

SIJ MEDIA KIT 2025

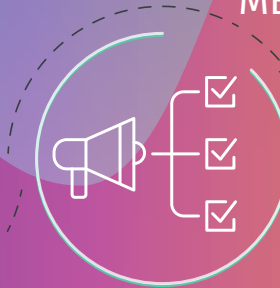
REACH



BRANDING



PROMOTIONAL
PACKAGES



MESSAGING



LEAD
GENERATION



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 engineering disciplines. SIJ is a powerful, searchable online resource paired with two eBooks/print editions that have made it the go-to resource for engineers.

Meet the Signal Integrity Journal Editorial Advisory Board



Eric Bogatin
Technical Editor,
Signal Integrity Journal

Benjamin Dannan

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Zdorov

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Mark Steffka

Michael Violette

Vandana Wylde

The Only Peer-reviewed Industry Journal Covering The 3 Worlds of Signal Integrity, Power Integrity and Electromagnetic Emissions



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.”

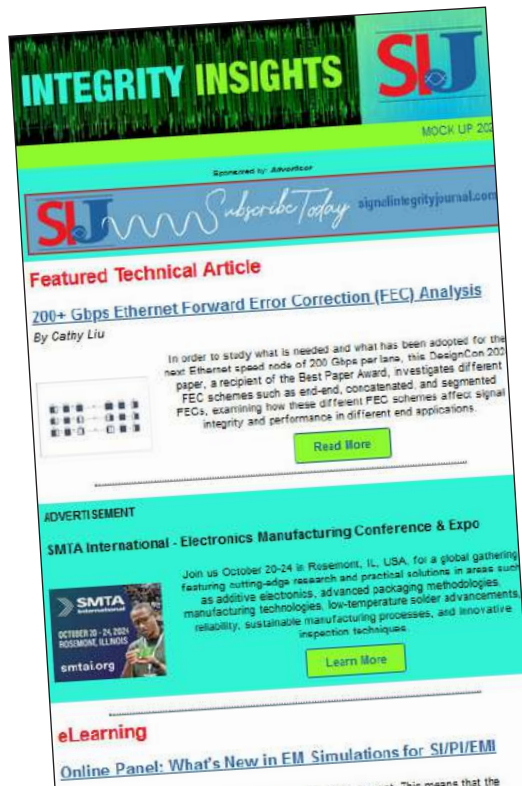
Danny Boesing,
Product Marketing
Director, Samtec

BRANDING

Boost Branding with SIJ Integrity Insights Newsletter

- Ideal for branding or promoting a specific product or service
- Reach 15,000 subscribers weekly
- Leaderboard: Cost: \$2500/ newsletter

Embedded ad: \$1000/newsletter



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
- Cost: \$2500 each



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
- \$3000 each



Go BIG with Welcome or Wallpaper Ads

Share BIG news with welcome and wallpaper ads

Up to 35,000 website visits/
month on average,
80,000 page views/month on
average

Cost: \$1000/week



Promote with Ads Next To Peer-Reviewed Content

Leaderboard and Boombox are ideal for products and service promotion as well as corporate branding

SIJ generates up to 80,000 page views/month on average

Ads appear for one month in rotation on all pages

Leaderboard: \$1500

Boombox: \$1000



Buyer's Guide Enhanced Listing

Your logo included in your listing

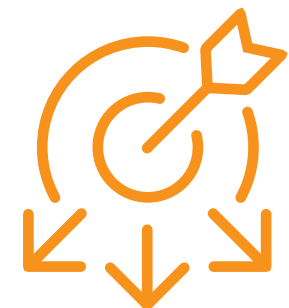
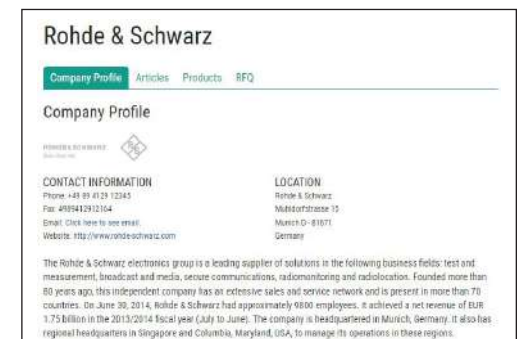
The ability to include images/image galleries, highlighting your product or service(s)

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



DIGITAL CONTENT MARKETING

Content Creation/Turn-Key Services

Signal Integrity Journal can connect you to industry expert writers and content creators to assist you in creating articles, white papers and application notes. You can leverage this high-quality content for a variety of program types with Signal Integrity Journal and market in your own channels too. These industry experts will collaborate with you on market strategy, content creation, writing and editing while Signal Integrity Journal coordinates the promotion, distribution and lead generation efforts resulting in a fully turn-key, integrated marketing program.

EBOOKS	Cost: \$5,000 	• 2 dedicated emails • Inclusion in 1 weekly email newsletter • 1 month exposure on home page • Social media postings on LinkedIn, targeted LinkedIn groups, Twitter and SIJ Facebook page • Sales leads captured and delivered via email
WHITE PAPERS	Cost: \$1,500 	• Placement on the home page of signalintegrityjournal.com during 1st month • Inclusion in the weekly newsletter • Dedicated monthly email promo • Archived in the eLearning/White Papers section of the SIJ website permanently • Sales leads captured and delivered via email
WEBINARS	Sponsor-Provided Content: Cost: \$4,000	• SIJ staff to moderate the webinar • Promotion on signalintegrityjournal.com • 2 dedicated email promos • Promotion in Newsletters • Sponsors logo on all promo material and presentation slides • Ability to add up to 4 additional, customized registration questions • Sponsors receive full contact information on all registrants
	 SIJ-Provided Content: Cost: \$5,000 (Exclusive)	

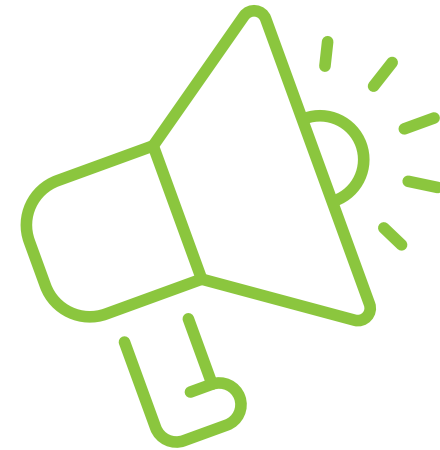
SIJ Fundamentals Podcast Exclusive Sponsorship

- › 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 15,000 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

Short Form Video \$3,500/Demo or Interview Video with Email Promotion

SIJ will record and produce a 3-5 minute video demo or interview with an editor virtually or in-person (professional video crew at selected events) to be used for content marketing purposes. Promote your thought leadership, new product or event presence using video.





A Thought Leadership, Content Marketing & LeadGen Program

2025 SIJ Panel Series Topics

Mar 14 *Using AI in the Design of Electronic Systems*

May 16 *Power Management and Thermal Management for 1000-watt Chips*

Jul 18 *Chiplet Substrate Technologies and Characterization Challenges*

Sept 12 *Challenges Bring a 112 G and 224 G System to Market*

Nov 14 *Preventing EMI Test Failures - Do 50-year-old Guidelines Still Apply?*

Panel Participation \$3,000

- 4-5 Panelists Maximum
- 60 Minute Session
- Session Statistics
- Full Contact Leads
- One pdf download
- Session Archived

Promotional Plan:

- Two Dedicated eBlasts with Company Logos, Speaker Name, Title
- Promoted on Social Media
- Company Mentioned in All Promos
- Promoted on SIJ Home Page
- Inclusion in eNewsletter
- Archived in Signal Integrity Journal Video Library

Custom Online Panels \$7,000

Show your market thought leadership by creating your own panel session topic and having your experts within the company (and from other partnering organizations) as the panelists. Signal Integrity Journal will setup, host and moderate the webinar-based panel session including branding, marketing and reporting/lead generation. Promotion includes event listing on website, emails and social media.

Ask about custom panels with market analysts or other industry experts



2 ISSUES in 2025!

Topics:
SI/PI/EMI

Get the best of both worlds: Print + Leads

January 2025

Cover Feature: High Current Distribution

Ad Close: 11/25

Ad Materials Due: 12/2

October 2025

Cover Feature: AI in SI/PI Design

Ad Close: 8/25

Ad Materials Due: 8/28

- Lead generating eBook + 3 months of leads captured and delivered
- ~1,800 total leads in 2024
- Print Version (16,000+ circulation) + event bonus distribution all year (DesignCon, PCB East, IPC APEX Expo, IEEE IMS MTT-S, IEEE EMC + SIPI, PCB West, ECOC and EuMW)
- Peer reviewed content by industry experts

4/C Full Page Ad: \$3,500

One page in each issue (2 Full Page ads): \$6,000 + 20% for premium position



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

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