



# MEDIA KIT 2023





## 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
- ➔ 18% average open rate; 29% average click rate
- ➔ Cost: \$2500/newsletter, 3 for \$6500



September 13, 2022

Sponsored by: *Digi-Key*

**u-blox** u-blox XPLR-IOT-1 Multipurpose Explorer Kit  
GNSS, cellular, Wi-Fi, and Bluetooth®

**Digi-Key**  
Learn More >>



# BRANDING

## Promote with Ads Next To Peer-Reviewed Content

- Leaderboard and Boombox ideal for products and service promotion as well as corporate branding
- SIJ generates up to 114,000 page views/month
- Ads appear for one month in rotation on all pages
- Two ads (any combo) for \$3000, Six ads for \$5400

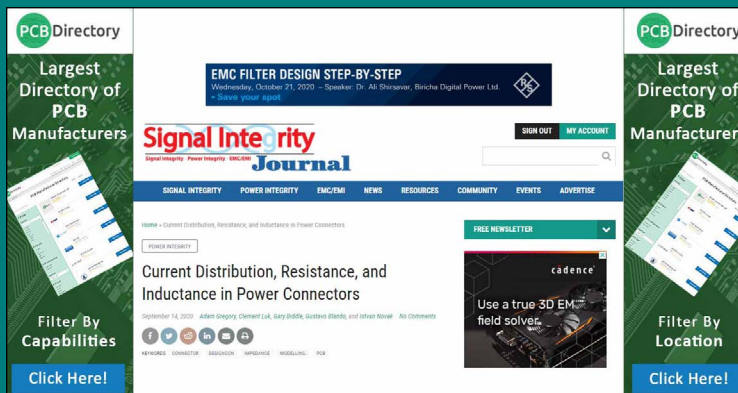
The screenshot shows the Signal Integrity Journal website. At the top, there is a dark blue banner for an advertisement titled "EMC FILTER DESIGN STEP-BY-STEP" with a date of Wednesday, October 21, 2020, and a speaker: Dr. Ali Shirsavar, Biricha Digital Power Ltd. Below the banner is the Signal Integrity Journal logo. The main content area features a navigation bar with categories like SIGNAL INTEGRITY, POWER INTEGRITY, EMC/EMI, NEWS, RESOURCES, COMMUNITY, EVENTS, and ADVERTISE. The main article is 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 large advertisement for "50GHz REAL TIME PHASE NOISE ANALYSIS" by Holzworth. A red arrow points from the top right of the page towards the Holzworth advertisement.



# BRANDING

## Go BIG with Welcome or Wallpaper Ads

- Share BIG news with one-of-a-kind welcome and wallpaper ads
- Up to 40,000 website visits/month, 114,000 page views/month
- Cost: \$1000/week





# BRANDING

## SIJ Fundamentals Podcast (Exclusive Sponsorship | March 2023–March 2024)

- ➔ Podcast hosted by SIJ Technical Editor, Eric Bogatin
- ➔ Consists of 1 episode per month
- ➔ Acknowledgement by host of sponsorship during introduction
- ➔ Sponsor logo included on all promotional material and SIJ Fundamentals podcast website
- ➔ One dedicated ePostcard eBlast promoting each podcast episode (with sponsor logo) to 14,000 names
- ➔ Placement of podcast in the Sponsored Content section of SIJ's homepage (2 weeks)
- ➔ Social media postings on SIJ LinkedIn, targeted LinkedIn groups, SIJ Twitter, and SIJ Facebook page (including sponsor logo)
- ➔ Single Welcome Ad (1 week of run time); \$1,000 value
- ➔ Housed in the Resources section > podcasts page of the SIJ website
- ➔ Cost: \$8,000/year
- ➔ LISTEN IN AT: [podcasts.signalintegrityjournal.com](https://podcasts.signalintegrityjournal.com)





# Buyer's Guide Enhanced Listing

- ➔ Your logo included in your listing
- ➔ The ability to include images/image galleries, highlighting your product or service(s)
- ➔ The ability to include files for download, such as white papers or research
- ➔ The ability to include press releases and other information about your firm
- ➔ Your new products highlighted in weekly newsletter
- ➔ Cost: \$2,500/year

BRANDING

## Rohde & Schwarz

[Company Profile](#) [Articles](#) [Products](#) [RFQ](#)

### Company Profile

ROHDE&SCHWARZ  
Make ideas real



#### CONTACT INFORMATION

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Website: <http://www.rohde-schwarz.com>

#### LOCATION

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Germany

The Rohde & Schwarz electronics group is a leading supplier of solutions in the following business fields: test and measurement, broadcast and media, secure communications, radiomonitoring and radiolocation. Founded more than 80 years ago, this independent company has an extensive sales and service network and is present in more than 70 countries. On June 30, 2014, Rohde & Schwarz had approximately 9800 employees. It achieved a net revenue of EUR 1.75 billion in the 2013/2014 fiscal year (July to June). The company is headquartered in Munich, Germany. It also has regional headquarters in Singapore and Columbia, Maryland, USA, to manage its operations in these regions.





# 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 17+% open rate; 10+% click rate
- \$3000 each; 3 for \$8000

The screenshot shows an e-postcard titled "THE SIGNAL" with the SIJ logo. The main content is an advertisement for a "Now On-Demand: SI/PI Simulation and Measurement Correction Forum" sponsored by Cadence. The ad text describes a half-day webcast with four speakers discussing signal and power integrity simulations at speeds up to 50 GHz. A "VIEW NOW" button is visible in the ad. At the bottom of the postcard, the Cadence logo is displayed with the text "Sponsored by:" and a "View Now" link.



# 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 15+% open rate; 9+% click rate
- ➔ Cost \$2500

**Signal Hound®**

### EMC/EMI Precompliance Testing for Less

Using affordable EMC precompliance testing tools from Signal Hound in your hardware development process helps you avoid costly and time-consuming redesigns after an EMC compliance testing failure.

By combining a [Signal Hound real-time spectrum analyzer](#), an antenna, some [EMC probes](#), and our [Spike](#) software, you can monitor the electromagnetic interference of your devices during the entire design/build process.

Signal Hound products use the PC you already own, offering an affordable step into efficient and well-grounded hardware development.

[EMC/EMI testing with Signal Hound](#)



LEAD GENERATION

# Get the 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 1528+ total leads and 1080+ unique leads
- Cost: \$3000 (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**

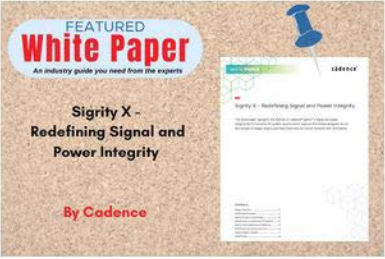


# Capture Leads with White Papers

- 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
  - Averages around 70+ leads delivered (exclusive)

## Sigrity X - Redefining Signal and Power Integrity

July 27, 2022 Cadence No Comments



The Cadence Sigrity X tool suite addresses the size and scalability challenges of system-level simulations in 5G communications, automotive, hyperscale computing, and aerospace/defense. This white paper highlights Sigrity X features for SI and PI analysis that enable designers to cut design respins and meet short time-to-market windows with confidence.

[Download White Paper Now](#)



# LEAD GENERATION

## 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 400+ leads delivered (exclusive)
- 75% of readers surveyed would attend a 30 to 90-minute webinar on an SI/PI/EMC/EMI topic.

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

**ROHDE & SCHWARZ**  
Make ideas real

**PC Board Design for Low EMI**

 **Kenneth Wyatt**  
Principal EMC Consultant  
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**SIJ**



# SPECIAL PROMOTIONAL PACKAGES

## Combination Packages

- **The Signal E-Blast:** 6 Signal E-Blasts \$16,000 (value \$18,000)
- **New Product Intro:** 1 Signal E-Blast + 1 E-Newsletter + 1 month run of site leaderboard/boombox: \$8,500 (value \$9,500)
- **Branding Special:** 6 Weekly E-Newsletter Sponsorships for \$13,000 (\$15,000 value)
- **Featured Content & Signal E-Blast Combo:** 1 month of content + 1 Signal E-Blast to 10,000 names \$3,500 (value \$4,500)  
*E-Blast needs to deploy same month as hosted featured content*  
*Leads captured and delivered 1x at the end of the month once Content and E-Blast window is complete*

**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).

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