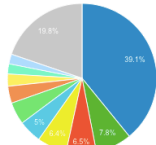
The 3D InCites Awards program recognizes achievements to further the commercialization of heterogeneous integration technologies. Awards are presented to companies or individuals whose technologies have made a significant contribution to the advancement of the heterogeneous integration roadmap including 3D packaging, interposer integration, advanced fanout wafer-level packaging and systems integration. The 2018 Awards program will be hosted by IMAPS at the Device Packaging Conference. Proceeds to benefit IMAPS Foundation and Phoenix Children's Hospital.

12-MONTH WEBSITE ANALYTICS

- 86,989 Visits to the website, averaging about 7,250 visits per month
- 168,115 pageviews, averaging about 14,000 per month
- Visitors viewed more than 2 pages per visit

- 40,269 visits to the website were from organic search
- 30,367 visits were from direct traffic
- 10,693 visits were from referral sites
- 4,803 visits were from social media

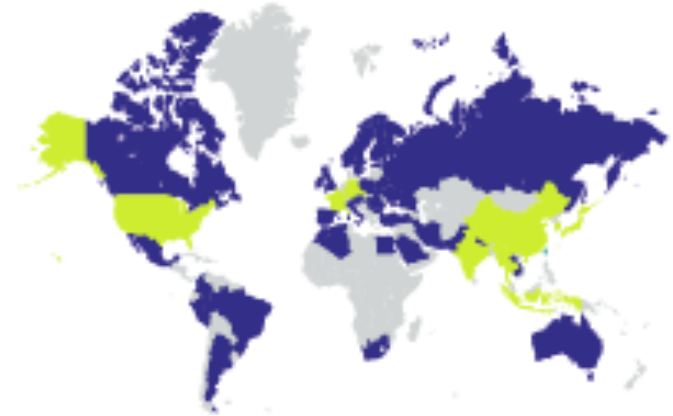


Country	Sessions	Sessions	Contribution to total:
	86,989 <small>% of Total: 100.00% (86,989)</small>	86,989 <small>% of Total: 100.00% (86,989)</small>	
1. United States	34,019	39.11%	
2. Japan	6,801	7.82%	
3. Taiwan	5,638	6.48%	
4. South Korea	5,580	6.41%	
5. France	4,342	4.99%	
6. Germany	4,173	4.80%	
7. India	3,200	3.68%	
8. Singapore	2,298	2.64%	
9. China	1,883	2.16%	
10. (not set)	1,843	2.12%	

ATTRACTING A GLOBAL AUDIENCE

US - 34,019
 Japan - 6,801
 Taiwan - 5,638
 South Korea - 5,580
 France - 4,342

Germany - 4,173
 India - 3,280
 Singapore - 2,298
 China - 1,883



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SPONSORED CONTENT PACKAGES

3D InCites Starter Package

Best for companies with limited budget but that have original content they want to promote.

- 6-months minimum commitment
- 1 promo banner on the homepage
- 1 self-posted article (blog, press release, feature) on the homepage per month (above the fold, sticky for a week)
- Social media shares and mentions at industry events. Min 2/mo. (LinkedIn, Twitter, Facebook)
- 2 features in the newsletter/blast over a six-month period
- Monthly traffic and engagement reporting

\$1500/month

SPONSORED CONTENT PACKAGES

3D InCites Content Support Package

Best for companies requiring moderate content support

- 6-9 months commitment
- 1 promo banner on the homepage
- 1 self-posted article (blog, press release, feature) on the homepage per month (above the fold, sticky for a week)
- 1 executive viewpoint interview authored by 3D InCites staff
- Inclusion in tech round up at 3D InCites attended events
- 1 white paper with a dedicated landing page (content to be provided)
- Social media shares and mentions at 3D InCites attended events. Min 2/mo. (LinkedIn, Twitter, Facebook)
- Up to 3 features included in 3D InCites In Review blast over a 9-month period
- Monthly traffic and engagement reporting

\$2000/month

SPONSORED CONTENT PACKAGES

Premium Package

Best for large companies ready for a long-term partnership through content marketing

- 12-month minimum commitment
- 1 promo banner on the homepage (above the fold, premium position)
- 1 self-posted article (blog, press release, feature) on the homepage per month (above the fold, sticky for a week)
- 1 executive viewpoint interview authored by 3D InCites staff
- Inclusion in tech round up at 3D InCites attended events
- Social media shares and mentions at 3D InCites attended events. Min 2/mo. (LinkedIn, Twitter, Facebook)
- 2 white papers with a dedicated landing page (content to be provided)
- 4 features in the newsletter
- 1 executive viewpoint authored by 3D InCites staff
- 1 on-site visit and report
- Monthly traffic and engagement reporting

\$2500/month

SPONSORSHIP OPPORTUNITIES

Knowledge Portal

A resource library of contributed technology features, white papers, book reviews, and market research dedicated specifically to 3D integration and heterogeneous integration topics.

Limited to 2 sponsors: \$10,000/year

Custom White Paper Program

Branded White paper featured on the home page. Includes:

- Landing page with registration
- Lead capture/reporting
- Each paper featured in one eNL Blast
- Shared on LinkedIn, Twitter, and Facebook

Programs start at \$5000

Sponsored Blog Posts:

Your company blog post will be featured in 3D InCites In Review. Headline, feature image, and 50-word teaser links to the full post on your company blog.

\$500/issue

Self-Serve Native Advertising

- Self-service banner ads - \$500-\$750/mo
- Premium home page positioning for press releases/blog posts on home page, not sticky - \$300/post with social sharing on LinkedIn and Twitter

BANNER ADVERTISING OPPORTUNITIES

- Position your company as a heterogeneous integration thought-leader in the semiconductor industry.
- Ensure your company message reaches industry professionals helping to build and maintain industry awareness of your company, services, and products.
- Align your company brand with the credible and esteemed content of 3D InCites.

LEADERBOARD BANNER

6 months - \$6,700
 12 months - \$12,000
 (728 x 90 pixels)

BOX BANNER

6 months - \$6,000
 12 months - \$10,500
 (200 x 200 pixels)

SKYSCRAPER

6 months - \$5,250
 12 months - \$9,000
 (200 x 400 pixels)

FOOTER

6 months - \$4,500
 12 months - \$7,500
 (728 x 90 pixels)

