

Printed Electronics *NOW*



The online source for news, features,
research papers, events, and opportunities
in printed electronics

www.printedelectronicsnow.com

Printed Electronics *NOW*

Media Kit

Rodman Publishing, an award winning producer of business publications in a wide range of industries, is proud to introduce

Printed Electronics Now

www.printedelectronicsnow.com

Printed Electronics Now is a new online publication devoted to the fast growing field of electronic products created through the printing process, an emerging industry that promises to revolutionize the methods in which electronic components and systems are manufactured.

As our name indicates, printed electronics is happening now, and will continue to be a major force in electronics now and into the future. Printed electronics means that electronic circuits and components – even the intelligent chips themselves – can literally be printed in place on a variety of substrates, over areas both large and small. They can be flexible and they can be inexpensive, which opens up many new opportunities in a wealth of markets.

Printed electronics covers solar cells, batteries, displays, sensors, medical devices, military equipment, and much more. In the near future, the world will be treated to displays on packages, on pharmaceuticals that remind users when to take the drugs, more advanced electronic readers, flexible dashboard displays in vehicles, printed solar panels, and disposable devices that promise to revolutionize medical testing.

Because the industry is embryonic, the need for the timely dissemination of information is critical. That's the role of **Printed Electronics Now**.

Printed Electronics Now is your resource for a wealth of information about the industry:

Breaking News • Feature Articles • White Papers • Industry Events
Glossary of Industry Terms • Directory of Companies • Calendar of Events

Printed Electronics Now chronicles the emergence and growth of this thrilling industry through in-depth articles, research papers, news of the moment, and detailed references that help bring printed electronics professionals closer together.

Printed Electronics Now E-Newsletter

Our Printed Electronics E-Newsletter will be sent to our opt-in subscribers. Place your banner or tower ad in the weekly e-mail and it will be hyperlinked to your website.

Weekly sponsorships available:
\$400 per week.

Leaderboard Ad:
\$1,200 per month
(4 e-newsletters)

Inline Box Ad:
\$1,200 per month
(4 e-newsletters)

Text Ad:
\$1,200 per month
(4 e-newsletters)

The screenshot shows the layout of the Printed Electronics Now e-newsletter. At the top right, it is dated January 8, 2009. Below the date are links for 'PE: homepage', 'Site map', 'Contact Us', 'Subscribe to eNews', 'About Us', and 'Advertising Info'. The main content area features a 'Your Leaderboard Ad' placeholder (750 x 90 pixels, GIF, JPG, PNG) and a 'Recent Articles' section with titles like 'The Growing Market for Solar Cells', 'LEDs: A New Industry Shapes the Future of Printing', and 'With New Silicon-Based Inks, Kevlar is Poised to Make Gains in PE'. There is also a 'Feature Articles' section with a title 'Printed Electronics USA 2008 Showcases Potential of New Technology'. At the bottom right, there is a 'Your Box Ad' placeholder (300 x 150 pixels, GIF, JPG, PNG).

Printed Electronics Now is brought to you by Rodman Publishing, owner of a strategic array of business publications that targets managers at both general and technical levels in growth manufacturing fields that perfectly position it for success in printed electronics. Rodman covers both manufacturing and strategic applications areas for printed electronics, from basic materials (inks, coatings, substrates), through production processes (specialty printing & converting, technical textiles), within major consumer markets like food & beverage, energy, healthcare, hygiene, medical, pharmaceutical, construction, and more. We have been focused for several years on printed electronics as an emerging technology with limitless applications and the need for an independent communications resource. A team of seasoned editors and a publisher will now produce a web site that will inform and educate this nascent industry.

Meet the team:

- **Dale Pritchett, Publisher**

Dale Pritchett has been involved in magazine publishing for 23 years. He is the publisher of *Coatings World*, *Ink World* and *Coatings & Ink China*, as well as the show daily newspapers for the CHINACOAT and the RADTECH UV/EB expositions. Prior to joining Rodman 12 years ago, he was the publisher of *American Ink Maker*. Dale has worked with the National Association of Printing Ink Manufacturers, The Federation of Societies for Coatings Technology, RadTech, the Color Pigments Manufacturers Association and numerous other paint and ink associations worldwide. He is a founding board member of the Metro New York Printing Ink Association and he was awarded the 2004 Joseph A. Fielder Fellowship Award by the New York Club of Printing House Craftsmen. He is a graduate of the University of Miami, where he majored in Music and Business.

- **Dave Savastano, Co-Editor**

Since joining *Ink World* as its editor in July 1998, David Savastano has covered all aspects of the ink industry. In addition, Dave is a contributing writer to *Graphic Arts Monthly*, *Editor & Publisher*, *GATFWorld*, *GATF Technology Forecasts*, and *RadTech Report*. He has been a featured speaker at industry conferences as well as ink industry associations. Prior to joining Rodman Publishing, Dave worked for 11 years in the newspaper industry, serving as editor of five newspapers and executive editor of North Jersey Newspapers' Bergen County publications, and received more than 20 awards in competitions. He has his bachelor's degree from Colgate University and master's degree in mass communications from Marquette University.

- **Jack Kenny, Co-Editor**

Jack is the founding editor of *Label & Narrow Web* magazine, now in its 14th year. The magazine is published for manufacturers of labels, tags and other products printed and converted using narrow web technology. A graduate of the University of Connecticut, Jack spent a dozen years as a reporter, columnist and editor for daily newspapers. For the past two decades he has been the editor of business magazines covering several industries, including consumer electronics, retail, magazine publishing, and beverages.

The editors of **Printed Electronics Now** welcome news of the industry from all companies involved. It is our goal to provide constant updates of news as it happens, along with feature articles that are critical to the growth of the printed electronics industry.

Home Page Sponsorships

Home Page Sponsorships:

Place your inline box and tower ads on our home page.

Footer Sponsorships:

Place your footer sponsorships on the home page and receive the inline box ad on the click through page.

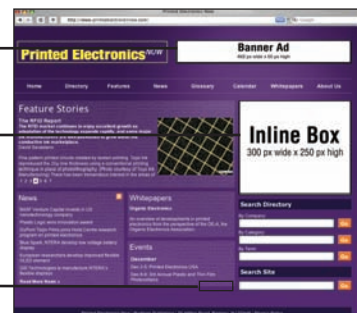
Footers available for sponsorship:

• Feature Stories • News • Whitepapers • Events

Home Banner Ad:
\$500 per month

Home Inline Box Ad:
\$400 per month

Footer Sponsorship:
\$500 per month



Directory Online Enhancements

Company Sponsorship:

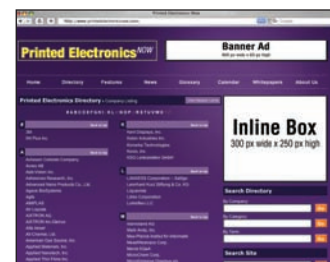
Place your inline box or tower ad on a searched term page, directly above search results.

Price: \$500 per year

Logo Sponsorship: \$300

Hyperlink: \$300

Text: \$300
40-word description below your listing.



*Logo and Hyperlink enhancements qualify you to be a featured company. Company name will be in bold and jump to the top of all search results.

Featured Page Sponsorships

Sponsor a page on PrintedElectronicsNow.com

Pages available for sponsorship:

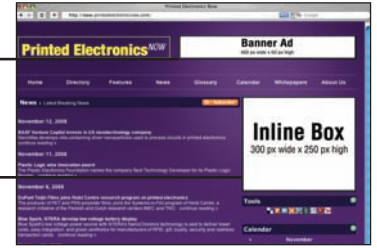
- Features
- Breaking News
- Calendar
- Directory
- Glossary
- White Papers

Banner Ad:

Page: \$300 per month

Inline Box Ad:

Page: \$300 per month

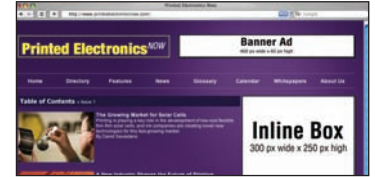


Article Sponsorships

Advertisers may choose to sponsor specific articles. Article sponsors maintain that sponsorship for one year when the article is archived. Inline box and tower ads available.

Article Sponsorships:

\$1,000 per year



Webinar - A New Branding Solution

Give everyone a front-row seat to your branding message...

In 2009, **Printed Electronics Now** magazine will offer advertisers the opportunity to reach our thousands of subscribers through sponsorship of targeted webinars, which provide relevant market information — in a completely interactive format — to potential customers around the globe.



Silver Sponsorship (non-exclusive, limited to three sponsors): \$3,000/negotiable

- Your logo on four pre-event e-mails to our opt-in subscribers
- Banner advertising on our website with a link to the event
- Your logo/branding on each **Printed Electronics Now** e-newsletter for four weeks prior to the event
- Print advertising prior to the event
- Logo/branding on post-event “thanks for attending” and “sorry we missed you” emails
- Rotating brand/logo throughout presentation
- Event archived for 12 months, requiring viewer registration to generate additional leads
- Information on each registrant, in real time, so you can track active leads

Gold Sponsorship (exclusive, limited to one sponsor): \$8,000

- All of the above, PLUS
- The opportunity for you to introduce the webinar and get your message out to potential customers at the event
- Interactive on-line polls during the event, capturing information to help build your business
- Your input into customized questions on the registration page and exit survey

Digital File Specifications

Digital image files for www.printedelectronicsnow.com should be supplied as .gif or .jpg images at 72 dpi resolution. Maximum file size 50Kb. Forward all images with a description of their placement to **Steve Rogers** – srogers@rodpub.com.

Online Ad Size Specifications

Banner Ad - 468 pixels wide x 60 pixels high • Inline Box Ad - 300 pixels wide x 250 pixels high
Leaderboard Ad - 728 pixels wide x 90 pixels high (Newsletter Only)

Advertising Contacts

Rodman Publishing
70 Hilltop Road, Ramsey, NJ 07446
Tel: 201-825-2552
Fax: 201-825-0553
www.rodmanpublishing.com

Dale Pritchett
201-880-2218
dale@rodpub.com