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.

EDFA 2024 EDITORIAL CALENDAR

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<tr>
<th>ISSUE</th>
<th>FOCUS</th>
<th>AD CLOSE</th>
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<tr>
<td>FEBRUARY</td>
<td>Multi-modal Microscopy; Laser Voltage Probing; Scanning Thermal Microscopy for Localizing Defects; and Advanced Characterization using Atom Probe Tomography</td>
<td>DEC. 3</td>
</tr>
<tr>
<td>MAY</td>
<td>4D STEM; Failure Analysis of Batteries; TEM Analytic Techniques; and Thinning and Polishing Warped Die</td>
<td>MARCH 4</td>
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<tr>
<td>AUGUST</td>
<td>Atomic Force Microscopy; Minimizing Electrostatic Discharge during Sample Prep; Low-Frequency Noise Characterization for Integrated Devices; and Delayering Techniques</td>
<td>JUNE 3</td>
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<td>NOVEMBER</td>
<td>ISTFA 2024 50th Anniversary Special Show Issue Bonus Distribution Included in all registration bags.</td>
<td>SEPT. 10</td>
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EDFA ADVERTISING RATES

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<thead>
<tr>
<th>SIZE</th>
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<tr>
<td>2-PAGE SPREAD</td>
<td>$3,500</td>
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<tr>
<td>FULL PAGE ADVERTORIAL</td>
<td>$3,000</td>
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<tr>
<td>FULL PAGE</td>
<td>$2,800</td>
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<tr>
<td>1/2 PAGE</td>
<td>$1,500</td>
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<tr>
<td>1/4 PAGE</td>
<td>$1,000</td>
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<td>1/10 PAGE</td>
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</table>

Cover placement is available, pricing varies.

Additional discounts will apply to advertisers running in all 4 issues.

For pricing, contact: advertise@asminternational.org

TO ADVERTISE IN EDFA, CONTACT: advertise@asminternational.org
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Our audience of highly engaged materials professionals is listening. Advertorials give marketers the opportunity to tell their story in a longer format than a traditional advertisement. The Electronic Device Failure Analysis Society’s flagship technical magazine, EDFA, makes sharing your story both easy and extremely effective. Discreetly labeled as “sponsored content,” your company can highlight its capabilities and points of difference, share a customer success story, or provide a detailed application example. All we need is 500 words, your logo, and a couple of images and captions. Our editorial and design team will create the layout and then return it to you for review and approval. Advertorial materials are due one week before ad close date. advertise@asminternational.org.

ADVERTORIALS ARE AN IDEAL WAY TO SHOWCASE:
• Interesting case studies
• Customer success stories
• Uniqueness of your products or services
• Historical profile of your company
• New capabilities and services
• Future plans and direction of your organization

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ASM has several ways to advertise your classified ads.

EDFA Magazine
• Advertise your open position, used equipment or general information within EDFA Magazine. Please contact us for specs and pricing.

ASM CareerHub
• Post your job or internship listing using the ASM CareerHub. This is an online, self-service model that allows you to select your package directly online. Visit the CareerHub at careercenter.asminternational.org/employer-offers.

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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 4,000 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.

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

**PRODUCT SPOTLIGHT: $950 PER EDFA eNEWS**

Submit 75 words and one image for a Product Spotlight, which is a great way to highlight new products and company updates.

**AD REQUIREMENTS:** Submit 75 words; one image (TIFF or JPEG); and provide a URL for clickthroughs.

**VIDEO SPONSORSHIP: $1,375 PER EDFA eNEWS**

Capture the attention of your buyers through video with the ASM International / EDFAS Sponsored Video Showcase. The video sponsorships are the number one clicked item within each newsletter.

**AD REQUIREMENTS:** Submit a video title and 75 words; one image (TIFF or JPEG - we will design this image to be 640 x 200 px); and provide a video URL for clickthroughs.

**TILE ADVERTISEMENT: $725 PER EDFA eNEWS / $8,000 FOR EVERY ISSUE IN 2024 (12 ISSUES)**

Increase your brand awareness with a tile ad. Submit a 300 x 185 px image and a URL for clickthroughs.

**AD REQUIREMENTS:** Submit one image (TIFF or JPEG - dimensions: 300 x 185 px) and provide a URL for clickthroughs.

As an exclusive sponsor of EDFA, you can promote yourself in a large format position through text, a direct link to your website, and your company name – and we provide full tracking statistics.

Your ad will be viewed by Electronic Device Failure Analysis Society members, some of the most knowledgeable and influential people in the industry.

A smart, strategic way to align your product with a highly reputable and credible source of information and industry news.

TO ADVERTISE IN EDFA, CONTACT:
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EDFAS SPONSORSHIP OPPORTUNITIES

AN ONLINE COMMUNITY FOR THE ELECTRONIC DEVICE FAILURE ANALYSIS SOCIETY

Sponsoring the Electronic Device Failure Analysis Society community site 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.
- We recommend avoiding animated gifs. Many email clients do not render animations.

TO BECOME AN EDFAS SPONSOR, CONTACT:
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Staying current is key to staying relevant, so ASM Conferences and Expositions cover the latest trends and developments in industries like heat treating, thermal spray, shape memory alloys, aerospace materials and more.

**AEROMAT** **MARCH 12 – 14, 2024 | CHARLOTTE, NC**
AeroMat focuses on innovative aerospace materials, fabrication and manufacturing methods that improve performance, durability and sustainability of aerospace structures and engines with reduced life-cycle costs.

**HEAT TREAT MEXICO** **APRIL 9 – 11, 2024 | QUERETARO, MEXICO**
Heat Treat Mexico is powered by the strength of the ASM Heat Treating Society, ASM Mexico Chapter, and the organizers of Heat Treat North America. This conference and expo will showcase heat treating resources, programming and technology for the emerging markets in Mexico.

**ITSC** **APRIL 29 – MAY 1, 2024 | MILAN, ITALY**
ITSC is the world’s foremost international conference and exhibition for thermal spray technologists, researchers, manufacturers, and suppliers. This conference rotates between North America, Europe, and the Pacific Rim and is organized by the ASM Thermal Spray Society, the German Welding Society (DVS), and iiw.

**SMST** **MAY 6 – 10, 2024 | CASCAIS, PORTUGAL**
The International Conference on Shape Memory and Superelastic Technologies (SMST) is the leading worldwide conference and exposition for the shape memory and superelastic technologies and is highly focused on the manufacturing and application of shape memory materials.

**NORTH AMERICAN COLD SPRAY CONFERENCE** **SEPTEMBER 10 – 11, 2024 | BOUCHERVILLE, CANADA**
The North American Cold Spray Conference is a biennial gathering hosted by the ASM Thermal Spray Society. This event serves as a dynamic platform for professionals from diverse backgrounds, including industry, government, and academia, to come together and gain invaluable insights into the rapidly evolving field of cold spray technology. Renowned experts from around the world converge to share their expertise, unveiling the latest advancements, innovative applications, and groundbreaking research.

**IMAT** **SEPTEMBER 30 – OCTOBER 3, 2024 | CLEVELAND, OH | CO-LOCATED WITH IFHTSE WORLD CONGRESS**
IMAT is ASM’s annual event, is the only targeted event on advanced materials, applications and technologies in key growth markets that will have a focus on economic trends and business forecasts. The event will include a diverse group of materials experts, including the ASM Programming Committees, AeroMat Committee, and all six of ASM’s Affiliate Societies, who are heavily involved in building the technical symposiums, which will have a strong focus on real-world technologies that can be put to use today. Co-located with IFHTSE World Congress.

**IFHTSE WORLD CONGRESS** **OCTOBER 1 – 3, 2024 | CLEVELAND, OH | CO-LOCATED WITH IMAT**
The IFHTSE World Congress is a global conference focused on heat treatment and surface engineering, bringing together experts and professionals from around the world to exchange knowledge and insights in these fields. The 2024 congress revolves around the theme “Innovations in Heat Treatment and Surface Engineering for a Sustainable Future.” Emphasizing the critical role of these technologies in shaping a sustainable world, the event will explore the latest developments, breakthroughs, and practices that can enhance the efficiency, performance, and environmental impact of heat treatment and surface engineering processes. In addition, traditional heat treating topics will be offered.

**10TH INTERNATIONAL CONFERENCE ON ADVANCES IN MATERIALS, MANUFACTURING & REPAIR FOR POWER PLANTS** **OCTOBER 15 – 18, 2024 | BONITA SPRINGS, FL**
The Electric Power Research Institute (EPRI) is pleased to continue its partnership with ASM for its 10th Advances in Materials Conference building on EPRI’s initial event in 1987 and rotating between the UK, Europe, North America, and the Pacific. The 2024 Conference will cover the latest advancements in materials, manufacturing, and repair for conventional thermal power generation.

**ISTFA** **OCTOBER 28 – NOVEMBER 1, 2024 | SAN DIEGO, CA**
ISTFA is the only North American event devoted to the semiconductor, electronic sample preparation, and imaging markets. ISTFA offers the best venue for failure analysts and the FA community for sharing challenges and acquiring the technical knowledge and resources needed to take them on. The event is part of ASM’s Electronic Device Failure Analysis Society.

FOR EVENT ADVERTISING OPPORTUNITIES, CONTACT:
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