# 半导体芯科技 SILICON CHINA

### MEDIA PACK 2024

SISCMAG.COM



### INTRODUCTION

半导体芯科技 SS SILICON CHINA

Currently, the semiconductor industry has a trio of challenges – Sustainability, Supply Chain and Skills – that all need to be addressed successfully and speedily to enable the industry to continue on its path of technology innovation and growth in 2024.

SILICON CHINA

5键合推动异构集成发展,

While semiconductor solutions enable much of today's digital

world, sustainability demands that the industry cannot be allowed to do so at a significant cost to the environment.

Similarly, supply chain issues, exacerbated by the fallout from the pandemic and ongoing geopolitical tensions, are putting pressure on companies to re-think the where, the how and the when of their overall semiconductor design and manufacturing activities and the supply base on which they rely.

And in terms of skills, or more accurately, the skills shortage, companies are all engaged in a variety of activities designed to identify and train the semiconductor industry's workforce.

In 2024, Silicon Semiconductor China will examine these major challenges alongside comprehensive coverage of the latest technology developments

throughout the design and manufacturing process. And we will also be looking at the many industry sectors where semiconductor-led innovation will either continue, or is set, to make a major impact. Al, automotive, health and medical, Industry 5.0, telecoms and mobile, quantum computing – progress in these sectors is unthinkable without semiconductor innovations to match.

Silicon Semiconductor China (SiSC) magazine is the sister publication of the world renowned and authoritative publication Silicon Semiconductor. SSC is published six times a year in Simplified Chinese. It is

one of the authoritative technical publications published by ACT International—one of the largest high-tech media companies in China. The printed edition is distributed to over 12,000 qualified readers, reaching deep into both the established manufacturing hubs in East China areas such as Shanghai, Suzhou, and Wuxi as well as into the fast growing 2nd-tier

"Silicon Valley" cities including Shenzhen, Wuhan, Chongqing, and Chengdu. Process and production engineers, technical-engineering staff members, R&D professionals, and corporate management make up the majority of its readers and visitors.

The magazine's digital version and its companion e-newsletters typically reach over 21,000 readers. Its website attracts over 54,000 unique visitors per month (Oct 2023).

Silicon Semiconductor China's WeChat Account page also attracts over 10,000 followers for daily news and technical information.

CHIP China (organized by SiSC's parent company, ACT International) is a conference and exhibition providing leading edge technology and product information for fab manufacturing, IC packaging, and test with extensive one-to-one networking opportunities for China semiconductor professionals.

CHIP China, is also the name of a series of webinars held throughout the year. Each webinar focuses on a specific topic, bringing more detailed information on that topic to semiconductor professionals.

Matching the right content to the right audience at the right time drives engagement and trust, which translates to a stronger value proposition for our advertising clients. Join the growing list of advertisers that are utilizing the Silicon Semiconductor China brand to expand your presence in China.

### 半导体芯科技 SSILICON CHINA





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Website

COMPLETE INFORMATION PLATFORM

Video



### **CIRCULATION**



Print magazine



Digital magazine & eNewsletter (Oct 2023)



Unique web visitors (Oct 2023)



We chat followers (Oct 2023)



ChipChina delegates (since late 2005)

Company Types			%
Semiconductor manufacturers			24.0
IC assembly and or testing			12.5
Computing communication consumer au	tomotive medi	cal electronics	12.0
Semiconductor manufacturing test equip	ment		9.7
Materials chemicals hardware Manufactu	rers-Merchant		9.0
Components or sub-assemblers			6.0
Industrial controls, systems or equipment	: Manufacturers	S	6.0
Independent research & development la	b		5.5
Other allied to the field			4.3
Opto-electronic component packaging, a	assembling		3.2
Non-semiconductor products manufactu	ring using thin	film technologies	3.0
Educational institutions			2.0
Government and military			1.8
Aviation aerospace navigation guidance systems or Equipment Manufacturers	oceanography	& geophysical	1.0
Total			100.0
By Job Functions	%	By Geograph	ical %
Corp and engineering management	19.5	East China	41.5
Research & development	18.0	South China	33.3
Packaging assembly processing and	9.7	North China	7.8
production IC	7.7	West China	7.2

By Job Functions	%
Corp and engineering management	19.5
Research & development	18.0
Packaging assembly processing and production IC	9.7
Engineering support	8.4
Process development	7.2
Wafer-fab processing and production	7.2
Plant facilities maintenance engineering	7.0
Reliability, quality, control, evaluation, testing	6.8
Purchasing	5.0
Production equipment material manufacturing	4.5
Design	3.6
Consulting	1.0
Other	2.1
Total 1	100.0

by deographic	/0
East China	41.5
South China	33.3
North China	7.8
West China	7.2
Northeast China	2.6
Central China	6.0
Northwest China	1.0
Hong Kong	0.6
Total	100.0



### **ADVERTISING RATE** (MAGAZINE)

	d Size Il Color)	Full Page	2/3 Page H/V	1/2 Page Island	1/2 Page H/V	1/3 Page H/V	1/4 Page	1/6 Page
	RMB	24400	19100	17850	17100	13650	11625	9750
3x	USD	3170	2480	2320	2220	2220	1510	1265
ЭX	GBP	2710	2120	1985	1900	1520	1290	1085
	EURO	3070	2405	2245	2150	1720	1460	1225
	RMB	23400	18450	17100	16350	13200	11400	9600
6x	USD	3040	2395	2220	2125	1715	1480	1245
OA .	GBP	2600	2050	1900	1820	1470	1270	1070
	EURO	2945	2320	2150	2055	1660	1435	1210
	RMB	21525	16800	15675	15000	12225	10650	8850
12x	USD	2795	2180	2035	1950	1590	1385	1150
	GBP	2390	1865	1740	1665	1360	1185	985
	EURO	2710	2115	1970	1885	1540	1340	1115

#### **Premium Positions**

	Cover II	Cover III	Cover IV	Page 1	Facing table of content	Other specified positions	Commission to recognized ad agency	Translation charge /page
RMB	33200	30400	38100	33200	31600			800
USD	4310	3950	4950	4310	4105	+10%	15%	105
GBP	3690	3380	4235	3690	3510	1 1070	1370	90
EURO	4175	3825	4790	4175	3975			100

#### **General Policy**

Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising there-from made against the publisher. The publisher reserves the right to reject advertising not conforming to publication standards. The publisher reserves the right to place the word "advertisement" with copy, which in the publisher's opinion resembles editorial materials. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation, interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

In the event of non-payment, the publisher reserves the right to hold the advertiser and/or agency jointly and severely liable for such monies as are due and payable to the publisher. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

#### **Cancellations**

No cancellations or changes will be accepted after the "Ad close" date. Notification of cancellations prior to closing date must be in writing.

2024 MEDIA INFORMATION



#### **MECHANICAL SPECIFICATIONS**

	Live Area (Non-Bleed)	(Trim)	(Bleed)
Spread	386 x 253 mm	406 x 273 mm	412 x 279mm
Page	15 x 10"	16 x 10.75"	16.2" x 11"
Full	183 x 253 mm	203 x 273 mm	209 x 279mm
Page	7 x 10"	8 x 10.7"	8.2 x 11"
2/3 Page	115 x 253 mm	135 x 273 mm	141 x 279 mm
Vertical	4.5 x 10"	5.3 x 10.7"	5.6 x 11"
2/3 Page	183 x 162 mm	203 x 182 mm	209 x 188 mm
Horizontal	7.2 x 6.4"	8 x 7.2"	8.2 x 7.4"
1/2 Page	82 x 253 mm	102 x 273 mm	108 x 279 mm
Vertical	3.2 x 10"	4 x 10.7"	4 x 11"
1/2 Page	183 x 117 mm	203 x 137 mm	209 x 143 mm
Horizontal	7 x 4.6"	8 x 5.4"	8.2 x 5.6"
1/2 Page	117 x 183mm	137 x 203mm	143 x 209mm
Island	4.6 x 7.2"	5.4 x 8"	5.6 x 8.2"
1/3 Page	48 x 253mm	68 x 273mm	74 x 279mm
Vertical	2 x 10"	2.6 x 10.7"	3 x 11"
1/3 Page	183 x 71mm	203 x 91mm	209 x 97mm
Horizontal	7.2 x 2.8"	8 x 3.6"	8.2 x 3.8"
1/4 Page	82 x 117mm	102 x 137mm	108 x 143mm
	3.22 x 4.6"	4 x 5.4"	4.3 x 5.6"
1/6 Page	48 x 117mm	68 x 137mm	74 x 143mm
	2 x 4.6"	2.7 x 5.4"	3 x 5.6"

# **ADVERTISING RATE** (WEBSITE)

	Display	Dimension (pixels, w x h)	Size	Format	Shares of inventory	per month	Exclusive (per month)
Leaderboard		728 x 90	60k		3	¥12380 \$1610 £1375 €1555	¥18770 \$2440 £2085 €2360
Rectangle	Run of Site	300 x 250	40k	8 through all \$975 3 positions £835 JPG, GIF, on page €945		N.A.	
Half page (skyscraper)		300 x 600	80k	animated GIF	3	¥9000 \$1170 £1000 €1130	¥13590 \$1765 £1510 €1710
Middle		300 x 60	30k		4 through all 2 positions on page	¥5250 \$680 £585 €660	N.A.
Logo Sponsor	Home page	140 x 70	20k	IDG	N.A.	¥2630 \$340 £290 €330	N.A.
Prime Product	184 x 114 30k		JFG	IV.A.	¥6380 \$830 £710 €805	N.A.	
					One week	Two weeks	Four weeks
Welcome ad	Run of Site	640 x 480	280k	JPG	¥4050 \$525 £450 €510	¥7650 \$995 £850 €960	¥14480 \$1880 £1610 €1820





#### 半导体芯科技 企到KON CHINA

2022年10日至世中心





#### 简飞淡推出全新单级反激式控制器

ATR.



#### ADIO REKaysight Technologies (Et)

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RIA





直法半导体先进高达代复数训练器等

### RESOURCES CENTER

- Distribute your latest product information to 18,000 industry professionals
- Deliver in eNewsletter format, directly to the screens.
- Readers can easily download, email addresses will be collected and provide to advertisers.
- Check with us for resources center calendar

#### Cost (per each resource unit), net

RMB 6000 USD 780 GBP 665 EURO 755

#### Specifications:

- 1. One picture of 300 dpi or above, animation picture is not accepted
- 2. About 100 Chinese words as introduction (50 English words)
- 3. Click for more details (full description in PDF, or web-link host in Silicon Semiconductor China website).
- One email address to receive the leads (email addresses of inquirers).
   Leads report will be provided two weeks after the distribution

n	Per month	¥11025 \$1430 £1225 €1385

**Position** 

**Dimension** 

(pixels, w x h)

Size

**Format** 

Leaderboard

728 x 90

60k

**JPG** 

Middle 1.2

 $350 \times 60$ 

30k

JPG

¥3500

\$455

£390

€440

中心、試達一些提升安裝施的支援提出無力、運搬差中心組

**国力于开始邮票金包约文款的约产品** 

### eFOCUS (eNewsletter)

Position	Dimension (pixels, w x h)	Size	Format	per issue
Top Banner	728 x 90	60k	JPG/GIF	¥11025 \$1430 £1225 €1385
Banner 1	350 x 180	40k	JPG/GIF	¥11025 \$1430 £1225 €1385
Banner 2,3,4	350 x 60	30k	JPG/GIF	¥4950 \$645 £550 €625



丁製的高度・位用板は集中・位出れる位置で定で・位置

## CONTENT MARKETING PROGRAMS

### White Paper

Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

Your White Paper is promoted through multiple channels in the first month, including

- Placement on the HOMEPAGE during 1st month (text link or banner)
- Inclusion in 1x SISC FLASH e-newsletter
- One dedicated email promo
- One WeChat promo
- Archived in the White Papers section of the website for 1 year
- Sales leads captured

1x	¥ 11250 \$ 1460 £ 1250 € 1415
4x	¥ 37500 \$ 4870 £ 4165 € 4715
6x	¥ 49500 \$ 6430 £ 5500 € 6225
12x	¥ 90000 \$ 11690 £ 10000 € 11320

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### Video

The Power of Video Marketing

- An effective way to convey your message in a memorable way
- Stand out in the crowd
- Helps to convey complex information more clearly by demonstrating your solution
- Drive traffic to your corporate videos or product demonstration videos

Your Video is promoted through multiple channels, including

- Promotion in the SISC's homepage (text link or banner)
- Promotion in SISC's website's "Video" section
- One dedicated email broadcast promoting your video
- One WeChat promo

Cost: ¥11250 \$1460 £1250 €1415



# CONTENT MARKETING PROGRAMS

### Webinar

Generate qualified leads.

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects. A custom webinar provides great branding opportunities for your company.

- Promotion in Website (text link or banner)
- Two dedicated email promos
- One WeChat promo
- Promotion in Silicon Semiconductor China eNewsletters
- Sponsors logo on all promo material
- Ability to add up to 4 additional, customized registration questions (optional)
- Sponsors receive full contact information on all registrants as available

Live Webcast ¥61600 \$8000 £6845 €7750

View on demand Webcast ¥30800 \$4000 £3420 €3875





### **Welcome Ads**

Welcome ads (also known as Cover ads or Roadblock ads) are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and then redirects/closes after a set time (about 10 seconds) or click through, so they have to be viewed. They are programmed to appear only once a day to each user.

Banner sizes: 800x450 or 960x540 pixels

Formats: gif, animated gif, jpg

File Size: 40k or less

Most third-party Ad tags can be accommodated but require testing prior to deployment.

1 week	¥3780 \$490 £420 €475
2 weeks	¥7160 \$930 £795 €900
4 weeks	¥13600 \$1765 £1510 €1710

# ACT PRODUCT TRAIL CENTER

Experiential marketing is a marketing technique that lets potential buyers personally experience using products provided by sellers before purchase. The goals of this marketing technique are

- to promote product awareness to the buying community
- to increase buyer preferences for the product
- to improve the chances of the product being purchased.

It offers a win-win scenario both satisfying the experiential needs of buyers as well as drawing buyers and sellers closer together.

Within this era of cyberspace commerce, buyers have higher and higher requirements on the material level. Their evaluation of a product depends not only on the evaluation of sales literature and the virtual-reality-manipulation of products, but also on direct, hands on product understanding.

Because of this need, experiential marketing will be one of the most easily accepted marketing methods by buyers in the future.

For this purpose, ACT International offers a practical framework for experiential marketing—the ACT Product Trial Center. The Center lets sellers build bridges between themselves and buyers through product trials. It helps you to connect with your potential buyers while providing continuously feedback resulting in better products through the connection as well as generating favorable impressions of your brands and accelerating purchase behaviors.

Your products will be promoted through the following, various channels:

#### **List of Cooperation Contents**

Service Category	Specific Project	Yes/No	Quantity/Frequency (weekly/monthly)
Basic contents	Web banner (Additional)		Continuous
	Product display space	1	Continuous
	Trial details display	1	Continuous
	Advertising space on Details Page (Additional)		Continuous
Feedback	Database	1	1
contents	Service Report	1	1
	eDM	1	Once a week
Promotion	Web promotion	1	Continuous
contents	WeChat article(s)	1	Write according to the actual situation
	WeChat Groups Promotion	1	Continuous
	Video of trial evaluation (Additional)		1

Notes: The above list includes two types of services: basic and additional. Actual fees shall be increased according to the additional services.





Net Price (According to the number of products)

	RMB	USD	GBP	EURO
1x	14060	1825	1560	1770
2x	22500	2920	2500	2830
3x	33750	4385	3750	4245

### EDITORIAL CALENDAR

	FEB / MAR  Issue date: Mar 8 Booking: Feb 23 Materials: Mar 1 Editorial: Feb 20	APR / MAY  Issue date: Apr 18 Booking: Apr 4 Materials: Apr 11 Editorial: Mar 26	JUN / JUL  Issue date: Jun 11 Booking: May 27  Materials: Jun 3 Editorial: May 15
Cover Story	Lithography and Patterning	Silicon Photonics	3D Integration/ Heterogeneous Integration
Tech Features	Advanced Packaging	Metrology /Analysis /Testing	Advanced Process Equipment / Advanced Process Control
Column	Materials /Chemicals /Gases	MEMS / Sensors	IC Design Tool/Software /Platform
Special Supplements	Al and Machine Learning	Power Electronics	IP, Chiplet, SoC, SiP, PoP

	AUG / SEP  Issue date: Aug 20 Booking: Aug 5 Materials: Aug 12 Editorial: Jul 25	OCT / NOV  Issue date: Oct 25 Booking: Oct 11 Materials: Oct 18 Editorial: Sep 27	DEC / JAN  Issue date: Dec 23 Booking: Dec 9 Materials: Dec 16 Editorial: Dec 2
Cover Story	Wafer Processing	Deposition / Etch / Cleaning	Packaging / Assembly
Tech Features	Smart Manufacturing / Data Tools / MES	CMP / Post CMP Cleaning	Chiplet Stacks / STCO
Column	Interconnection/ RDL / TSV	Process Integration	Al and IC Manufacturing
Special Supplements	Memory Technology	Automotive Semiconductor	Supply Chain / Sustainability

#### **Bonus Distribution**

#### FEB / MAR

- SEMICON China, Shanghai Mar 20-22
- Productronica China, Shanghai, Mar 22-24
- EDICON Beijing, Apr

#### APR / MAY

- Nepcon China/ EMT China Shanghai, Apr 24-26
- Chip China/CS China, SuZhou, May

#### JUN / JUL

• STCon, Suzhou, Jun

#### AUG / SEP

- CIOE, Shenzhen Sep
- Chip China/CS China, Tai Cang, Oct

#### OCT / NOV

- Nepcon Asia, Shenzhen, Nov
- Chip China, Xiamen, Nov
- SSL China, Xiamen, Nov
- Productronica S China, Shenzhen, TBA



Jan 10 24

Apr 10 24















### WeChat

WeChat is China's online social service to chat and share information with friends, read news, play games, track their fitness goals, make voice and video calls, shop online, and even pay for lunch. WeChat is so deeply embedded in people's lives, companies—even technical companies—use WeChat as a way of gaining a foothold in the Chinese market.

SiSC's WeChat channel has already opened the door for you to effectively reach a self-defined audience of SiSC followers on every Tuesday and Thursday\* who are interested in receiving the latest technology information from SiS, SiSC, and ChipCHINA.

\*In case of holiday, will defer to the following working day.

Within our WeChat environment you can deliver messages to customers

- Promoting tech articles,
- For new product launch information
- Use it as a recruitment tool
- By using banner-like ads as page breaks between articles sent by WeChat, or to
- Set up customized WeChat programs

Consult us for your WeChat programs.

#### **WeChat Advertising Opportunities**

			022 Her
Article blast	1st article	1st article of the wechat message 1x blast to full list	600
	Other positions	Article place in other positions, 1x blast to full list	400
Ad blast	Top banner ad	Banner size: 900 x 250 px, on top of the WeChat message for 2 times (random) in 2 weeks	1,000
	Other positions (as breaks between articles)	Banner size: 900 x 250 px, in between WeChat message for 2 times (random) in 2 weeks	600
Video + article blast	Short video of products, tech. solutions, educations, interviews etc.	2-3 minutes Video, include one article blast for promotion, 1x blast to full list	
New Product blast	Product launch, Demo, etc.	Product picture and introduction, with URL, 1x blast to full list	600



Enjoy frequecy discount for multiple insertions within a 12 month period

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3x	5%
6x	10%
9x	15%
12x and above	20%



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