The Leading Monthly Publication Exploring Thin Film Vacuum Deposition & Coating

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., Acu-Glass Products Inc., Fi-Tech Inc., Materials Science Inc., UHVAC Technologies, MKS Instruments, Sumitomo (SHI) Cryogenics of America, Nano-Master Inc., R.D. Mathis Co., InstruTech Inc., Intvaco, 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 cornerstone 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.

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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.

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### 2023 PRODUCT SHOWCASE & EDITORIAL CALENDAR

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

**January 2023**

#### Double Showcase: Heaters, Furnaces, Ovens, Chillers/Materials: Oils, Fluids, Gases, Chemicals and Lubricants

Showcase describes furnaces, heaters, ovens, chillers, coolers, cryostats, cryopumps and related products including cold boxes, cold cabinets, cold traps, connectors, cryocoolers, cryogenerators, cryostats, dewars, fittings, heater modules, heat exchangers, liquefies, 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 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/management 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, RGA, vacuum gauges, leak detectors, mass spectrometers and gas chromatography systems. Includes cabinets, piping, manifold, 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 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 profiles, 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.

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**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: 1-847-515-1253  
E-mail: tethompson@aol.com

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**2023 Product Showcase & Editorial Calendar**

**ISSUE DATE**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2023</td>
</tr>
<tr>
<td>February</td>
<td>2023</td>
</tr>
<tr>
<td>March</td>
<td>2023</td>
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<tr>
<td>April</td>
<td>2023</td>
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<td>May</td>
<td>2023</td>
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<td>June</td>
<td>2023</td>
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<td>July</td>
<td>2023</td>
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<td>August</td>
<td>2023</td>
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<tr>
<td>September</td>
<td>2023</td>
</tr>
<tr>
<td>October</td>
<td>2023</td>
</tr>
<tr>
<td>November</td>
<td>2023</td>
</tr>
<tr>
<td>December</td>
<td>2023</td>
</tr>
</tbody>
</table>
444 1-Year Program

*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 × 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

For more information contact Gregg Hutchings
Phone: 1-203-606-5773 | E-mail: Gregg@vtcmag.com

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**VTCMAG.COM BANNER POSITION & SPECIFICATIONS**

<table>
<thead>
<tr>
<th>BANNER</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSITION</td>
<td>Top of page Leaderboard (up to 7)</td>
<td>Recent Article Leaderboard (up to 5)</td>
<td>Industry News Skyscraper (up to 5)</td>
<td>Featured Showcase (Left) (up to 4)</td>
<td>Featured Showcase (Right) (up to 4)</td>
</tr>
<tr>
<td>DIMENSIONS (px)</td>
<td>728 x 90</td>
<td>728 x 90</td>
<td>160x600</td>
<td>300 x 250</td>
<td>300 x 250</td>
</tr>
<tr>
<td>COST</td>
<td>$1200 (per month)</td>
<td>$1000 (per month)</td>
<td>$1000 (per month)</td>
<td>$400 (per month)</td>
<td>$400 (per month)</td>
</tr>
</tbody>
</table>

**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

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**WEB BANNER ACTIVITY**

<table>
<thead>
<tr>
<th>Month</th>
<th>Impressions</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>March – 2022</td>
<td>25,910</td>
<td>149</td>
</tr>
<tr>
<td>April – 2022</td>
<td>22,352</td>
<td>174</td>
</tr>
<tr>
<td>May – 2022</td>
<td>22,317</td>
<td>194</td>
</tr>
</tbody>
</table>
### SAMPLE STATS REPORT

**Profile Views**
- Total: 175851
- Company: 8408

**Website Clicks From Profile**
- Total: 24795
- Company: 1060

**Website Clicks from Buyer’s Guide**
- Total: 126444
- Company: 7185

**Website Click from Ad List**
- Total: 23309
- Company: 1028

**Clicks from Product Showcase**
- Total: 81775
- Company: 1722

**Website Click from Digital Magazine**
- Total: 40343
- Company: 1836

**On-line Buyers Guide Program**
- **Jun – 2022**: 6134
- **Jul – 2022**: 6582
- **Aug – 2022**: 7507

[www.vtcmag.com](http://www.vtcmag.com)
## PRINT AD SPECIFICATIONS

### STANDARD AD SIZE

<table>
<thead>
<tr>
<th>WIDTH*</th>
<th>DEPTH*</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE (BLED):</td>
<td></td>
</tr>
<tr>
<td>Bleed Size:</td>
<td>8.125 x 11.125</td>
</tr>
<tr>
<td>Trim Size:</td>
<td>7.875 x 10.875</td>
</tr>
<tr>
<td>Safety:</td>
<td>3/8 from trim on all sides</td>
</tr>
<tr>
<td>FULL PAGE (NON-BLED):</td>
<td>7 x 10</td>
</tr>
<tr>
<td>1/2 PAGE (NON-BLED):</td>
<td>4.5 x 10</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL:</td>
<td>3.375 x 10</td>
</tr>
<tr>
<td>1/3 PAGE HORIZONTAL: (NON-BLED):</td>
<td>7 x 4.875</td>
</tr>
<tr>
<td>1/4 PAGE (BLED):</td>
<td>2.1875 x 10</td>
</tr>
<tr>
<td>1/4 PAGE HORIZONTAL:</td>
<td>4.625 x 4.875</td>
</tr>
<tr>
<td>1/4 PAGE (NON-BLED):</td>
<td>3.5 x 4.875</td>
</tr>
</tbody>
</table>

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

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**PRINT AD RATES (EFFECTIVE JANUARY, 2022)**

<table>
<thead>
<tr>
<th>1 TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>9 TIMES</th>
<th>12 TIMES</th>
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</thead>
<tbody>
<tr>
<td>4 color</td>
<td>$6,200 Gross</td>
<td>$6,000 Gross</td>
<td>$5,550 Gross</td>
<td>$5,520 Gross</td>
</tr>
<tr>
<td>4 color</td>
<td>$4,900 Gross</td>
<td>$4,700 Gross</td>
<td>$4,500 Gross</td>
<td>$4,400 Gross</td>
</tr>
<tr>
<td>4 color</td>
<td>$2,990 Gross</td>
<td>$2,950 Gross</td>
<td>$2,800 Gross</td>
<td>$2,750 Gross</td>
</tr>
<tr>
<td>4 color</td>
<td>$2,200 Gross</td>
<td>$2,080 Gross</td>
<td>$2,020 Gross</td>
<td>$2,000 Gross</td>
</tr>
</tbody>
</table>

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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

Contact Gregg Hutchings for further information

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

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**VACUUM TECHNOLOGY & COATING’S BUSINESS STAFF**

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