

Fabtech.org was first launched in 1996. Its re-launch in 2005 and program of investment since has ensured it has become the fastest growing website in the semiconductor industry. Presenting the latest news, reviews and analysis, Fabtech.org has become the indispensable portal for professionals in the semiconductor industry.

## Daily - Weekly - Quarterly: Specialist Semiconductor

Daily industry news and our opinion-forming blogs empower industry professionals to make key decisions about new tool orders and to better understand the opportunities and pitfalls of the semiconductor marketplace. Our extensive archive of technical white papers attracts senior professionals from the industry to consistently reference our site. The article search function is consistently the 5th most visited area of the site.

## Highly Targeted Audience

Our industry news coverage attracts a mix of senior executives; process, line and tool engineers; production, fab and technical managers; VPs of operations, technology and R&D; and also attracts a high level of interest from the investor and analyst community.

Geographically, 52% of our traffic comes from the U.S., followed by the major manufacturing centers of Taiwan, Japan and Singapore.



## Advertising & Sponsorship

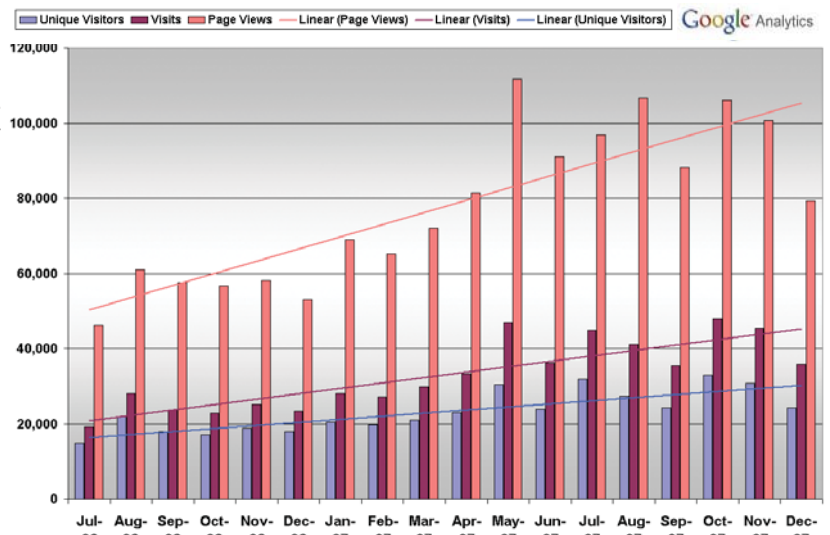
This highly targeted audience can be reached very cost effectively through the Fabtech.org platform, 365 days a year, via a combination of banners, skyscrapers, newsletters and white papers.

The home page attracts the largest number of unique visitors and page views month-on-month. We offer a range of banner opportunities to ensure you gain instant awareness and high click-through rates (CTR).

## Return On Investment – Traffic

Visitor levels for 2007 came to 452,466 in total for the year, while our pageview level passed the million mark, coming in at 1,067,953. Receive monthly traffic reports using statistics from the independent Google Analytics. Access daily statistics for your campaign using our tracking system. We encourage you to update your banner as often as we update our news – daily.

## UV & PV Trend Line Growth for 2007

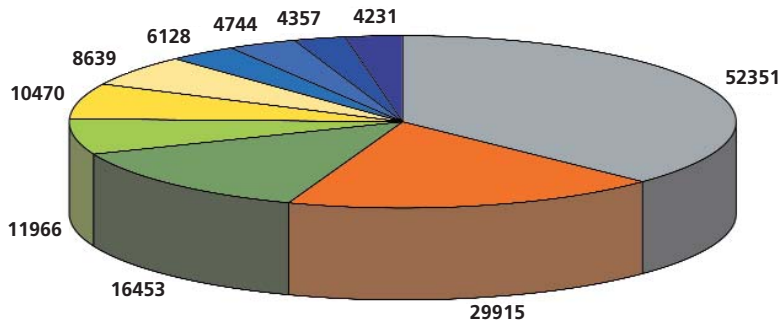


# Strategic and Tactical

## Major Traffic Sections 2H07 (Unique Views)

■ Home Page
■ Blog Section
■ News Section
■ Search Page
■ Fab Management Section

■ Journal Section
■ Wafer Processing Section
■ Recruitment Section
■ Cleanroom Section
■ Lithography Section



We can help you place your banner advertisements on the key parts of the site that suit your needs. Gain mindshare by displaying your brand on the popular home, blog and news pages that will generate over 110,000 impressions every month. Brand your company to this audience using our weekly newsletter. Market particular products in the technical sections and around our renowned product briefings to attract click-throughs from senior engineers.

# The easy stuff...

## Advertising Rates

### Home-, news- or blog-page advertising

#### 6-month rate (per section)

Leaderboard	£8,000
Skyscraper	£7,000
Horizontal	£6,000
Vertical	£4,000

#### 12-month rate (per section)

Leaderboard	£15,000
Skyscraper	£12,000
Horizontal	£10,000
Vertical	£7,500

Rotates with a maximum of 3 other banners.

### Section advertising

#### 6 month rate

Leaderboard	£5,000
Skyscraper	£4,000
Horizontal	£3,500
Vertical	£3,000

### Section sponsorship

**2 x leaderboard fixed banners** on the section of your choice (one top and one bottom of the page)

**1 x horizontal fixed banner** in the middle of your chosen section page

**1 x vertical banner** within the section that also rotates on individual news stories (rotates with a maximum of 3 other banners)

**6 month rate £7,000**

**12 month rate £12,000**

#### 12 month rate

Leaderboard	£9,000
Skyscraper	£7,000
Horizontal	£6,000
Vertical	£5,000

Rotates with a maximum of 3 other banners.

## Newsletter sponsorship

Our weekly newsletter reviews the biggest and best stories of the week, coupled with updates of new and exciting features found on our website.

It provides a direct marketing tool for companies that want to add more of a personal touch to their advertising campaigns.

Click-through banner space is provided in three locations on the newsletter for prominent exposure. Monthly rates through to yearly sponsorships are available.

#### Top Banner

468 pixels x 60 pixels  
3 months £4,500 6 months £7,500

#### Top Side Banner

120 pixels x 600 pixels  
3 months £4,500 6 months £7,500

#### Bottom Side Banner

120 pixels x 600 pixels  
3 months £3,500 6 months £6,000

#### Bottom Banner

468 pixels x 60 pixels  
3 months £3,500 6 months £6,000

Newsletter Banners may be provided in the following formats: JPG, GIF or Animated GIF

## Production requirements



Leaderboard rotating banner  
728 pixels x 90 pixels



Skyscraper  
160 pixels x 470 pixels

Vertical banner  
120 pixels x 240 pixels

Horizontal banner  
468 pixels x 60 pixels



Banners should be supplied in the following formats:

**.jpg, .gif or animated.gif.**

Flash banners are also accepted, but we will need to check them to ensure that we can track the banner's clicks.

**The maximum file size per banner is 50k.**

Please ensure you supply in the correct dimensions:

Leaderboard: 728 pixels x 90 pixels  
Horizontal: 468 pixels x 60 pixels  
Skyscraper: 160 pixels x 470 pixels  
Vertical: 120 pixels x 240 pixels

Contact our team today about advertising and sponsorship opportunities available on the site.

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