EDFA MAGAZINE

The quarterly publication on semiconductor failure analysis.

Electronic Device Failure Analysis™ (EDFA™) is a quarterly technical resource for the modern failure analysis professional. Each full color issue features technical articles, microelectronics failure analysis trends, products and announcements, case studies, and more. EDFA is the primary member benefit for the Electronic Device Failure Analysis Society (EDFAS), an ASM Affiliate, and has an audience of over 1,000 industry professionals.

ADVERTISE IN EDFA

Specific areas of topic coverage include: system level analysis, circuit editing, die level fault isolation, optical techniques, package-level analysis, sample preparation, yield enhancement, metrology and materials analysis, optoelectronic devices, circuit edit techniques, SPM techniques, MEMS, and nanotechnology analysis.

Take advantage of our cost-effective and efficient way to reach this highly targeted group of industry leaders.

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Cover placement is available, pricing varies.

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EDFA 2022 EDITORIAL CALENDAR

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EDFA eNEWSLETTER

A monthly newsletter from the Electronic Device Failure Analysis Society (EDFAS).

EDFA eNews is the monthly newsletter from ASM International and EDFAS which covers the latest news from the failure analysis industry, developments in products and equipment, event information, and more. The audience of EDFA eNews consists of over 4,500 EDFAS members and other subscribers who want product information on failure analysis equipment and services.

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: $1,375 PER EDFA eNEWS

Only ONE primary sponsorship is available for each EDFA eNews – which means your message stands out. Your large format rectangle is featured prominently “above the scroll” on the eNews, and also includes a “sponsored by” byline that includes your company or product name.

AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 640 x 200 px) and provide a URL for clickthroughs.

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REACHING THE RIGHT PEOPLE IS THE FIRST STEP IN CLOSING THE DEAL.

ASM International delivers the best opportunities for suppliers of products and services to reach the 20,000+ ASM members and other decision makers in the materials science industry. ASM offers a full suite of advertising, promotional, and face-to-face opportunities for modern marketers. ASM products continue to meet the high standard for editorial quality and integrity that our readers and members have come to expect.

Whether it is online, in print or at the show, your company can benefit from association with the well-known and established ASM brand.

More information is available online at asminternational.org/access.

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EDFAS SOCIETY SPONSORSHIP OPPORTUNITIES

AN ONLINE COMMUNITY FOR THE ELECTRONIC DEVICE FAILURE ANALYSIS SOCIETY

Sponsoring the Electronic Device Failure Analysis Society is the best way to reach EDFAS members and electronic device failure analysis professionals. Sponsorships for this website are available each month, allowing you to reach an audience of influential semiconductor failure analysis professionals.

FEATURED SPONSOR AD

TOTAL SITE SPONSORSHIP PACKAGE: $1,575 PER MONTH
Promote your company or product on the EDFAS website with a logo placement – there’s no better way to promote identity than on top level pages of a targeted site. In addition, featured ads are a dynamic and highly visible way to place your message in front of your audience on the pages they visit most. Being a featured sponsor is an excellent choice for both branding and direct response campaigns. ASM Affiliate society site sponsorships are extremely limited and highly exclusive – book your space today!
AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 225 x 187 px) and provide a URL for clickthroughs.

MONTHLY STATS

AVERAGE MONTHLY USERS: 3,100+
AVERAGE MONTHLY PAGEVIEWS: 9,500+
The EDFAS online community is a central location for electronic device failure analysis professionals to learn, grow, and connect virtually. Home to the hundreds of influential EDFAS members who work in the semiconductor electronic device fields, this site attracts thousands of visitors per month and includes the best news, events and technical articles on this specialized topic.

TARGETED EMAILS

REACH YOUR IDEAL AUDIENCE THROUGH ASM’S EMAIL LIST.
Sending your customized email to ASM’s highly targeted distinguished audience will help increase your reach and provide your sales team with leads who are the most interested in your offering. ASM is a well-respected society that engineers, metallurgists, scientists, and engineering managers trust to provide them with the latest advancements in the field of materials science. Don’t miss your opportunity to connect with these decision makers and industry influencers.
PRICING IS BASED ON TARGETED SIZE.

EMAIL GUIDELINES:
• HTML that is no more than 640 pixels wide.
• Subject line.
• Preheader if possible. A preheader is a secondary subject line and will appear in smart phone menus as well as new versions of Outlook.

EMAIL TIPS:
• Avoid using java script or linking to external style sheets, or style sheets that are part of a web site.
• Use inline styles instead of external styles.
• HTML emails render differently in different email clients. Keep the HTML simple.
• Avoid using images with big file sizes.
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