

## Advertising Rates

### Run of Site Program

The Run of Site Program (ROS) includes a big skyscraper, or skyscraper ad, which rotates on eleven top-level pages on semi.org and PVGroup.org for all regions. Includes: Home, About, Press, Advocacy, Market Information, Events, Tradeshows, Standards, Membership and Store.

ROS Ad Frequency	SEMI Member Rate Cost Per Month		Non-Member Rate Cost Per Month	
	Big Skyscraper	Skyscraper	Big Skyscraper	Skyscraper
1 Month	\$2,900	\$1,900	\$4,000	\$2,600
3 Months	2,600	1,600	3,600	2,200
6 Months	2,400	1,200	3,400	2,000
12 Months	2,200	1,000	3,000	1,600

### Expositions Program

The SEMI Events and Tradeshows pages provide an ideal forum for reaching and educating the industry's most active participants prior to their attending SEMICON®, SOLARCON®, FPD and other regional SEMI events.

#### SEMICON shows

China Europe Japan Korea Russia  
Singapore Taiwan West

#### Other shows

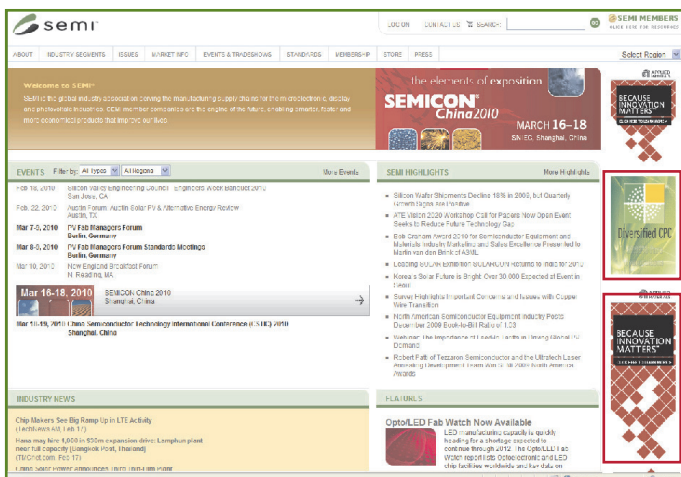
FPD China SOLARCON China SOLARCON India  
LEDKorea PVJapan

SEMI Member Rate Cost Per Month		Non-Member Rate Cost Per Month	
Big Skyscraper	Skyscraper	Big Skyscraper	Skyscraper
\$4,800	\$2,700	\$6,700	\$3,700

### E-Newsletters—SEMI Global Update and PV Grid

Delivered once a month to over 75,000 SEMI members and contacts these email newsletters contain news articles, SEMI, PVGroup and industry event information; updates on industry advocacy efforts; standards updates and more.

Ad Frequency	SEMI Member Rate Cost Per Month		Non-Member Rate Cost Per Month	
	Text Ad	Skyscraper	Text Ad	Skyscraper
1 Month	\$1,700	\$1,400	\$2,300	\$1,700
3 Months	1,500	1,200	2,100	1,500
6 Months	1,300	1,000	1,800	1,400



www.semi.org homepage

### Web Ad Specifications:

**Big Skyscraper:** 120 pixels (w) x 400 pixels (h)

**Skyscraper:** 120 pixels (w) x 180 pixels (h)

**Maximum File Size:** 15K accepted in GIF or swf format only. Flash ad instructions listed on separate datasheet. Provide the URL for the ad link.

### E-Newsletters Specifications:

**Skyscraper:** 120 pixels (w) x 180 pixels (h). GIF format only.

### Text Ad:

**Format:** Microsoft Word file.

**Title Size:** 45 characters including spaces.

**Body Text Size:** 35-40 words or approximately 215 characters including spaces.

Provide the URL for the ad link.

<b>Sales or Questions</b> SEMI Sales Marlene Sibley msibley@semi.org Tel: 1.408.943.6988	<b>Submit Materials to:</b> Thomas Viano tviano@semi.org
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**Advertising Deadlines:** Ads will be posted within 72 hrs. of receipt and approval.

### Use of SEMI Terms

SEMI®, SEMICON® and SOLARCON® are registered trademarks of Semiconductor Equipment and Materials International (SEMI) in the United States and other countries. Please be sure to use the correct spelling and formatting of SEMI and SEMICON—all letters are capitalized in both names. The registered trademarks are required with only the first appearance of each name. All ads are subject to approval by SEMI advertising department.

### Ad Tracking System

The SEMI website, www.semi.org, utilizes the ZEDO Trafficking and Reporting System to provide reporting specific to your ad campaign. Each advertiser will be provided with a password and user name for 24/7 access to performance numbers.

### Web Traffic Reports

The SEMI Web site uses tools provided by Google Analytics to report traffic data and to analyze site usage.

Skyscraper  
120 pixels (w) x  
180 pixels (h)

Big Skyscraper  
120 pixels (w) x  
400 pixels (h)