



## Who Reads SIJ?

Reach engineers working on signal integrity, power integrity, and EMC/EMI issues with *Signal Integrity Journal*: the only peer reviewed industry journal covering these industries. SIJ is a powerful, searchable online resource paired with a yearly eBook/print edition that has made it the go-to resource for engineers.



Click on the link above to learn more about who reads SIJ



## What makes SIJ different?



In short, editorial excellence. Watch the video for a message from our technical editor, Eric Bogatin, explaining our editorial process and introducing our distinguished Editorial Advisory Board.

# SIJ can help you with:



“We love working with SIJ. They consistently help us reach our core SI engineering audience with innovative and fresh marketing programs, tactics and collateral. The SIJ team is easy to work with, and they love to collaborate. That is a WIN/WIN in our book.” – **Danny Boesing, Product Marketing Director, Samtec**



# BRANDING

## Boost Branding with SIJ E-Newsletter

- ➔ Ideal for branding or promoting a specific product or service
- ➔ Reach 14,600+ subscribers weekly
- ➔ Typical 15% open rate; Up to 58% click rate
- ➔ Cost: \$2000/newsletter, 3 for \$5000





# BRANDING

## Promote with Ads Next To Peer-Reviewed Content

- Leaderboard and Boombox ideal for products and service promotion as well as corporate branding
- SIJ averages 141,000+ page views/month
- Ads appear for one month in rotation on all pages
- Three ads (any combo) for \$3000, Six ads for \$5400

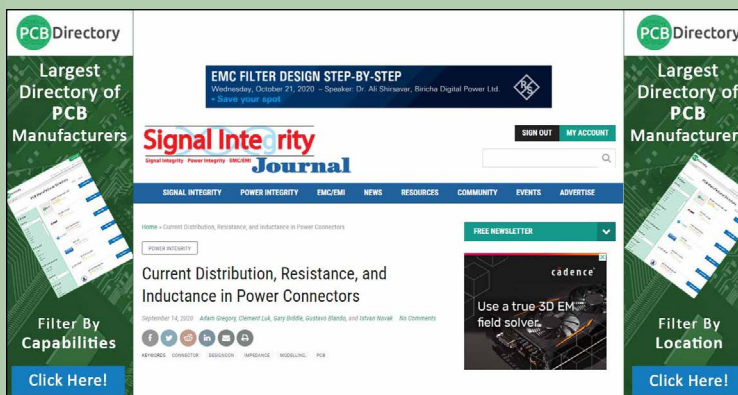
The screenshot shows the Signal Integrity Journal website. At the top, there is a dark blue advertisement banner for "EMC FILTER DESIGN STEP-BY-STEP" dated Wednesday, October 21, 2020, with a speaker listed as Dr. Ali Shirsavar. Below the banner is the journal's logo and navigation menu. The main content area features an article titled "Current Distribution, Resistance, and Inductance in Power Connectors" by Adam Gregory, Clement Luk, Gary Biddle, Gustavo Blando, and Istvan Novak, dated September 14, 2020. To the right of the article is a "FREE NEWSLETTER" sign-up box and a featured advertisement for "50GHz RISE TIME PHASE NOISE ANALYSIS" by Holzworth. A large red arrow points from the top right towards the featured advertisement.



# BRANDING

## Go BIG with Welcome or Wallpaper Ads

- ➔ Share BIG news with one-of-a-kind welcome and wallpaper ads
- ➔ Up to 47,000+ website visits/month, 141,000+ page views/month
- ➔ Cost: \$1000/week





# MESSAGING

## Message Directly with *The Signal*

- The Signal e-postcard is ideal for new product introductions, promoting event presence, or company news
- Reach targeted list of 10,000 subscribers
- Up to 15+% open; 33+% click rate
- \$2500 each; 3 for \$6500

**SIJ** **THE SIGNAL**

**Samtec gEEK spEEK Webinar:  
Successful PCIe Interconnect  
Guidelines For 8, 16, and 32  
GT/s**

System developers utilizing PCI Express are experiencing an increasing pressure to improve interconnect with each data rate increase. To help achieve the maximum routing lengths optimizations for loss, reflection, and crosstalk are all under the microscope. Questions begin to surface – How much optimization is really necessary, or when should I run channel simulation? In this talk we review the ingredients for a successful interconnect and how they change at each speed bump. April 15, 2:15 EST.

**gEEK® spEEK**  
**samtec**

[Register for Webinar](#)


Sponsored by:  
**samtec**



# MESSAGING


## Promote Your Own Messaging with Custom E-Blasts

- ➔ Perfect for new product introductions, event presence promotions
- ➔ Provide HTML, SIJ delivers your message to targeted list of 10,000 subscribers.
- ➔ Up to 12+% open; 20+% click rate
- ➔ Cost \$2500



TELEDYNE LECROY  
Everywhere you look

### Future Proof Your PCI Express® Electrical Testing



PCI Express®  
Electrical Test  
Solutions

[Explore Tx, Rx and LEQ Test](#) [View PCIe Webinar](#)

Teledyne LeCroy and Anritsu's approved PCI Express electrical test solutions cover all rates up to PCIe 5 (32 GT/s), with PAM4 capabilities for investment protection:

- Teledyne LeCroy QualiPHY software fully automates PCIe 3, 4 and 5 Tx, Rx and LEQ compliance testing.
- Teledyne LeCroy LabMaster 10 Zi-A oscilloscope has server-class processing for fastest analysis.
- Anritsu MP1900A BERT with LTSSM capability ensures exceptional signal stability and most repeatable measurements.



# Get best of both worlds: Print + Leads

- 1 page, 4-color ads in Technical E-Book
- Print Version (14,000+ circulation) + event bonus distribution all year
- 6 months of leads captured and delivered
- Typical 1600+ leads
- Cost: \$2500 (one full page) + 20% for premium position

## Annual Technical Issue



Highly anticipated by readers: “Every article in the latest print issue had really good insight and depth, and made me stop and think about what I know, think I know, maybe don’t know, should know, and more. In short, the content was outstanding.”

**Bill Schweber, Engineer/Author/Editor, Jaffa Engineering**

LEAD GENERATION





# LEAD GENERATION

## Capture Leads with White Papers & Sponsored Content

- Capture Leads and Promote White Papers & Sponsored Content
- We collect leads for you on application notes, white papers, posters, videos, case studies, internal articles, etc.
- Package includes:
  - Placement on the home page of SIJ for 1 month
  - Inclusion in one SIJ Weekly Newsletter
  - Housed in the “Resources” section of SIJ website
  - Sales leads captured and delivered
- Typical 100+ leads (exclusive)
- Cost: \$1,500 for 1X – discounts for multiple




**SPONSORED CONTENT**

### Using TDR to Debug Signal Integrity Issues

By Rohde & Schwarz USA Inc.

**PRACTICAL TIPS FOR ACCURATE BODE PLOT MEASUREMENTS**  
Analyzing closed loop stability with an oscilloscope



### Practical Tips for Accurate Bode Plot Measurements

August 31, 2020 Rohde & Schwarz

To investigate the stability of a switched-mode power supply, a Bode plot created with an oscilloscope is ideal for checking the critical phase margin and gain margin values. The factors that determine how satisfactory the results from Bode plot measurements will be, need to taken into consideration as part of the preparation.

[Read More](#)



# Promote Expertise and Collect Leads with SIJ Webinars

## Two options:

- Sponsor-Provided: Sponsor provides content, slides, speaker. SIJ produces and promotes. Sales leads delivered to sponsor. Cost: \$4000
- SIJ Provided Content: SIJ provides content, slides, speaker, and moderator; produces and promotes the webinar. Sponsor provides logo and 1 PPT slide with company-specific talking points. Sales leads delivered to sponsor. Cost: \$5000
- Typical 340+ leads (exclusive)
- 75% of readers surveyed would attend a 30 to 90-minute webinar on an SI/PI/EMC/EMI topic.

**Signal Integrity**  
Signal Integrity - Power Integrity - EMC/EMI  
**Journal**

**ROHDE & SCHWARZ**  
Make ideas real

**Ten Tips for Reducing On-Board DC-DC Converter EMI for Wireless and IoT Products**

 **Kenneth Wyatt**  
*Wyatt Technical Services LLC*  
Woodland Park, CO  
Contact via: [www.emc-seminars.com](http://www.emc-seminars.com)



# SPECIAL PROMOTIONAL PACKAGES

## Combination Packages

- Messaging Combo: 3 The Signal newsletters + 1 Custom E-blast = \$7500 (value \$9000)
- New Product Intro: 1 The Signal + 1 E-Newsletter + 1 month run of site leaderboard/boombox: \$7000 (value \$8000)
- Big New Product Intro: New Product Intro package + 1 Welcome ad (2 weeks): \$8500 (value \$10,000)
- The Signal Blast: 6 The Signal newsletters \$12,000 (value \$13,000)
- Branding Special: Weekly E-Newsletter 6 for \$8000 (\$10,000 value)
- Sponsored Content & Signal Combo: 2 content + 2 The Signals \$7000 (\$8000 value)

**\*must be used in 12 months from signing; booked on first come, first served basis**

Talk to your sales rep about custom packages to suit your unique needs



# Sales Contacts

For more information about deliverables and how to submit them, visit:  
[signalintegrityjournal.com/advertise](http://signalintegrityjournal.com/advertise).

## USA

### Brian Landy

Western Reg. Sales Mgr.  
Office: (831) 426-4143  
Mobile: (813) 713-9085  
[blandy@horizonhouse.com](mailto:blandy@horizonhouse.com)  
CA, AZ, OR, WA, ID, NV, UT, NM,  
CO, WY, MT, ND, SD, NE & Western  
Canada

### Michael Hallman

Eastern Reg. Sales Mgr.  
Office: (301) 371-8830  
Mobile: (781) 363-0338  
[mhallman@horizonhouse.com](mailto:mhallman@horizonhouse.com)  
NJ, Mid-Atlantic, Southeast,  
Midwest, TX

### Shannon Alo-Mendoza

Northeastern Reg. Sales Mgr.  
Office: +1-781-619-1942  
[salomendoza@horizonhouse.com](mailto:salomendoza@horizonhouse.com)  
New England, New York, Eastern  
Canada

### Ed Kiessling

Inside Sales  
Office: (781) 619-1963  
[ekiessling@signalintegrityjournal.com](mailto:ekiessling@signalintegrityjournal.com)

### Carl Sheffres

Publisher  
Office: (781) 619-1949  
[csheffres@signalintegrityjournal.com](mailto:csheffres@signalintegrityjournal.com)

## International

### Richard Vaughan

International Sales Manager  
Tel: +44 207 596 8742  
Tel: +44 207 596 8740  
[rvaughan@horizonhouse.com](mailto:rvaughan@horizonhouse.com)

Germany, Austria, and  
Switzerland (German-speaking)

### Brigitte Beranek

WMS Werbe- und Media Service  
Tel: +49 7125 407 31 18  
[bberanek@horizonhouse.com](mailto:bberanek@horizonhouse.com)

Israel

### Dan Aronovic

Tel: 972 50 799 1121  
[aronovic@actcom.co.il](mailto:aronovic@actcom.co.il)

Hong Kong, Taiwan,  
Singapore

### Floyd Chun

ACT International  
Tel: 852-28386298  
[floydchun@actintl.com.hk](mailto:floydchun@actintl.com.hk)

Beijing

### Cecily Bian

ACT International  
Tel: +86 135 5262 1310  
[cecilybian@actintl.com.hk](mailto:cecilybian@actintl.com.hk)

Korea

### Young-Seoh Chinn

JES Media International  
Tel: +82 2 481-3411  
[yschinn@horizonhouse.com](mailto:yschinn@horizonhouse.com)

Japan

### Katsuhiro Ishii

Ace Media Service Inc.  
Tokyo 121-0824, Japan  
Tel: +81 3 5691 3335  
[amskatsu@dream.com](mailto:amskatsu@dream.com)

Shenzhen

### Jenny Li

ACT International  
Tel: 86-755-25988571  
FAX: 86-755-25988567  
[jennyli@actintl.com.hk](mailto:jennyli@actintl.com.hk)

Shanghai

### Linda Li

ACT International  
Tel: 86-21-62511200  
[lindali@actintl.com.hk](mailto:lindali@actintl.com.hk)