

2016 Print & Digital Media Guide

Information DISPLAY



The Official Publication of the
Society for Information Display



www.InformationDisplay.org

WILEY

PROMOTE YOUR PRODUCTS AND SERVICES TO A MARKET WORTH \$100 BILLION ANNUALLY

Reasons to Advertise in *Information Display*:

Eight of ten members of the *Information Display* audience (84%) state it is Critical or Very Important that their organizations continue to make substantial investments in marketing new displays or display-related materials, components, equipment or systems.

95% of our readers are members of the Society for Information Display (SID)

90% refer to *Information Display* as a Buyer's Guide when making a buying decision

87% read the ads and give a 'call to action' placed by the advertisers in *Information Display*

83% saved an advertisement or an article for reference

80% respond to advertising in the *Information Display* E-Newsletter

Information Display is the premier source of information for anyone who designs, manufactures, sells, or buys displays, display components, services, or electronic products with displays

With an audience located in more than 60 countries worldwide, the magazine offers strong penetration in key markets such as Korea, Taiwan, Japan, and the United States.



Unparalleled Editorial Coverage

Information Display examines the scientific and engineering aspects of display systems, and their applications. Coverage includes "big picture" topics that are indispensable to anyone in the field of displays.

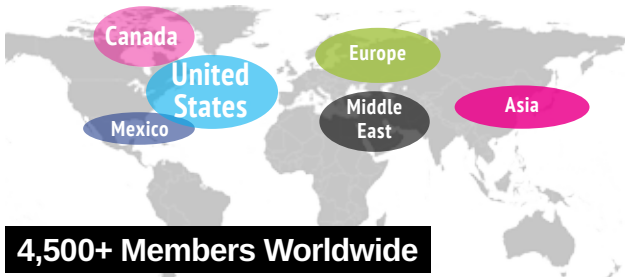
- **Frontline Technology** covers system requirements, performance measurements, processes and configurations, and technical capabilities.
- **Making Displays Work for You** examines real-world applications and solutions in a clear, concise manner.
- **Display Marketplace** examines events and trends in the current economic context of the display industry
- **Enabling Technology** covers technologies that have meaningful impact on requirements for display components.

Also covered are industry and society news following events and developments in the display industry.

Industries in which the audience of *Information Display* works:

- Automotive
- Avionics & Aeronautics
- Cinema & Projection
- Communications
- Computers
- Digital Signage & Retail
- General Lighting
- Industrial
- Mobile Phones, PDAs, E-Readers & Ultra Mobile PCs
- Mapping & Geological
- Medical
- Military & Space
- Television
- Transportation

OUR MEMBERS, YOUR CUSTOMERS, A GLOBAL AUDIENCE...



4,500+ Members Worldwide

5,000 to 6,000 Information Display subscribers

Job Functions of the Information Display audience:

Management	52.6
R&D/science/engineering/design/development/QA	23.4
Corporate/general management (owner, chairman, pres., EVP, GM, CFO, VP, etc.)	16.3
Sales/marketing	6.6
Other staff members	1.7
Manufacturing/production	0.7
Systems integration	0.5
Finance/purchasing	0.2
Professional Staff	46.1
R&D/science/engineering/design/development/QA	38.5
Sales/marketing	6.6
Other staff member	1.7
Systems integration	1.0
Manufacturing/production	0.7
Finance/purchasing	0.5
Total:	100

Half the *Information Display* audience (52%) holds management positions led by R&D/engineering/science/design managers (23%) and corporate executives (16%).

On average, the organizations reached through *Information Display* perform the following:

- Manufacture display components or materials sold to other organizations to integrate into their displays (35%),
- Conduct display-related research (27%),
- Manufacture products containing displays that are resold by resellers/retailers/distributors to end-users (23%).

The SID Audience:

Manufacture/Provide Products That Incorporate Displays	%
Consumer electronics (TV receivers, stereos, appliances, etc.)	19.8
Transportation vehicles/components (automotive, aerospace, rail, boats, etc.)	18.3
Computers, tablets, etc.	18.0
Digital signage	16.8
Communications/telephone products, systems	15.6
Medical imaging/electronic equipment	15.6
Test, measurement, instrumentation equipment	15.1
Navigation, guidance equipment/systems	13.1
Military equipment, systems	12.8
Industrial controls, systems, equip., robotics	12.3
Cinema, projection systems	9.9
Gaming equipment	9.6
Television broadcast systems or equipment	7.7
Office/business machines	6.9
Printing, reproduction, color systems	5.9
Manufacture Components/Hardware/Subassemblies/Equipment	%
Display components, hardware, subassemblies	54.8
Consulting services	18.5
Display manufacturing equipment	12.1

THE DISPLAY INDUSTRY'S SOURCE FOR NEWS AND TECHNICAL INFORMATION

Event Date	Event Description	Closing Date
January/February	<p>Digital Signage, Materials Special Features: Digital Signage Technology Overview, Digital Signage Market Trends, Oxide TFT Progress Report, Alternate Display Materials, Top 10 Display Trends from CES, Chinese Business Environment Markets: Large-area digital signage, in-store electronic labeling, advertising and entertainment, market research, consumer products, deposition equipment manufacturers, fabs</p>	December 28
March/April	<p>Display Week Preview, Flexible Technology Special Features: SID Honors and Awards, Symposium Preview, Display Week at a Glance, Flexible Technology Overview, Wearables Update Markets: Research and academic institutions, OLED process and materials manufacturers, consumer products (electronic watches, exercise monitors, biosensors), medical equipment manufacturers</p>	February 29
May/June	<p>Display Week Special, Automotive Displays Special Features: Display Industry Awards, Products on Display, Key Trends in Automotive Displays, Insider's Guide to the Automotive Display Industry Markets: Consumer products (TV makers, mobile phone companies), OEMs, research institutes, auto makers, display module manufacturers, marine and aeronautical companies</p>	April 21
July/August	<p>Light Fields and Advanced Displays Special Features: Overview of Light-field Display Technology, Next-generation Displays, Market Outlook for Commercial Light-field Applications Markets: Research institutions, market analysts, game developers, camera manufacturers, software developers</p>	June 20
September/ October	<p>Display Week Wrap-up, Emissive Technologies Special Features: Display Week Technology Reviews, Best in Show and Innovation Awards, Quantum Dot Update, A Look Forward at Micro-LEDs Markets: OEMs, panel makers, component makers, TV and mobile phone companies</p>	August 25
November/ December	<p>Applied Vision Special Features: Advanced Imaging Technology Overview, Current Key Issues in Applied Vision, Real-World Applied Vision Applications Markets: Medical equipment manufacturers, game developers, research institutions, OEMs, software developers</p>	October 24

PRINT ADVERTISING RATES AND SPECIFICATIONS

2016 Print Advertising Rates

All rates are NET for 4-color ads

	1x	3x	6x
Spread	\$7,850	\$7,775	\$7,000
Full Page	\$3,665	\$3,475	\$3,300
1/2 Page	\$1,950	\$1,850	\$1,800
1/3 Page	\$1,275	\$1,225	\$1,200
1/4 Page	\$1,055	\$1,040	\$980

Cover Advertising Rates

	1x	3x	6x
Cover 2	\$4,435	\$4,235	\$4,125
Cover 3	\$4,265	\$4,075	\$3,995
Cover 4	\$4,610	\$4,399	\$4,195

Inserts

- All inserts at regular earned space rates.
- Back-up of a single-page insert is \$500.
- Back-up of a 2-page spread insert is \$750.
- Inserts of 8 pages or more: Special discounts available – contact sales staff.

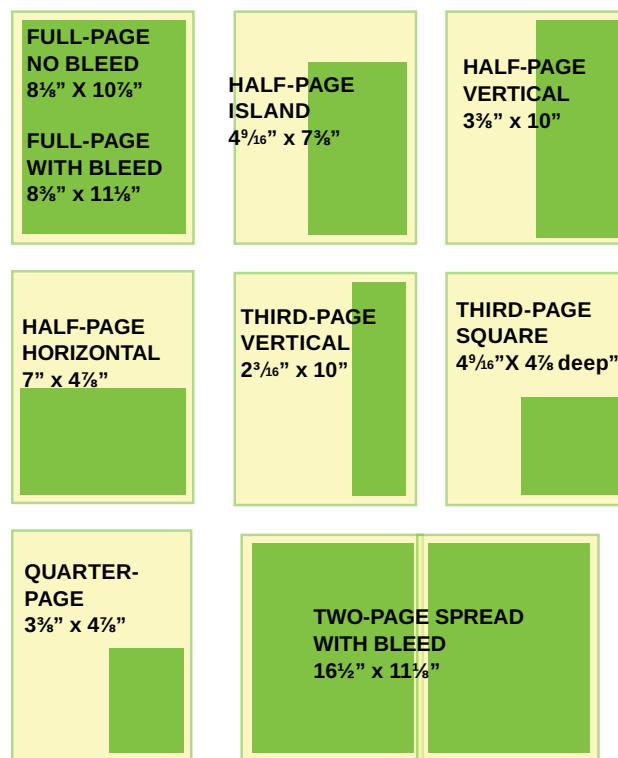
Advertisers will be short rated 50% for unfulfilled insertions contracted.

2016 Print Advertising File Requirements

- Preferred: Adobe PDF file with 300 dpi
- For Quark, InDesign, Adobe Illustrator, etc., provide fonts, linked art, and linked photographs in CMYK eps or tiff format.
- For best image quality, provide 300 to 350 dpi resolution in CMYK
- Color proof required to assure suitable reproduction

All files should be e mailed directly to Rollie Espinosa at respinosa@wiley.com

Print Specifications



Magazine trim size: 8¹/₈" x 10⁷/₈"

Bleed: No additional charge.

THE MOST IMPORTANT DISPLAY RESOURCE ON THE WEB

Information Display Online (web address: **www.informationdisplay.org**) is a dynamic, vital, and growing part of the industry-leading coverage for which *Information Display* is known.

With news and analysis from the display industry updated frequently, Web-exclusive content that can't be found anywhere else, and the display industry's most comprehensive searchable archive of cutting-edge technology

features, *Information Display Online* is the go-to online resource for display professionals throughout the world. In 2015, look for even more Web-exclusive content, including our daily Display Week blog reports.

This commitment to innovative coverage makes advertising on *Information Display Online* the perfect vehicle to build awareness and generate direct-response leads. Secure your place on the display industry's most dynamic Internet site!

www.InformationDisplay.org

- Thousands of unique visitors and page views
- Exclusive content that is found *only* on the website
- Searchable archive
- Access to the Display Week blog



Leaderboard

728 x 79, max. size: 39 KB
File types: GIF, PNG, JPG

Sole Sponsorship for 30 days
\$2,750 NET

Shared Sponsorship
\$2,000 NET per month

Box Banner

Sole Sponsorship for 30 days
188 x 251, max. size: 39 KB
File types: GIF, PNG, JPG

\$2,000 NET for 30 days

All files should be emailed directly to
Rollie Espinosa at respinosa@wiley.com

Short rates apply 50% for unfulfilled
insertions contracted.

UNIQUE WAYS TO REACH YOUR AUDIENCE DIGITALLY

e-Newsletters

Each month the editors of *Information Display* assemble articles about new products, new technologies and industry developments for the e-newsletter. An engaged audience consisting of opt-in readers delivers increasingly high open rates each issue. Need to get the word out on something new? Put your message here – great rates!

- 25,000+ opt-in subscribers
- High visibility, guaranteed delivery



Box Banner
 188 x 251, max. size: 39 KB
 File types: GIF, PNG, JPG
\$1,000 NET per deployment

Custom E-blasts

- 15,000+ subscribers
- High open rates
- High visibility, guaranteed delivery



Custom Email blasts allow you to open doors to new audiences, initiate discussions through content or information that align with your core business message, and offer a nontraditional way to build your brand, gather qualified leads, and provide measurable results. *Information Display* can help you plan eBlast concepts and then provide E Lead generation reports after each deployment.

Requirements:

- 15 day lead time
- HTML file
- E-Blast must be approved by SID before each deployment

\$4,000 NET per deployment

Information DISPLAY



Contact Us

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