2018
Information Display
Print & Digital Media Guide

WILEY

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

Our Audience

Reasons to Advertise in Information Display: Eight of ten members of the Information Display audience (84%) state it is <u>Critical</u> or <u>Very Important</u> 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 decisiion

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

SID
SOCIETY FOR INFORMATION DISPLAY

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 measurement 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

- *Business of Displays* looks at business and marketing issues from a display industry viewpoint.

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
- Gaming
- General Lighting
- Industrial
- Mobile Phones, PDAs, E-Readers & Ultra Mobile PCs
- Mapping & Geological
- Medical
- Military & Space
- Television
- Transportation
- Wearables

SID Members...Your Customers, a Global Audience
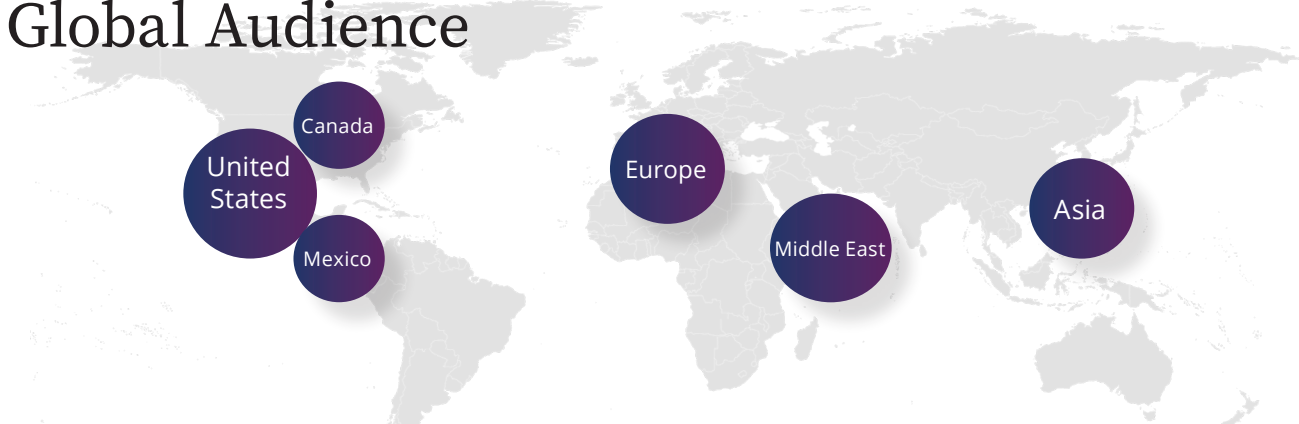
5,000+ SOCIETY MEMBERS WORLDWIDE

5,000 TO 6,000 *INFORMATION DISPLAY* SUBSCRIBERS

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

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%)

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

2018 Editorial Calendar

Ad Closing Date

JANUARY/FEBRUARY

Lighting

December 29

Special Features: Market Overview for OLED Lighting; Biological Effects of Lighting; LED Lighting Advances; Lighting Substrates

Markets: Lighting companies, medical equipment manufacturers, research institutions, OEMs, software developers, substrate and film manufacturers

MARCH/APRIL

Display Week Preview, Emissive Technology

February 28

Special Features: SID Honors and Awards; Symposium Preview; Display Week at a Glance; Commercialization of Quantum-Dot Light-Emitting Diodes; MicroLED Displays; New Processes for High-Resolution MicroLED Displays; OLED Manufacturing

Markets: OEMs, deposition equipment manufacturers, panel fabricators, materials industry research and developers, display and electronic industry analysts, OLED process and materials manufacturers

MAY/JUNE

April 18

Display Week Special, Wearables

Special Features: Display Industry Awards; Products on Display; Stretchable AMOLEDs; Stretchable TFTs; Cutting-Edge Applications for Wearables; Sensors; Smart Fabrics

Markets: OEMs, deposition equipment manufacturers, panel fabricators, materials industry research and developers, display and electronic industry analysts, wearable designers

Bonus distribution: Display Week 2018 in Los Angeles

JULY/AUGUST

Display Week Review Special Part 1, AR/VR

June 18

Special Features: Display Week Highlights from the Show Floor; Materials Advances at Display Week; Best in Show and I-Zone Winners; AR/VR Advances; Light-Field Breakthroughs

Markets: Research institutions, OEMs, entertainment industry research and development, consumer product developers, display industry research and developers, display industry analysts

SEPTEMBER/OCTOBER

August 22

Display Week Review Special Part 2

Special Features: Display Week Technology Reviews: High-Definition Displays, Automotive Displays, Metrology, Imaging, and Digital Signage

Markets: Large-area digital signage developers; OEMs; consumer product developers; display industry research and developers; display industry analysts; metrology manufacturers; automotive and automotive display manufacturers; entertainment industry manufacturers

NOVEMBER/DECEMBER

October 18

Stretchable/Flexible Technology

Special Features: Advances in Stretchable AMOLEDs; Stretchable Oxide TFTs and LEDs; Challenges in Manufacturing Stretchable Substrates and Electronics; From Flexible to Foldable

Markets: OEMs, consumer product developers, research institutes, entertainment and gaming developers, panel fabricators

Print Ad Rates & Specifications

2018 Print Advertising Rates

All rates are NET for 4-color ads

	1x	3x	6x
Spread	$8,700	$8,400	$7,775
Full Page	$4,470	$4,160	$3,705
1/2 Page	$2,445	$2,210	$1,975
1/3 Page	$2,245	$1,460	$1,345
1/4 Page	$1,640	$1,275	$1,150

Cover Advertising Rates

	1x	3x	6x
Cover 2	$5,340	$4,770	$4,580
Cover 3	$5,123	$4,665	$4,326
Cover 4	$5,560	$5,065	$4,580

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.
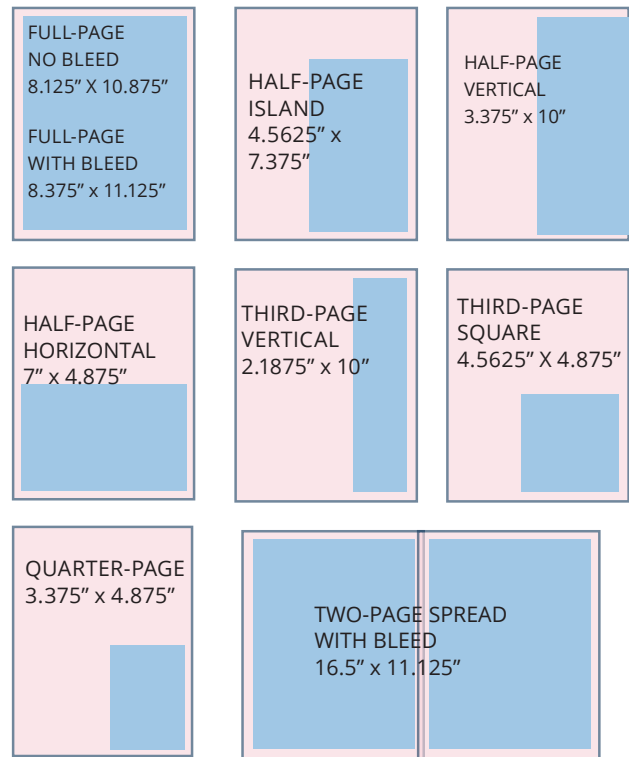• Inserts of 8 pages or more: Special discounts available – contact sales staff.

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

Print Specifications

FULL-PAGE NO BLEED 8.125" X 10.875"

FULL-PAGE WITH BLEED 8.375" X 11.125"

HALF-PAGE ISLAND 4.5625" x 7.375"

HALF-PAGE VERTICAL 3.375" x 10"

HALF-PAGE HORIZONTAL 7" x 4.875"

THIRD-PAGE VERTICAL 2.1875" x 10"

THIRD-PAGE SQUARE 4.5625" X 4.875"

QUARTER-PAGE 3.375" x 4.875"

TWO-PAGE SPREAD WITH BLEED 16.5" x 11.125"

Magazine trim size: 8.125" x 10.875"

Bleed: No additional charge.

2018 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

THE MOST IMPORTANT
DISPLAY RESOURCE ON THE WEB

Digital Advertising

www.InformationDisplay.org, the web address of *Information Display,* 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 2018, 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
1125 x 69, max. size: 39 KB
File types: GIF, PNG, JPG

Sole Sponsorship for 30 days
$2,890 NET

Shared Sponsorship
$2,200 NET per month

Box Banner
Sole Sponsorship for 30 days
550 x 460, max. size: 39 KB
File types: GIF, PNG, JPG

$2,200 NET for 30 days

UNIQUE WAYS TO REACH YOUR
AUDIENCE DIGITALLY

Digital Advertising

e-Newsletters

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

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!

Box Banner
188 x 251, max. size: 39 KB
File types: GIF, PNG, JPG
$1,100 NET per deployment

Custom E-blasts

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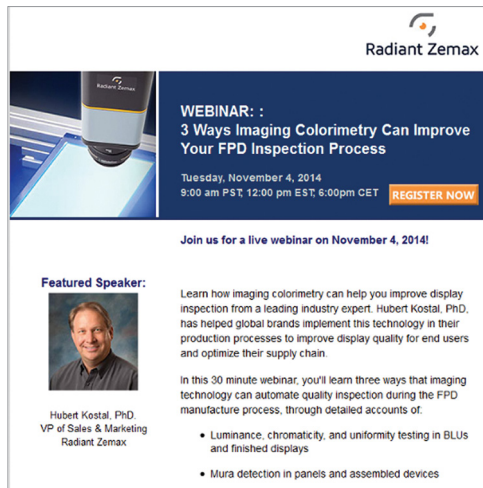
Requirements:

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

$4,430 NET per deployment

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.

CONTACT US

PRINT AND E-MEDIA MARKETING

DAN NICHOLAS
Manager, Sciences, Corporate Sales
P: 716-587-2181
E: dnicholas@wiley.com

ROLAND ESPINOSA
Senior Print and E-Media Manager
P: 201-748-6819 ~ E: respinosa@wiley.com

EDITORIAL

STEPHEN ATWOOD
Executive Editor
E: satwood@atwoodracing.com

JENNY DONELAN
Editor-in-Chief
E: jdonelan@pcm411.com

www.InformationDisplay.org

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.

WILEY