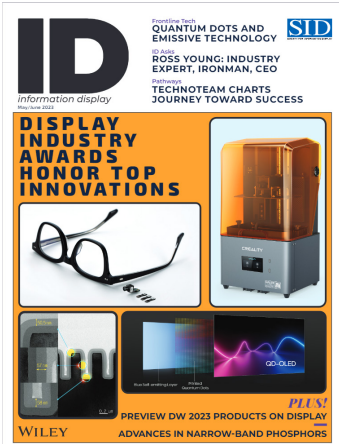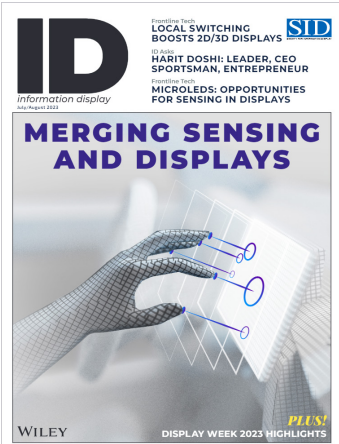# WILEY

SOCIETY FOR INFORMATION DISPLAY

Information Display

MEDIA GUIDE 2024

MEDIA GUIDE

SID Members: Your Customers, a Global Audience

6,200+ 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, equipment, 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, president, 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
Manufacturing/production	0.7
Finance/purchasing	0.5

Our Audience

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

Information Display is read by the top scientists, engineers, corporate researchers, and business professionals of the display industry. Our 6,200+ 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

90% refer to *Information Display* as a buyer's guide when making a buying decision

87% read the ads and respond to a call to action placed by advertisers in *Information Display*
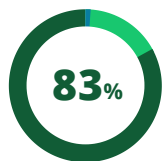
83% saved an advertisement or an article for reference

Information Display is the official magazine of the Society for *Information Display*, and since 1964, it has been the premier educational source for anyone who designs, makes, sells, buys, or integrates displays. Displays are the face of nearly every commercial electronic product available today, and *Information Display* chronicles the developments in research and business that shape them.

With an audience located in more than 60 countries worldwide, the magazine offers strong penetration in key markets such as Korea, Taiwan, Japan, China, 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.
- **ID Asks** provides interviews with leaders in the display industry and offers their insights and words of wisdom accrued along their journeys.
- **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.
- **Pathways** charts the paths for the next generation of scientists and engineers in the field of displays. It recognizes the contributions of notable pioneers, universities, and academic communities.

Also included are industry and society news that chronicle events and developments in the display industry and content on developing careers in the field.
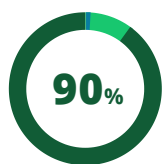
Industries in which the audience of *Information Display* works:

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

Online Opportunities

THE MOST IMPORTANT DISPLAY RESOURCE ON THE WEB

Custom E-Newsletter

The custom e-newsletter reaches a global audience of approximately 8,000 subscribers. Get your message out to the display community today!

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
- EMAIL: Invitations sent to the I*nformation Display*/SID audience.
- ONLINE: Archived webinar sessions

LEAD GENERATION
Customized lead reports including all registrants

TECH SUPPORT
Webinar hosting and support

EXPERT MODERATOR

Banner Advertising

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, **InformationDisplay.org** is the go-to online resource for display professionals throughout the world.

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

ePDF Advertising

Associate your rich media digital advertisement with scholarly content in *Information Display*. When a reader views the article, your ad and associated calls-to-action can't be overlooked.

Your Advertisement Here
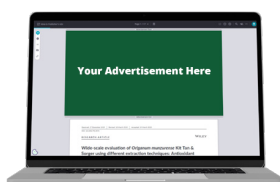
ePDF Ads Specifications:

- Ad size: 1067 x 600 pixels
- Include your URL with ad creative file
- More advertising sizes are available, please refer to the advertising specifications deck

Issue Alert

The issue alert is published six times a year and reaches 13,000+ contacts in the Display Industry. Place your banner ad in the issue alert and get your message into the market.

MPU 300 x 250px

Ad position	Price
Top	USD $2,050
Middle	USD $1,950
Bottom	USD $1,950
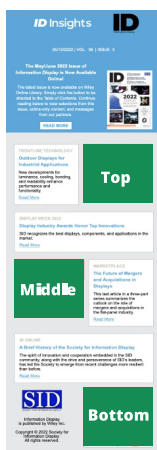
SID	Ads due	Deployment Date
January/February	12/29/2023	1/13/2024
March/April	3/1/2024	3/14/2024
May/June	4/10/2024	5/10/2024
July/August	6/28/2024	7/12/2024
September/October	8/30/2024	9/12/2024
November/December	11/1/2024	11/14/2024

For detailed digital advertising specifications, visit:
https://corporatesolutions.wiley.com/assets/downloads/wol-advertising-specifications.pdf

Print Ad Rates & Specifications

2024 Print Advertising Rates

Ad Size	Price
Full page color	$4,675
Half page	$2,550
Double page spread	$9,055

Frequency Information

Frequency	Discount
1-2x	0%
3-6x	3%
7-9x	6%
10-24x	9%

Cover Positions

Cover 2	15%
Cover 3	25%
Cover 4	25%

Print Specifications

Full page bleed
W | 8.375"
H | 11.125"

Full page no bleed
W | 8.125"
H | 10.875"

1/2 page horizontal
W | 7"
H | 4.875"

1/2 page vertical
W | 3.375"
H | 10"

1/3 page square
W | 4.5625"
H | 4.875"

1/4 page vertical
W | 3.375"
H | 4.875"

1/2 page island
W | 4.5625"
H | 7.375"

1/3 page vertical
W | 2.1875"
H | 10"

2-page spread bleed
W | 16.5"
H | 11.125"

Magazine trim size: 8.125" x 10.875"
Bleed: No additional charge.

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.

Volume/Issues	Issue Cover Date	Closing Date	Materials Due
40:1	January/February 2024	12/22/2023	12/29/2023
40:2	March/April 2024	2/23/2024	3/1/2024
40:3	May/June 2024	4/1/2024	4/10/2024
40:4	July/August 2024	6/21/2024	6/28/2024
40:5	September/October 2024	8/23/2024	8/30/2024
40:6	November/December 2024	10/25/2024	11/1/2024

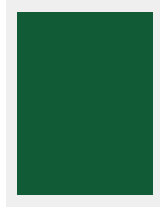## 2024 Print Advertising File Requirements

Preferred: Adobe PDF with 300dpi
For Quark, InDesign, Adobe Illustrator, etc., provide fonts, linked art, and linked photographs in CMYK eps or tiff format.
For the best image quality, provide 300 to 350 dpi resolution in CMYK Color.
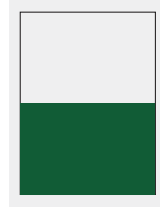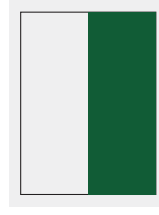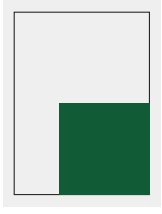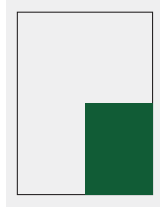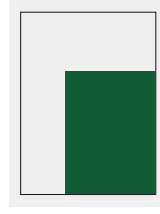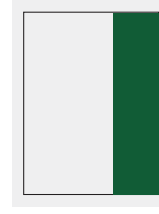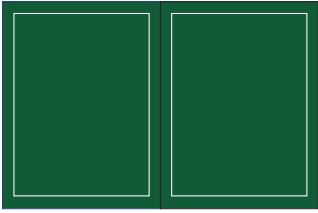
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Contact

Print & E-Media Marketing

Hagen Reichhoff
Account Manager EMEA
+49 6201 606 001
hreichhoff@wiley.com

Vanessa Winde
Commercial Manager
Sciences
+49 6201 606 721
vwinde@wiley.com

Jen Keats
Business Development Manager
Sciences
(984) 265-9257
jkeats@wiley.com

Editorial

Stephen Atwood
Executive Editor
satwood@sid.org

Lori A. Wilson
Managing Editor
lwilson@wiley.com

InformationDisplay.org

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Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

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To discuss tailored options and details, reach out to your account manager, or email us at **corpsolutions@wiley.com**

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