

Vacuum Technology & Coating



2023 Media Kit



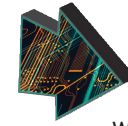
2023 Media Kit

The Leading Monthly Publication Exploring Thin Film Vacuum Deposition & Coating

Of VT&C's 14,500 total print circulation, roughly half of the subscribers are from the manufacturing side which we have broken down into the following 37 key markets:

- Aerospace, Military & Defense, Marine
- Automotive Industry or Suppliers Exclusively to the Industry
- Bearings
- Building & Construction Including Materials
- Electrical, Passive Electronic, or Other Types of Industrial Components
- Consumer Electronic Products or Systems
- Crystals
- Compound Semiconductors
- Computers & Peripherals
- Data Storage Systems, Devices or Components, Print Heads, Recording Heads
- Decorative Coatings, Shower Heads, Faucets, Sinks, Tubs
- Food Industry for Human or Animal Consumption, Beverages, Candy, Chewing Gum
- Fiber Optic Component, Systems or Materials
- Flat Panels, Displays, Monitors, Touch Screens
- Glass: Architectural, Commercial, Consumer, Laboratory, Optical
- Holography
- Heating & Cooling: Refrigeration, Heating, Air Conditioning
- Imaging Systems
- Instrumentation
- Industrial Controls for All Industries
- Lasers, Systems, and Components, Laser Optics
- Lighting for All Industries
- Medical
- Motion Control & Robotics
- Multi-Industry Groups, Multiple Non-related Product Groups
- Optics and Ophthalmic: Lenses, Mirrors, Prisms, Materials
- Optoelectronics
- Packaging for All Industries
- Plastics
- Power Industry, Including Power Systems, Batteries, Fuel Cells
- Safety & Security
- Sensors
- Semiconductors & Other Solid State Devices
- Tool Coatings, Tools: Industrials, Consumer including Razors & Blades, Lighters, Pens
- Telecommunications
- Thin Film Coating Services, Thin Films or Thin Film Materials, Other Related Services
- X-Ray Tubes, Cathode Ray Tubes

VT&C Readership Information



VT&C's print issue reaches 4,000+ key R&D scientists and engineers at the U.S. national labs, government labs, and universities. These are well-funded people who comprise many hundreds of individual research project teams, each with its own vacuum needs and applications. VT&C reaches researchers at NIST, Brookhaven, Argonne, Livermore, and Sandia.

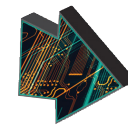
VT&C also reaches industry professionals at the companies who make capital equipment and materials. This list includes Applied Materials, AJA International, MDC Vacuum Products, Busch USA, Lam Research, KDF, Telemark, Semicore, Nor-Cal Products, Leybold USA, Pfeiffer Vacuum Inc., Accu-Glass Products Inc., Fil-Tech Inc., Materials Science Inc., ULVAC Technologies, MKS Instruments, Sumitomo (SHI) Cryogenics of America, Nano-Master Inc., R.D. Mathis Co., InstruTech Inc., Intlvac, Sierra Applied Sciences Inc., XEI Scientific, just to name a few. We reach virtually all of the major vacuum process system producers in the country. That list also includes materials suppliers, test & inspection equipment suppliers, manufacturers' reps

and marketing professionals. Many names on this list are potential buyers for your product line.

VT&C's print magazine averages 14,500+ subscribers plus additional distribution at vacuum-centric conferences and trade shows. VT&C digital magazines are viewed over 10,000 times per month. In addition, tens of thousands visit the online VT&C digital edition and website every month. If you need any additional information, please give us a call at 1-336-432-9627.

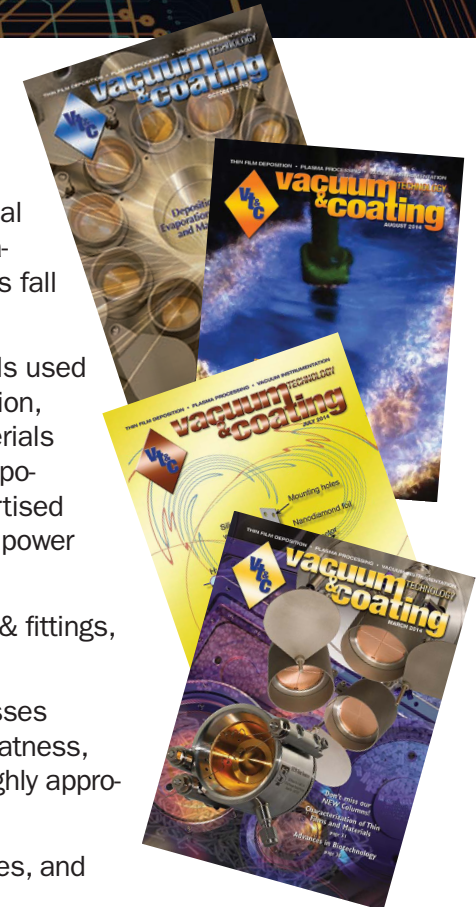
One popular cornerstones of VT&C is the monthly Product Showcase which features targeted product listing groupings. Each month, VT&C publishes one Product Showcase, which appears both digitally and in print. Topics include Thin Film Deposition, Coating, Cleaning & Etching Equipment; Thin Film Metrology, Measurement, Characterization and Analysis Equipment; Gas Analytical Systems Instrumentation & Metrology; Vacuum Pumps; Power Supplies; Deposition/Coating Targets, Sources & Accessories; Materials - Oils, Fluids, Lubricants, Chemicals & Gases; and many more.

ADVERTISING IN VACUUM TECHNOLOGY & COATING



VT&C has a high editorial content with only 25-35 percent of the total folio content being advertisements, thus resulting in a high ratio of editorial content. The policies of the publisher are extremely user-friendly to companies that advertise and thus, support the magazine financially. Most advertisers fall into the following major groups:

1. Companies that manufacture vacuum processing equipment and the materials used in the process. The processes most often covered are physical vapor deposition, plasma processing, chemical vapor deposition, crystal growing, etc. The materials most commonly advertised in VT&C are sputtering targets and materials, evaporation sources, substrates, and chemicals. Process controllers are also advertised heavily, as are e-beam sources, ion beam sources, sputtering sources, and rf power supplies
2. Companies that supply vacuum components such as pumps, valves, flanges & fittings, seals and feedthroughs, bellows, chambers, traps, chillers and heaters.
3. Manufacturers of instruments used in the deposition or other vacuum processes such as metrology systems, spectrometers, vacuum gauges, leak detectors, flatness, thickness and hardness testers. Gases and gas-handling systems are also highly appropriate
4. Providers (or Suppliers) of Thin Film Coating services, plasma cleaning services, and other vacuum processing services are also found frequently.



Peter M Martin, Ph.D., Executive Editor & Senior Technologist



Columns & Blog: **Thin Film Technology, Surface Engineering and Back-to-Basics**

Dr. Martin has been the Executive Editor for Vacuum Technology and Coating magazine since 2005, and the Thin Film Editor since 2000. He is currently an Emeritus Fellow at Pacific Northwest National Laboratory, and retired from PNNL in 2008 as a Laboratory Fellow.

Steve Hansen, Contributing Editor



Column: **Guides to Vacuum Technology**

Steve Hansen is a consultant specializing in vacuum technology related product development and education. He retired from MKS Instruments in 2009, the company he joined in 1995.

Matthew R. Linford, Ph.D., Contributing Editor



Column: **Characterization of Thin Films and Materials**

Matthew R. Linford received his B.S. in chemistry from BYU. He then obtained an M.S. in Materials Science and a Ph.D. in Chemistry from Stanford. His post-doc was at the Max Planck Institute of Colloids and Interfaces in Germany. He is now a professor in the Department of Chemistry and Biochemistry at Brigham Young University. Linford's research focuses on the development and characterization of new materials for separation science and for data storage, and on mathematical methods for data analysis.

Shyamasri Biswas, Ph.D., Contributing Editor



Column: **Vacuum Advances in Biotechnology**

Dr. Shyamasri Biswas received her Ph.D. in Biotechnology jointly from Banaras Hindu University, India and the University of Potsdam in Germany in 2003. She was awarded the prestigious German Academic Exchange Service (DAAD) sandwich model international scholarship and carried out her Ph.D. thesis work in the Department of Physical Biochemistry at the University of Potsdam, Germany. She also received the Council for Scientific and Industrial Research fellowship in India. Dr. Biswas has held research positions in protein biochemistry, structural biology, biotechnology and molecular biology at top-tier US institutions.

Terrence Thompson, Technical Editor



Column & Blog: **Product Showcase and Observations & Opportunities Blog**

Terrence (Terry) Thompson is a technical editor for Vacuum Technology & Coating magazine. He is a microelectronics manufacturing industry veteran with more than three decades of experience in technology publishing.

Abhijit Biswas, Ph.D., Contributing Editor



Column: **Nanotechnology, Photonics and Microelectronics**

Abhijit is an entrepreneur and a scientist. He has published 100+ papers in international journals and three text books in electrical engineering and holds several patents. He was Associate Professor in Electrical Engineering in the Center for Nano Science and Technology at the University of Notre Dame, Indiana.

Megha Agrawal, Ph.D., Contributing Editor



Column: **Vacuum Advances in Biotechnology**

Dr. Megha Agrawal received her Ph.D. in Biotechnology from the Indian Institute of Technology at Roorkee, which is one of the premier institutions in India with an outstanding reputation across the globe. She won a highly competitive research award given by the Council of Scientific and Industrial Research in India to carry out her PhD work. Dr. Agrawal's research on resveratrol has provided novel pathways to develop new therapeutics to combat neurodegenerative disorders. During an active research career of more than a decade, Dr. Agrawal has made significant contributions to develop a rapid, cost effective and more sensitive mechanism based in-vitro model of ischemic stroke as first tier of screening of neuroprotective drugs for their anti-stroke potential.

Robert (Bob) A. Langley, Ph.D., Associate Editor

Retired from Oak Ridge National Laboratory in 1994 and Sandia National Laboratories in 1999. He has performed research in the fields of atomic and molecular physics, solid state physics, material science, vacuum science and technology, upper atmospheric phenomena, fusion power, and high-energy accelerators and published over 130 scientific papers.

2023 PRODUCT SHOWCASE & EDITORIAL CALENDAR

The VT&C Product Showcase appears for one month in the printed & digital editions on the homepage.

January 2023, subject to change

ISSUE DATE	PRODUCT SHOWCASE/EDITORIAL FEATURE
January 2023	Double Showcase: Heaters, Furnaces, Ovens, Chillers/Materials: Oils, Fluids, Gases, Chemicals and Lubricants Showcase describes furnaces, heaters, ovens, chillers, coolers, cryotrap, cryopumps and related products including cold boxes, cold cabinets, cold traps, connectors, cryocoolers, cryogenerators, cryostats, dewars, fittings, heater modules, heat exchangers, liquefiers, etc. for a wide variety of vacuum-centric process applications
February 2023	Deposition, Coating, Cleaning & Etching Processing Equipment Includes sputtering, evaporation and coating plus plasma cleaning and etching systems.
March 2023 SVC TechCon	SVC Special Showcase Issue 100 words of text, color photo and contact information (company name, contact, phone, email and website).
April 2023	Vacuum Hardware: Valves, Chambers, Feedthroughs, Seals, Flanges, Fittings & Related Component Includes valves, chambers, feedthroughs, seals, flanges, fittings, handling-manipulation equipment, collars, adaptors, bellows, viewports, traps, piping and other related hardware.
May 2023	Power Supplies, RF Generators & Accessories for Vacuum Thin-Film Deposition and Coating Includes power supplies used in a wide variety of vacuum-based production deposition and coating applications.
June 2023	Deposition & Evaporation Sources and Materials Includes sputtering targets, evaporation sources, ion sources, cathodes, coatings and other materials used for various deposition and coating applications.
July 2023	Thin-Film Deposition Rate Monitors & Controllers Describes thin-film deposition rate and thickness monitors, optical monitors, etch monitors, deposition controllers, quartz crystals sensors, and related products.
August 2023	Gas Analytical Systems, Instrumentation, Metrology, Control, Handling & Distribution Gas analytical instrumentation for production, R&D and other vacuum applications: sophisticated gas analytical systems and subsystems/accessories/components including MFCs, RGAs, vacuum gauges, leak detectors, mass spectrometers and gas chromatography systems. Includes cabinets, piping, manifolds, purification and distribution of high-purity gases as well as exhaust conditioning and gas scrubbers for production, IC fab and R&D processes.
September 2023 AVS Symposium	AVS Special Showcase Issue 100 words of text, color photo and contact information (company name, contact, phone, email and website).
October 2023	Deposition, Coating, Cleaning & Etching Vacuum Processing Equipment Includes sputtering, evaporation and coating plus plasma cleaning and etching systems.
November 2023	Thin & Thick Film Metrology, Measurement, Characterization & Surface Analysis Equipment Includes thickness, flatness and hardness testers, surface science analysis, ellipsometers, spectrometers, thin film characterization/uniformity testers, surface profilers, film stress analysis and related instrumentation/metrology products.
December 2023	Vacuum Pumps Covers the wide variety of roughing pumps, high-vacuum pumps, very-high-vacuum pumps, cryopumps including vacuum pumps used in all manufacturing processes and R&D applications.

Product Showcase listings: \$495 per product listing, contact us to see if you qualify for a discounted rate.

Product Submissions & Information for VT&C Product Showcases

Terrence Thompson, Technical Editor

Phone: 1-847-515-1255 • E-mail: tethompson@aol.com

444 1-Year Program

(package price)

Included in the program is the choice of:

- 4 1/4 pg ads \$10,000 Gross
- 4 1/3 pg ads \$11,250 Gross
- 4 1/2 pg ads \$13,500 Gross
- 4 Full pg ads \$18,000 Gross

What you get:

- Each package includes 4 months of banner advertising in either the leaderboard or skyscraper banner positions
- 4 Product Showcase listings in the months related to the company's products/services
- Company profile in the VTCMag.com Advertiser List and Index, Company listing in the Buyer's Guide, and activity tracking.

Online-Buyer's Guide Program

Your company profile appears on the VT&C website and includes:

- Logo
- Company Profile
- Contact Info: Website link, email
- Up to 10 product categories from the VT&C Buyer's Guide
- Web banner on the Buyer's Guide for one year 728 x 90

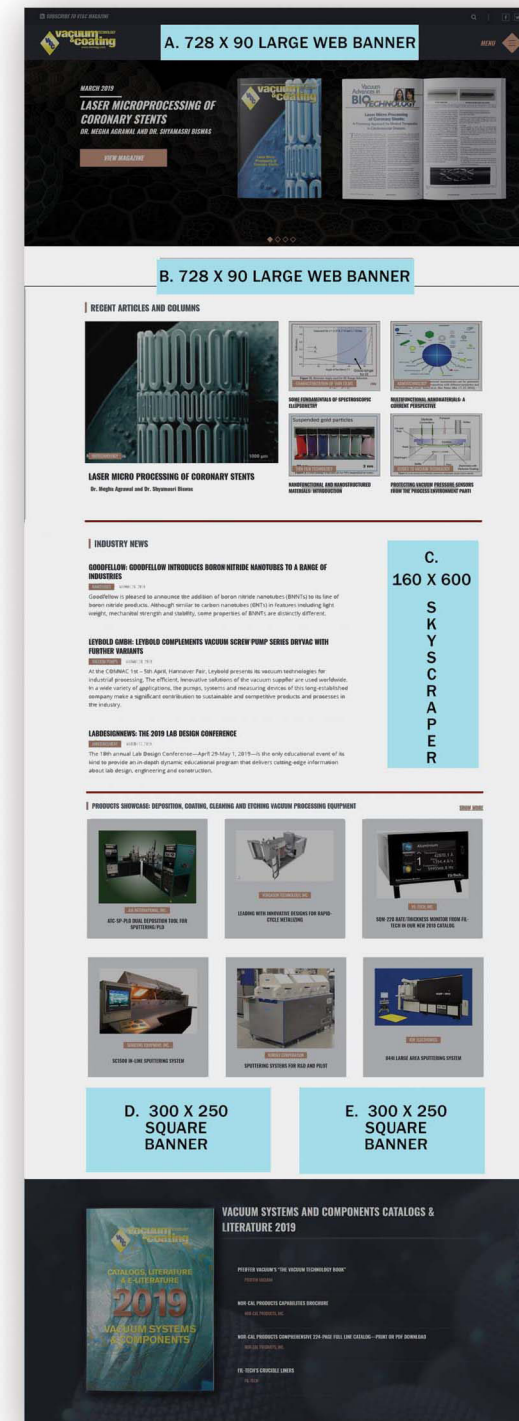
Your company is listed from the online VT&C advertiser index and online advertiser list webpages.

What you get:

- Stats reporting for company profile views
- Website clicks
- Buyer's guide clicks
(see page 8 for sample clicks)

Annual Rate: \$2,500

VTCMAG.COM BANNER POSITION & SPECIFICATIONS



BANNER				
A	B	C	D	E
POSITION				
Top of page Leaderboard (up to 7)	Recent Article Leaderboard (up to 5)	Industry News Skyscraper (up to 5)	Featured Showcase (Left) (up to 4)	Featured Showcase (Right) (up to 4)
DIMENSIONS (px)				
728 x 90	728 x 90	160x 600	300 x 250	300 x 250
COST				
\$1200 (per month)	\$1000 (per month)	\$1000 (per month)	\$400 (per month)	\$400 (per month)

Banner Bundle Program:

Choose one of the following banner bundles:

Leaderboard:

3 months - banner leaderboard position A (\$3600 value)

2nd leaderboard:

4 months - banner leaderboard position B (\$4000 value)

Tower:

4 months position D (\$4000 value)

Combination - one month each position:

Leaderboard A, 2nd Leaderboard B, Tower C,
both anchor positions D (\$4000 value - run them separate
or together)

Impressions - 6 months positions D and E (\$4800 value)

(All options include stats reporting for banner impressions and clicks)

Bundle Rate: \$2,500

WEB BANNER ACTIVITY	
March – 2022	Impressions 25,910 / Clicks 149
April – 2022	Impressions 22,352 / Clicks 174
May – 2022	Impressions 22,317 / Clicks 194

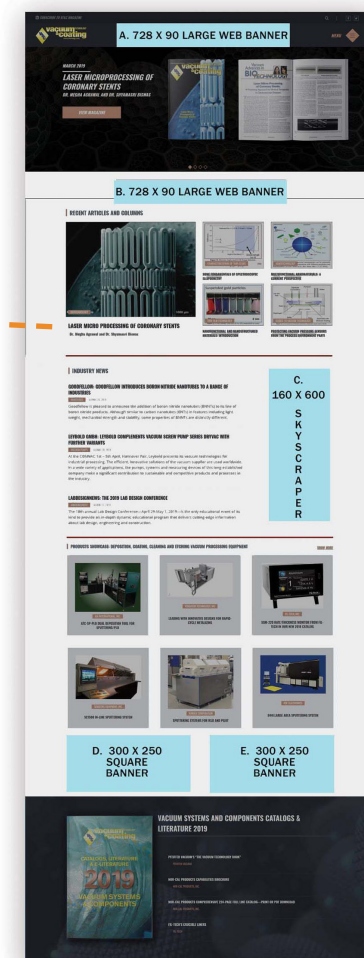
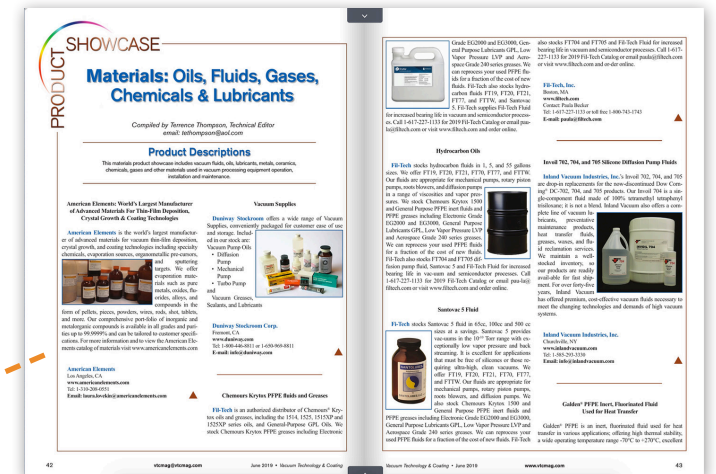
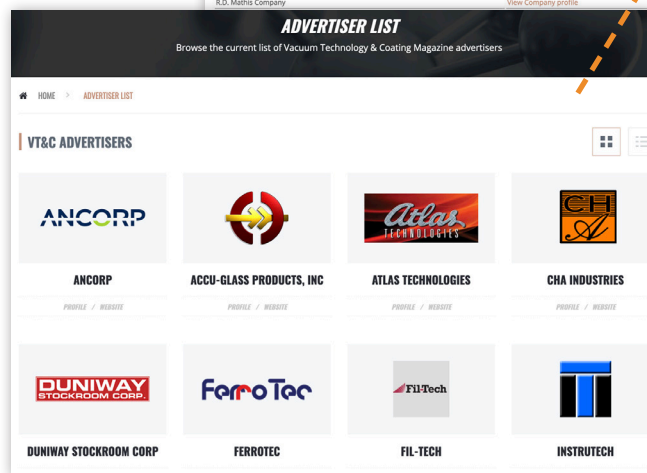
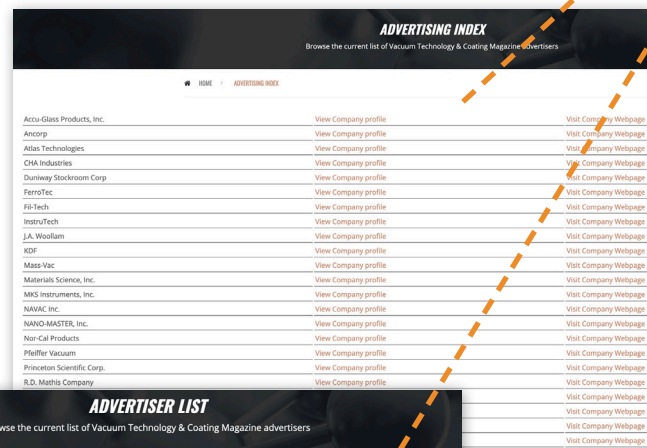
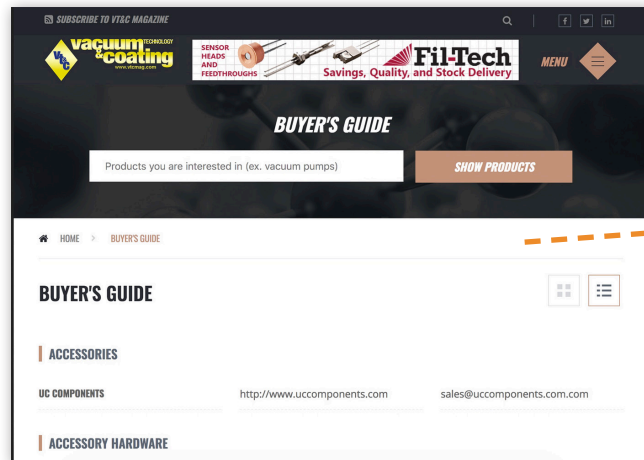
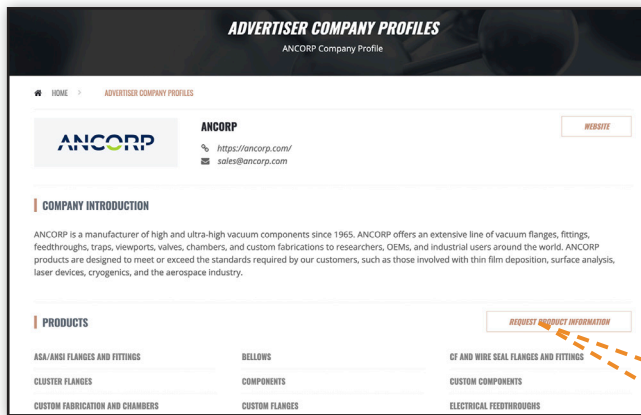
For more information contact Gregg Hutchings

Phone: 1-203-606-5773 | E-mail: Gregg@vtcmag.com

SAMPLE STATS REPORT

Typical ad stats report

	Total	Company
Profile Views	175851	8408
VTCMag.com users that clicked to view th company's profile page		
Website Clicks From Profile	24795	1060
VTCMag.com users that clicked the company website link from the VT&C profile page		
Website Clicks from Buyer's Guide	126444	7185
VTCMag.com users that clicked the company website link from the VT&C Buyer's Guide Page		
Website Click from Ad List	23309	1028
VTCMag.com users that clicked the company website link from the Ad List Page		
Clicks from Product Showcase	81775	1722
VTCMag.com users that clicked the company product showcase listings		
Website Click from Digital Magazine	40343	1836
Visitors to the Digital Magazine that clicked the company print ad		
On-line Buyers Guide Program		
Jun - 2022	6134	29
Jul - 2022	6582	27
Aug - 2022	7507	24

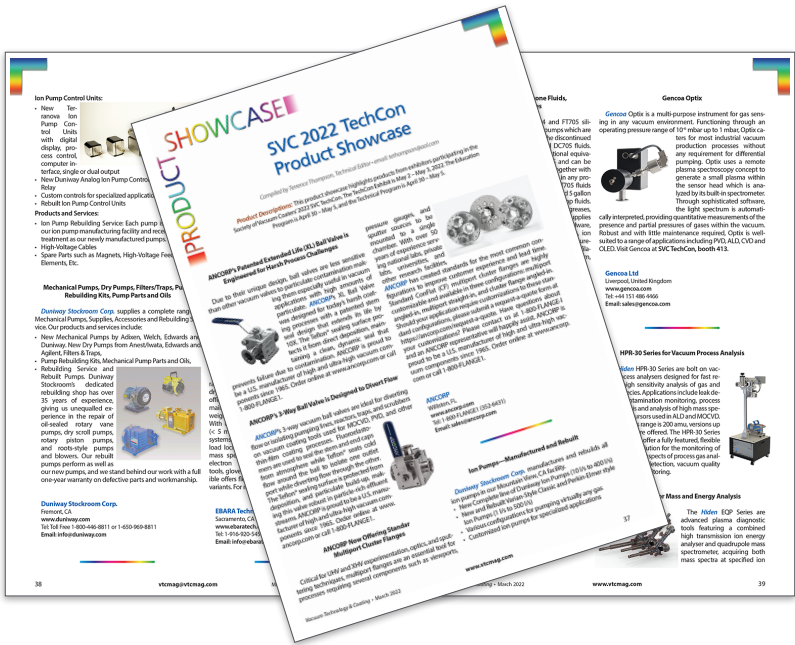


PRINT AD RATES (EFFECTIVE JANUARY, 2022)

		1 TIME	3 TIMES	6 TIMES	9 TIMES	12 TIMES
FULL PAGE	4 color	\$6,200 Gross	\$6,000 Gross	\$5550 Gross	\$5,520 Gross	\$5,400 Gross
1/2 ISLAND	4 color	\$4,900 Gross	\$4,700 Gross	\$4,500 Gross	\$4,400 Gross	\$4,200 Gross
1/2 PAGE	4 color	\$3,900 Gross	\$3,800 Gross	\$3,665 Gross	\$3,500 Gross	\$3,450 Gross
1/3 PAGE	4 color	\$2,990 Gross	\$2,950 Gross	\$2,800 Gross	\$2,750 Gross	\$2,650 Gross
1/4 PAGE	4 color	\$2,200 Gross	\$2,080 Gross	\$2,020 Gross	\$2,000 Gross	\$1,970 Gross

SPECIAL ISSUES

- March 2023 SVC TechCon Product Showcase ◀
- September 2023 AVS Symposium Product Showcase ◀



PRINT AD SPECIFICATIONS

STANDARD AD SIZE	WIDTH*	×	DEPTH*
FULL PAGE (BLEED): Bleed Size: Trim Size:	8.125 7.875	×	11.125 10.875
	† Safety: 3/8 from trim on all sides		
FULL PAGE (NON-BLEED):	7	×	10
‡ 2/3 PAGE (NON-BLEED): ‡ 2/3 PAGE (BLEED):	4.5 5.125	×	10 11.125
‡ 1/2 PG ISLAND:	4.5	×	7.375
1/2 PAGE VERTICAL: 1/2 PAGE HORIZONTAL: (NON-BLEED)	3.375 7	×	10 4.875
1/2 PAGE HORIZONTAL: (BLEED)	7.875	×	5.4375
	(Trim plus .125 all around for bleed) † Safety = 7 × 4.875 centered within 7.875 × 5.4375		
1/3 PAGE VERTICAL:	2.1875	×	10
1/3 PAGE HORIZONTAL:	4.6250	×	4.875
1/4 PAGE:	3.5	×	4.875

*Standard ad sizes in inches. †Live matter: For safety, keep at least .375" from trim.
‡Please contact Andrew Cowan for further information

For all production related questions
please contact our
production department:
E-mail: sue@taube-violante.com
Phone: 203-451-3102

MATERIAL HANDLING:

E-mail preferred, for very large
ad material, please contact Production
for FTP instructions.

Please Note: All PRINT material to be provided
as CMYK files. Any print ad materials provided
with PMS or RGB or spot color(s) will be converted to CMYK.
Publisher not responsible for match colors.
All PRINT ad material to be supplied in a high resolution PDF
format (300 dpi minimum, publisher cannot be responsible
for low resolution)

VACUUM TECHNOLOGY & COATING'S BUSINESS STAFF

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Gregg Hutchings
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100 word Product Showcase with color photo and contact information
\$495 per product listing, contact us to see if you qualify for a discounted rate

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E-mail: Gregg@vtcmag.com

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www.vtcmag.com