



## The Signal

The Signal E-Postcard email is ideal for new product introductions, promoting event presence, or company news. Your message will be deployed to 10,000 unique subscribers from the SIJ database or select your preferred target audience.

### Cost:

1× = \$3,000

3× = \$8,000

A sample Signal E-Postcard for Carlisle Interconnect Technologies. The header features the SIJ logo and the title 'THE SIGNAL'. The main content is titled 'More With Less Near-End Crosstalk Using CoreHC' and includes a detailed description of the CoreHC technology, its benefits for high-density boards, and a call to action to 'Learn More at CarlisleIT.com'. The footer includes the Carlisle Interconnect Technologies logo and the text 'Sponsored by:'. The postcard also features several images of electronic components and connectors.

### Deliverables:

Unless otherwise specified, creative is due 7 business days prior to the deployment of your content. If a deployment's creative is not received in its entirety within the requested timeline, *Signal Integrity Journal* may need to move your deployment date in order to comply with the current production schedule.

Please submit all deliverables to [mwjdigital@mwjournal.com](mailto:mwjdigital@mwjournal.com) and CC your SIJ Sales Rep.

Please provide the following:

- Email subject line
- Email headline
- Up to 75 words of text
- Logo
- One static image at 393 x 284 pixels: gif or jpg
- CTA (Call to Action, i.e. Learn More, Get Datasheet)
- URL