



# MEDIA KIT 2025

REACH



BRANDING



MESSAGING



PROMOTIONAL  
PACKAGES



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

Joseph (Jay)  
Diepenbrock

Vladimir Dmitriev-  
Zdorov

Jason Ellison

Barry Katz

Hee-Soo Lee

Dr. Cathy Ye Liu

Alfred (Al) Neves

Istvan Novak

Prashant Pappu

Steve Sandler

Yuriy Shlepnev

Lambert (Bert)  
Simonovich

Larry Smith

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:



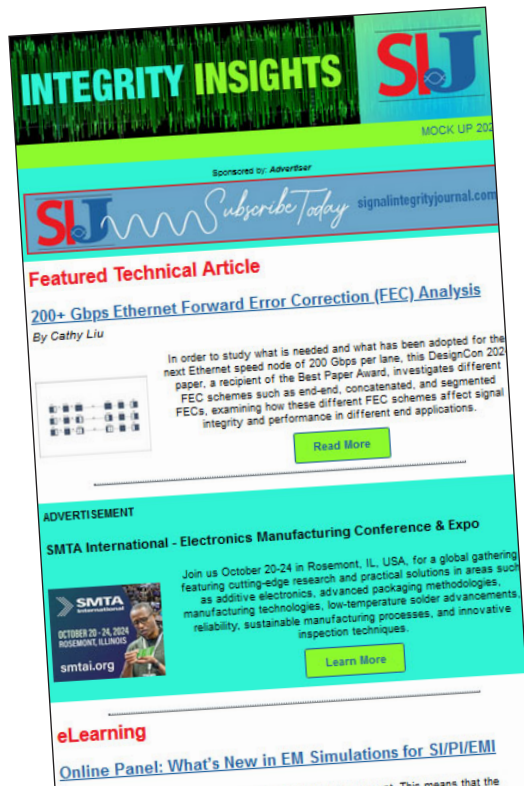
“We love working with SIJ. They consistently help us reach our core SI engineering audience with innovative and fresh marketing programs, tactics and collateral. The SIJ team is easy to work with, and they love to collaborate. That is a WIN/WIN in our book.”

**Danny Boesing,**  
**Product Marketing**  
**Director, Samtec**

# BRANDING

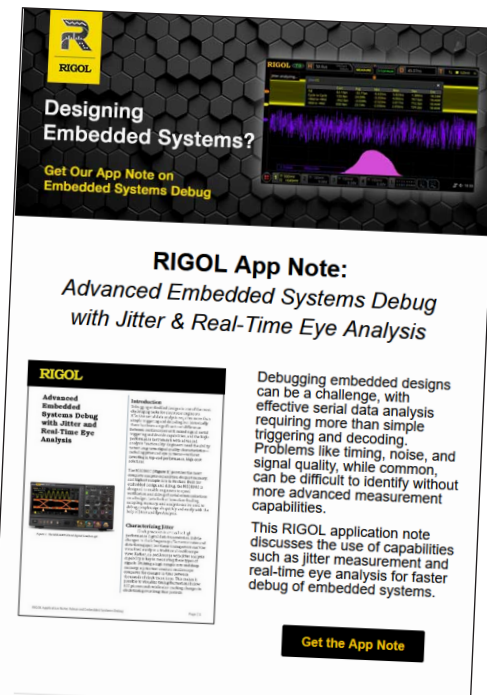
## Boost Branding with SIJ Integrity Insights Newsletter

- 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

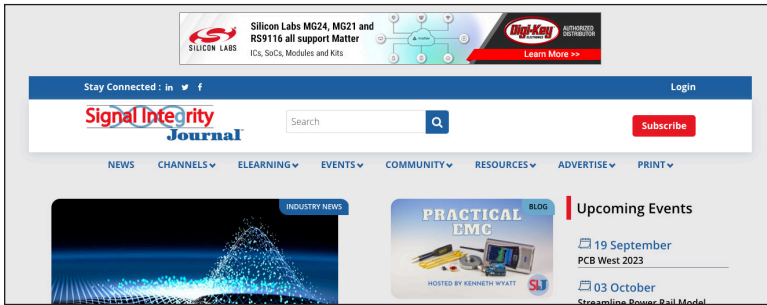
- Perfect for new product introductions, event presence promotions
- Provide HTML, SIJ delivers your message to targeted list of 10,000 subscribers
- Cost: \$2500 each



## 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





## 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

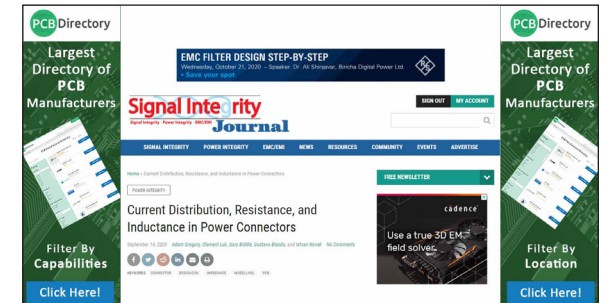


## Go BIG with Welcome or Wallpaper Ads

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



## Buyer's Guide Enhanced Listing

Your logo included in your listing

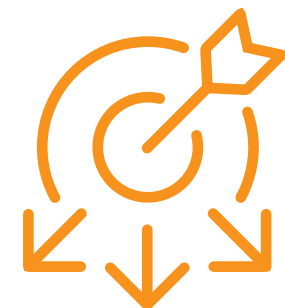
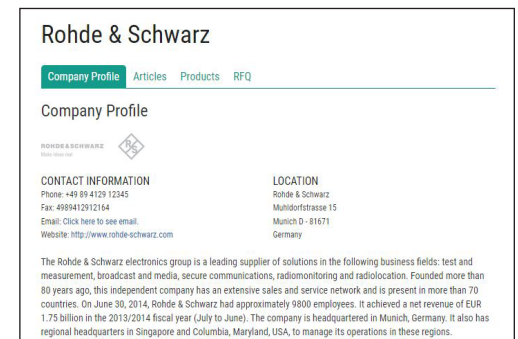
The ability to include images/image galleries, highlighting your product or service(s)

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.

<b>EBOOKS</b>	<p>Cost: \$5,000</p> 	<ul style="list-style-type: none"><li>• 2 dedicated emails</li><li>• Inclusion in 1 weekly email newsletter</li><li>• 1 month exposure on home page</li><li>• Social media postings on LinkedIn, targeted LinkedIn groups, Twitter and SIJ Facebook page</li><li>• Sales leads captured and delivered via email</li></ul>
<b>WHITE PAPERS</b>	<p>Cost: \$1,500</p> 	<ul style="list-style-type: none"><li>• Placement on the home page of signalintegrityjournal.com during 1st month</li><li>• Inclusion in the weekly newsletter</li><li>• Dedicated monthly email promo</li><li>• Archived in the eLearning/White Papers section of the SIJ website permanently</li><li>• Sales leads captured and delivered via email</li></ul>
<b>WEBINARS</b>	<p>Sponsor-Provided Content: Cost: \$4,000</p>  <p>SIJ-Provided Content: Cost: \$5,000 (Exclusive)</p>	<ul style="list-style-type: none"><li>• SIJ staff to moderate the webinar</li><li>• Promotion on signalintegrityjournal.com</li><li>• 2 dedicated email promos</li><li>• Promotion in Newsletters</li><li>• Sponsors logo on all promo material and presentation slides</li><li>• Ability to add up to 4 additional, customized registration questions</li><li>• Sponsors receive full contact information on all registrants</li></ul>

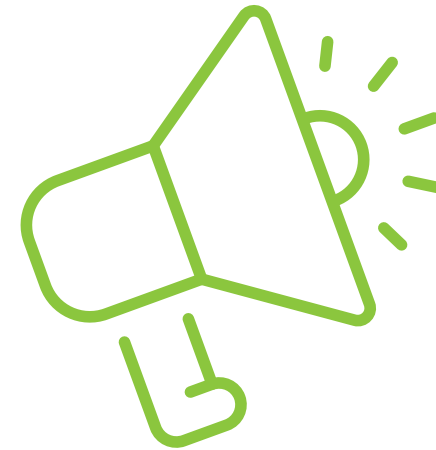
## SIJ Fundamentals Podcast Exclusive Sponsorship

- › 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](https://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**

# Sales Offices

## USA

### *Eastern and Central Time Zones*

#### **Michael Hallman**

National Sales Manager  
Tel: (301) 371-8830  
Cell: (781) 363-0338  
mhallman@horizonhouse.com  
NJ, Mid-Atlantic, Southeast, Mid-west, TX

#### **Susan Leppanen**

Northeastern Reg. Sales Mgr.  
Tel: (781) 619-1942  
Cell: (508) 887-6360  
sleppanen@horizonhouse.com  
New England, New York, Eastern Canada

### *Pacific and Mountain Time Zones*

#### **Brian Landy**

Western Reg. Sales Mgr.  
Tel: (831) 426-4143  
Cell: (813) 713-9085  
blandy@horizonhouse.com  
CA, AZ, OR, WA, ID, NV, UT, NM, CO, WY, MT, ND, SD, NE & Western Canada

## International

#### **Carl Sheffres**

Tel: (781) 619-1949  
csheffres@horizonhouse.com

### *Germany, Austria, and Switzerland (German-speaking)*

#### **Victoria and Norbert Hufmann**

victoria@hufmann.info  
norbert@hufmann.info

## ASIA

### *Hong Kong*

#### **Floyd Chun**

ACT International  
Tel: 86 137 2429 8335  
floyd@actintl.com.hk

### *China - Shanghai*

#### **Linda Li**

ACT International  
Tel: +86 136 7154 0807  
lindal@actintl.com.hk

### *China - Shenzhen*

#### **Annie Liu**

ACT International  
Tel: 135 9024 6961  
anniel@actintl.com.hk

### *China - Wuhan*

#### **Phoebe Yin**

ACT International  
Tel: +86 134 7707 0600  
phobey@actintl.com.hk

### *China - Beijing*

#### **Cecily Bian**

ACT International  
Tel: +86 135 5262 1310  
cecilyb@actintl.com.hk

### *Taiwan, Singapore*

#### **Simon Lee**

ACT International  
Tel: +852 28386298  
simonlee@actintl.com.hk

### *Korea*

#### **Jaeho Chinn**

JES MEDIA, INC.  
Tel: +82 2 481-3411  
corres1@jesmedia.com

### *Japan*

#### **Katsuhiko Ishii**

Ace Media Service Inc.  
Tel: +81 3 5691 3335  
amskatsu@dream.com