



# The Signal E-Postcard

The Signal E-Postcard email is ideal for new product introductions, promoting event presence, or company news. Your custom message will be deployed to 10,000 unique subscribers from the SIJ database or select your preferred target audience.

**PLEASE SUBMIT THE FOLLOWING ONE WEEK PRIOR TO THE DEPLOYMENT DATE OF YOUR CONTENT:**

- Email subject line
- Email headline
- One image at 393x284 pixels (gif or jpg – no animation)
- Up to 75 words of body text
- Company logo
- CTA (call to action) text, example: "Learn More"
- One click-through URL
- Seed list (*list of names and email addresses for testing and deployment purposes*)

*If a deployment's creative is not received in its entirety within the requested time line noted above, SIJ may need to move your deployment date in order to comply with the current production schedule.*

*Please submit all deliverables to the digital team at [mwjdigital@mwjournal.com](mailto:mwjdigital@mwjournal.com) and CC your SIJ Sales Rep.*

The banner features the SIJ logo on the left and the text 'THE SIGNAL' in a large, bold, blue font on the right. Below the logo, there is a small text block: 'New Cable Management System Improves SI, Thermal'. To the right of this text are two side-by-side images: 'Flyover' Technology and 'Conventional Switch'. Below the images, there is a 'Learn More' link and the Samtec logo.

**SIJ** **THE SIGNAL**

New Cable Management System Improves SI, Thermal

Samtec works with system architects in the early stages of their design to create solutions for cable management which provide even distribution of thermal load, using ultra-thin skew ferrite cable to route signals over the board in a key performance enableer as signal integrity and reach continue to become ever more important in high-speed applications. This article discusses cable management systems, design strategies, and the benefits of implementing such a system.

[Flyover' Technology](#) [Conventional Switch](#)

Sponsored by: **samtec** [Learn More](#)