



2020 Information Display

Media Guide

ID
information display

WILEY

SID Members...Your Customers, a Global Audience

5,000+ SOCIETY MEMBERS WORLDWIDE

5,000 TO 6,000 *INFORMATION DISPLAY* SUBSCRIBERS

The SID Audience:

Manufacture/Provide Products That Incorporate Displays	%
Consumer electronics (TV receivers, stereos, appliances, etc.)	19.8
Transportation vehicles/components (automotive, aerospace, rail, boats, etc.)	18.3
Computers, tablets, etc.	18.0
Digital signage	16.8
Communications/telephone products, systems	15.6
Medical imaging/electronic equipment	15.6
Test, measurement, instrumentation equipment	15.1
Navigation, guidance equipment/systems	13.1
Military equipment, systems	12.8
Industrial controls, systems, equip., robotics	12.3
Cinema, projection systems	9.9
Gaming equipment	9.6
Television broadcast systems or equipment	7.7
Office/business machines	6.9
Printing, reproduction, color systems	5.9
Manufacture Components/Hardware/Subassemblies/Equipment	%
Display components, hardware, subassemblies	54.8
Consulting services	18.5
Display manufacturing equipment	12.1

On average, the organizations reached through *Information Display* perform the following:

- Manufacture display components or materials sold to other organizations to integrate into their displays (35%)
- Conduct display-related research (27%)
- Manufacture products containing displays that are resold by resellers/retailers/distributors to end-users (23%)

Job Functions of the *Information Display* Audience:

Management	52.6
R&D/science/engineering/design/development/QA	23.4
Corporate/general management (owner, chairman, pres., EVP, GM, CFO, VP, etc.)	16.3
Sales/marketing	6.6
Other staff members	1.7
Manufacturing/production	0.7
Systems integration	0.5
Finance/purchasing	0.2
Professional Staff	46.1
R&D/science/engineering/design/development/QA	38.5
Sales/marketing	6.6
Other staff member	1.7
Systems integration	1.0
Manufacturing/production	0.7
Finance/purchasing	0.5

**PROMOTE YOUR PRODUCTS AND SERVICES
TO A MARKET WORTH \$100 BILLION ANNUALLY**

Our Audience

Information Display is read by the top scientists, engineers, corporate researchers, and business professionals of the display industry. Our 5,000 electronic display design, development, and engineering members from across the electronic information display industry are the influencers and decision-makers who represent their organizations.

Members share their issue of **Information Display** magazine with **20 colleagues on average**.

**100K
Global Reach**



refer to **Information Display** as a buyer's guide when making a buying decision



read the ads and respond to a call to action placed by advertisers in **Information Display**



saved an advertisement or an article for reference



respond to advertising in the **Information Display** E-Newsletter



Information Display is the official publication of the Society for Information Display and the premier source of information for anyone involved with the development of electronic displays, display components and materials, or display-related products.

With an audience located in more than 60 countries worldwide, the magazine offers strong penetration in key markets such as Korea, Taiwan, Japan, and the United States.

Unparalleled Editorial Coverage

Information Display examines the scientific and engineering aspects of display systems and their applications as well as the business and commercial developments that shape them. Coverage includes "big picture" topics that are indispensable to anyone in the field of displays.

- **Frontline Technology** covers the technologies at the forefront of research and development that may become tomorrow's solutions. The section details system requirements, performance measurements, processes and configurations, and technical capabilities.
- **Applications** tells product designers and manufacturers what they need to know about the application of a display technology to get more out of their display product integration.
- **Marketplace** explores display business trends and brings readers into conversation with display business leaders.
- **Enabling Technology** examines the industry trends that may have a meaningful impact on the future of displays and how they are used.

Also included are industry and society news that chronicle events and developments in the display industry and content on developing careers in the field.

Industries in which the audience of **Information Display** works:

- | | |
|--------------------------|---|
| Automotive | Mobile Phones, PDAs, E-Readers & Ultra Mobile PCs |
| Avionics & Aeronautics | Mapping & Geological |
| Cinema & Projection | Medical |
| Communications | Military & Space |
| Computers | Television |
| Digital Signage & Retail | Transportation |
| Gaming | Wearables |
| General Lighting | |
| Industrial | |

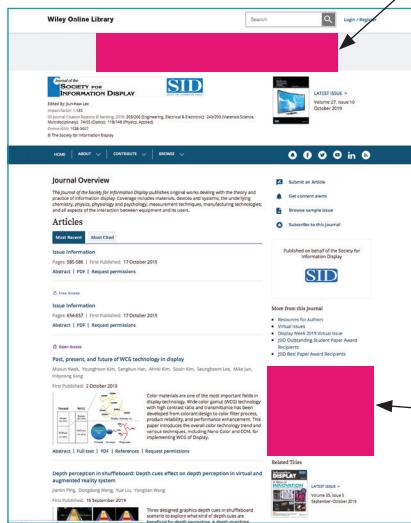
THE MOST IMPORTANT DISPLAY RESOURCE ON THE WEB

Online Opportunities

Banner Advertising

www.InformationDisplay.org, the online home of **Information Display**, is a dynamic, vital, and growing part of the industry-leading coverage for which **Information Display** is known.

With news and analysis from the display industry updated frequently, web-exclusive content that can't be found anywhere else, and the display industry's most comprehensive searchable archive of cutting-edge technology features, **Information Display** Online is the go-to online resource for display professionals throughout the world. In 2020, look for even more web-exclusive content, including our daily Display Week blogs.



Leaderboard
728 x 90, max.
size: 39 KB
File types: GIF,
PNG, JPG

Sole Sponsorship
for 30 days
\$2,890 NET

Shared Sponsorship
\$2,200 NET per month

MPU Banner
Sole Sponsorship
for 30 days
300 x 250
size: 39 KB
File types: GIF,
PNG, JPG

**\$2,200 NET
for 30 days**

Information Display Newsletter

Each month, the editors of **Information Display** assemble articles about new products, new technologies, and industry developments for the e-newsletter. An engaged audience consisting of opt-in readers delivers increasingly high open rates each issue. Need to get the word out on something new? Put your message here—great rates!

25,000+ opt-in subscribers

High visibility, guaranteed delivery



Box Banner
188 x 251, max.
size: 39 KB
File types: GIF,
PNG, JPG

\$1,500 NET per deployment

Our electronic Table of Contents (eTOC) alerts are distributed directly to readers when each new issue of the magazine drops. Put your brand directly in the path of our audience as they click through to editorial content.

Leaderboard
728 x 90px (Desktop),
320 X 50 (Mobile)
Files: JPG or non-animated
GIF, 30 Kb max

MPU (Upper)
300 x 250px
Files: JPG or non-animated
GIF, 30 Kb max

MPU (Upper)
300 x 250px
Files: JPG or non-animated
GIF, 30 Kb max

Product Spotlight
8 word headline, 60 word
paragraph, image 150 x
150px, low-res 72 x 96 dpi

Custom E-Newsletter

A custom e-newsletter is an email communication in newsletter format with a statement of intent along with links to selected publication articles. The article links contain unlocked content that will be accessible to all ***Information Display*** professionals.

Essential Knowledge Briefings

An *Essential Knowledge Briefing* (EKB) is a 30-40 page eBook developed by ***Information Display*** and sponsored by a single company. EKBs feature a combination of original and repurposed content, and can include educational information about your product or service.

EKB promotions:

- HTML ads for email blasts
- Banner ads on ***Information Display*** webpages and relevant Wiley industry journals
- Social media announcements on Facebook and Twitter pages as well as ***Information Display*** web pages. For more information, go to: www.essentialknowledgebriefings.com

Webinars

Information Display Webinars

Let ***Information Display*** Webinars provide YOUR target audience with a dynamic and interactive webcast for discussing the industry's timely and compelling issues.

Promotions across all Platforms

- PRINT: Event promotion within ***Information Display*** magazine
- E-MAIL: Invitations sent to the ***Information Display/SID*** audience
- E-NEWSLETTER: Event promotion within ***Information Display's*** e-newsletter
- ONLINE: Archived webinar sessions

LEAD GENERATION

Customized lead reports including all registrants

TECH SUPPORT

Webinar hosting and support

EXPERT MODERATOR

Contact your Account Manager for Pricing

The image shows the front cover of an eBook. At the top left is the logo for 'Essential Knowledge Briefings'. To the right of the logo, the letters 'SID' are prominently displayed. Below the logo is a large, vibrant pink lotus flower. At the bottom left, the text reads 'Ensuring Quality in the Next Automotive Display Generation'. At the bottom right is the logo for 'RADIANT VISION SYSTEMS'.

Information Display can elevate marketers' brand awareness and generate quality leads through our customized projects. Let's discuss partnership opportunities that will drive successful results!

Print Ad Rates and Specifications

2020 Print Advertising Rates

All rates are NET for 4-color ads

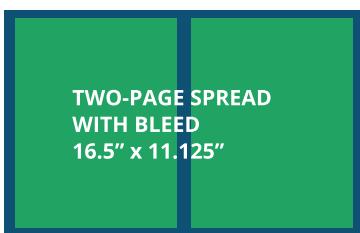
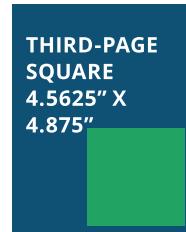
	1x	3x	6x
Spread	\$8,700	\$8,400	\$7,775
Full Page	\$4,470	\$4,160	\$3,705
1/2 Page	\$2,445	\$2,210	\$1,975
1/3 Page	\$2,245	\$1,460	\$1,345
1/4 Page	\$1,640	\$1,275	\$1,150

Print Specifications



Cover Advertising Rates

	1x	3x	6x
Cover 2	\$5,340	\$4,770	\$4,580
Cover 3	\$5,123	\$4,665	\$4,326
Cover 4	\$5,560	\$5,065	\$4,580
1/3 Page	\$2,245	\$1,460	\$1,345
1/4 Page	\$1,640	\$1,275	\$1,150



Inserts

All inserts at regular earned space rates.

Back-up of a single-page insert is \$500.

Back-up of a 2-page spread insert is \$750.

Inserts of 8 pages or more: Special discounts available – contact sales staff.

Advertisers will be short rated 50% for unfulfilled insertions contracted within time period.

Magazine trim size: 8.125" x 10.875"

Bleed: No additional charge.

Volume/Issues	Issue Cover Date	Closing Date	Materials Due
36:1	January/February 2020	12/16/19	12/20/19
36:2	March/April 2020	2/17/20	2/24/20
36:3	May/June 2020	4/6/20	4/13/20
36:4	July/August 2020	6/15/20	6/22/20
36:5	September/October 2020	8/17/20	8/24/20
36:6	November/December 2020	10/15/20	10/22/20

2020 Print Advertising File Requirements

Preferred: Adobe PDF file with 300 dpi

For Quark, InDesign, Adobe Illustrator, etc., provide fonts, linked art, and linked photographs in CMYK eps or tiff format.

For best image quality, provide 300 to 350 dpi resolution in CMYK

Color proof required to assure suitable reproduction



CONTACT US

PRINT AND E-MEDIA MARKETING

Dan Nicholas

Associate Director
Manager, Sciences, Corporate Sales
P: 716-587-2181
E: dnicholas@wiley.com

Wiley is a world leading publisher of academic, scientific and professional information, and the world's largest society journal publisher. Wiley has a rich source of essential content, including a large portfolio of peer-reviewed journals serving the knowledge ecosystem in science and engineering.

EDITORIAL

Stephen Atwood

Executive Editor
E: satwood@sid.org

We develop unique, custom projects, linked to our massive collection of scholarly publications on Wiley Online Library, a global resource that includes over 4 million articles from 1,500 journals. Through our extensive range of professional publications, we support your marketing and customer engagement strategies, and maximize the impact of your brand.

Nicole Saunders

Managing Editor
E: nsaunders@wiley.com

www.InformationDisplay.org

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