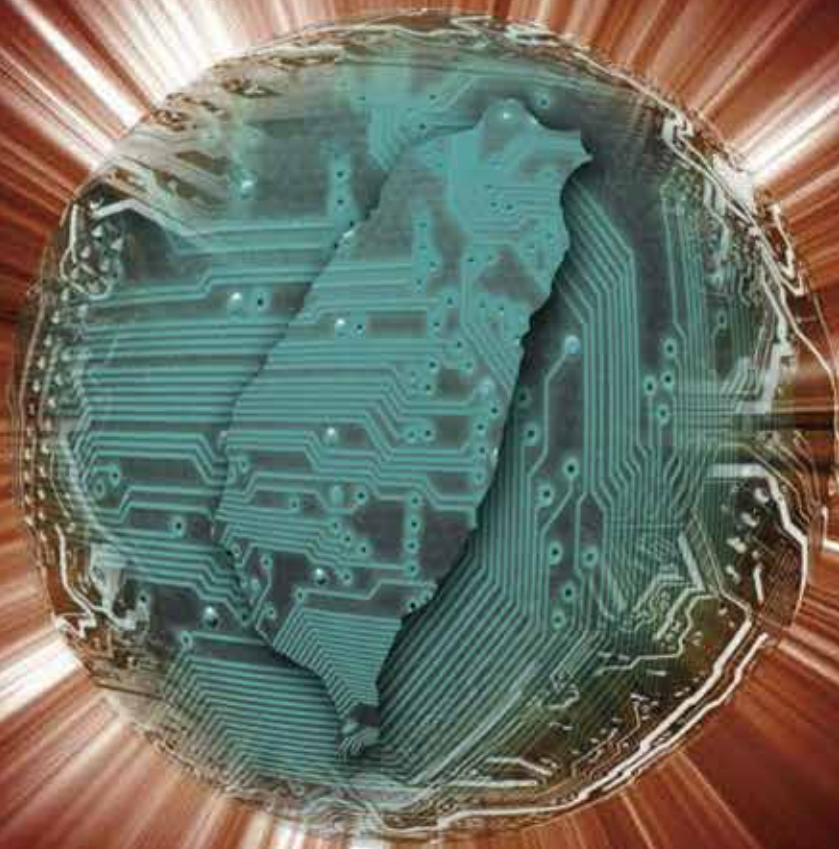


化合物半導體



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www.compoundsemiconductortaiwan.net



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概述 Introduction

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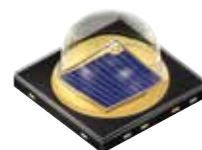
《化合物半導體》台灣版 (CST) 由業內最重要和最權威的 Compound Semiconductor 雜誌，授權於台灣製作及發行。

亞洲在全球化合物半導體產業中佔了極重要的地位，在未來幾年裡，它將進一步扮演更重要的角色。當中的台灣，其在通訊元件、發光二極體、太陽能的製造實績上，讓台灣的生產能力備受全球廠商的重視。

《化合物半導體》台灣版，旨在透過對全球化合物半導體工業的深度分析、實時訊息報導和評論，擴展台灣地區讀者的專業焦點和全球視野。《化合物半導體》台灣版以繁體中文按每季出版。

雜誌的內容，除了出自擁有研究背景的 Compound Semiconductor 專業記者群的手筆之外，也有由深受業內推崇的公司所提供的專題文章和技術論文。在全球電子業內具領先地位的獨立市場研究諮詢機構 IHS IMS Research，也在雜誌裡開設有定期專欄。

《化合物半導體》台灣版共有 12,000 名經過審查認證的合格讀者，另外我們亦會在各個地區的重要業界活動中免費發送雜誌。對於希望在台灣市場加強影響力的公司，《化合物半導體》台灣版無疑是最有效的平台和目標媒體。



Compound Semiconductor Taiwan (CST) is licensed from Compound Semiconductor – the world's most respected and authoritative publication.

Asia is already a significant region in the compound semiconductor industry, and it's destined to take an even bigger role over the next few years. In Taiwan, manufacturers are highly praised for their superb manufacturing capabilities in producing communication, LED, and photovoltaic components.

CST tends to extend focus and global horizons of professional audience in Taiwan with in-depth analysis, timely information and opinion on the global compound semiconductor industry. It is published quarterly in Traditional Chinese.

Editorial are provided by Compound Semiconductor's expert journalists, all of whom come from a research background and are complimented by contributed articles and features from respected companies in the community. A regular dedicated section is also provided by IHS IMS Research, the leading independent supplier of market research and consultancy to the global electronics industry.

With a qualified 12,000 readers, plus additional copies distributed at leading industry events across the region, CST is the most effective platform and targeted media for companies in compound semiconductor industry wishing to influence Taiwan market.

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發行 Circulation

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《化合物半導體》台灣版是化合物半導體材料和元件業專業人士重要的資訊源泉。每期雜誌發行 12,000 冊（印刷版 4,000 冊，電子版 8,000 冊），免費發行至台灣合格的讀者手中。

Compound Semiconductor Taiwan Edition is the primary information source for professionals working with compound semiconductor materials and devices. Each issue is distributed for 12,000 copies (4,000 print and 8,000 digital) to qualified individuals in Taiwan.

按讀者所在單位類型 / Breakdown by Business Type

	印刷版 print mag	電子版 print mag	总数 total
采用化合物半導體組件的系統/ 零組件製造商, FPD 研發/ 設計/ 製造公司, 半導體代工廠或晶圓廠 Manufacturer of Systems/ Components using Compound Semiconductor Devices, FPD Research/ Development/ Design Centre, FPD Manufacturer, Semiconductor Fab or Foundry	1,673	3,500	5,173
合作性半導體研究中心, 科研/政府半導體研究機構 Corp. Semiconductor Research Center, Academic/ Government Semiconductor Research Center	850	1,434	2,284
半導體/測試/潔淨室設備供貨商 LED Research/ Development/ Design Centre/ LED Test and Packaging Provider	536	920	1,456
磊晶圓/基板/材料供貨商 Epiwafer/ Substrate/ Materials Supplier	530	720	1,250
LED 研究/開發/設計公司, LED 測試和封裝公司 Semiconductor/ Test/ Cleanrooms Equipment Suppliers	400	813	1,213
投資公司或市場研究/分析 Finance or Investment Firm or Market Research/ Analysis	105	351	456
其他 Others	137	262	399
	4,231	8,000	12,231

按讀者的工作性質 / Breakdown by Job Function

	印刷版 print mag	電子版 print mag	总数 total
公司管理 Corp. Management	1,631	3,354	4,985
半導體制程/制程開發、磊晶制程 Semiconductor Processing/ Process Development, Epitaxy	790	1,495	2,285
性能/測試、封裝、可靠性/品質控制 Characterization/ Test, Packaging, Reliability/ Quality Control	463	750	1,213
設備或電路設計/研發 Device or Circuit Design/R&D	386	703	1,089
材料/採購, 應用工程 Materials/Purchase, Applications Engineering	299	610	909
科學/工程/技術管理 Science/ Engineering/ Tech. Management	265	395	660
財務/市場分析 Financial/ Market Analysis	180	415	595
學術研究 Academic Research	127	155	282
其他 Others	90	123	213
	4,231	8,000	12,231

* 本雜誌社統計數據 Publisher's Data

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編輯計劃 Editorial Calendar

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每季出版的《化合物半導體》台灣版將全方位報導化合物半導體業的發展，涵蓋新聞資訊、技術專題和最新研究動態。內容來源於 Compound Semiconductor 的專業記者和業內受推崇的公司。全球電子產業領先的獨立市場研究與諮詢公司 IHS IMS Research 在雜誌設有定期專欄。《化合物半導體》台灣版以繁體中文出版，全部內容由業內資深專家和編輯人員編輯和翻譯。

In addition to specific subjects, each quarterly published issue of CST will carry news, features and research from the full spectrum of the compound semiconductor industry. Contents are provided by Compound Semiconductor's expert journalists and complimented by contributed articles and features from respected companies in the community. A regular dedicated section is also provided by IHS IMS Research, the leading independent supplier of market research and consultancy to the global electronics industry. CST is published in Traditional Chinese and all contents are edited and translated by experienced editors and experts in the field.

期刊 Issue	封面故事 Cover Story	專題文章1 Features 1	專題文章2 Features 2	特別報道 Special Supplement	展會贈閱 Bonus Distribution
I Issue date: Feb 25 Editorial close: Jan 20 Ad. Close: Feb 15 Mat. Close: Feb 19	III-V CMOS 技術 III-V CMOS	功率電子 Power Electronics	GaN 器件 GaN Devices	市場 Market	<ul style="list-style-type: none"> PIC International Mar 1 – 2, 比利時/ Belgium CS International Mar 1 – 2, 比利時/ Belgium TILS Apr 13 – 16, 台北/ Taipei FINETECH Japan Apr 6 – 8, 東京/ Tokyo
II Issue date: May 25 Editorial close: Apr 25 Ad. close: May 12 Mat. close: May 19	高功率雷射器 High Power Lasers	LED 製造 LED Manufacturing	功率放大器 Power Amplifiers	5G 技術 5G Technologies	<ul style="list-style-type: none"> COMPUTEX May 31 – June 4, 台北/ Taipei Display Taiwan June 15 – 17, 台北/ Taipei
III Issue date: Aug 25 Editorial close: Jul 25 Ad. close: Aug 11 Mat. close: Aug 18	GaAs 微電子 GaAs Microelectronics	光電技術 Photonics	基板 Substrates	太陽能 Solar	<ul style="list-style-type: none"> Touch Taiwan Aug 24 – 26, 台北/ Taipei Semicon Taiwan Sep 7 – 9, 台北/ Taipei TAITRONICS Oct 4 – 7, 台北/ Taipei
IV Issue date: Nov 25 Editorial close: Oct 25 Ad. close: Nov 10 Mat. close: Nov 17	SiC 器件 SiC Devices	LED 架構 LED Architectures	磊晶 Epitaxy	化合物半導體產業 CS Industry	<ul style="list-style-type: none"> Lighting Japan Jan 2017, 東京/ Tokyo NEPCON Japan Jan 2017, 東京/ Tokyo

eFocus Schedule 電子快訊編輯計畫

时间 Date	題目 Topic	时间 Date	題目 Topic
Jan 15	GaN 器件 GaN Devices	Jul 15	雷射器 Lasers
Feb 15	III-V CMOS 技術 III-V CMOS	Aug 15	基板 Substrates
Mar 15	功率電子 Power Electronics	Sep 19	太陽能 Solar
Apr 15	LED 製造 LED Manufacturing	Oct 17	SiC 器件 SiC Devices
May 16	磊晶 Epitaxy	Nov 15	GaAs 微電子 GaAs Microelectronics
Jun 15	5G 技術 5G Technologies	Dec 15	市場 Market

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廣告價格 Advertising

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廣告類型 (四色) / Space Unit (Four Color)

	NTD		£		€		US\$	
	1x	4x	1x	4x	1x	4x	1x	4x
整版 Full Page	89,320	80,330	1,880	1,690	2,125	1,910	3,080	2,770
2/3版 橫/直 2/3 Page H/V	76,270	68,730	1,600	1,450	1,815	1,635	2,630	2,370
1/2版 島形 1/2 Page Island	76,270	68,730	1,600	1,450	1,815	1,635	2,630	2,370
1/2版 橫/直 1/2 Page H/V	70,180	63,220	1,480	1,330	1,670	1,500	2,420	2,180
1/3版 橫/直 1/3 Page H/V	51,330	46,110	1,080	970	1,220	1,100	1,770	1,590

特殊版位 / Premium Positions

	NTD	£	€	US\$
封面內頁 Cover II	127,600	2,685	3,040	4,400
封底內頁 Cover III	102,080	2,150	2,430	3,520
封底 Cover IV	133,980	2,820	3,190	4,620
第一頁 Page One	127,600	2,685	3,040	4,400
目錄對頁 Facing Table of Content	107,300	2,260	2,550	3,700
其他特別位置 Other specified positions	+ 10%			

* 廣告翻譯/排版服務 (每頁或小於一頁) Ad translation/ layout service (per page or fractional)
NTD 2800 / £ 60 / € 70 / US\$100

網上橫幅廣告價格 Online ad Banner Rate

位置 Position	尺寸 Ad Size (pixels)	價格/月 Price/ Month			
		NTD	£	€	US\$
Leader Board	728 x 90	40,600	860	960	1,400
Home Page Banner	468 x 60	25,810	550	620	890
Home Page Skyscraper	100 x 400	35,380	750	840	1,220
Button Banner	183 x 300	35,380	750	840	1,220
Mid Size Banner	215 x 150	15,370	330	360	530

* 各廣告位可同時接受兩個廣告 All banner spaces allow 2 rotations

位置 Position	尺寸 Ad Size (pixels)	價格/月 Price/ Month			
		NTD		US\$	
Welcome Banner	215 x 150	One week	Two week	One week	Two week
		14,500	27,550	500	900
		52,200	1,800		

*File format: JPEG
(1) Duration of display: 15 sec. or closed by browser
(2) "Welcome banner" appears one time per day, per browser

電子快訊廣告價格 eFocus ad Rate

位置 Position	尺寸 Ad Size (pixels)	價格/月 Price/ Month			
		NTD	£	€	US\$
Leader Board	728 x 90	40,600	860	960	1,400
eNewsletter Banner Top	468 x 60	25,810	550	620	890
eNewsletter Banner Middle	468 x 60	23,200	400	500	800
eNewsletter Banner Bottom	468 x 60	23,200	300	400	600

網上橫幅廣告價格 Online ad Banner Rate

電子快訊廣告價格 eFocus ad Rate










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廣告規格 Mechanical Specifications

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	跨版 Spread Page	整版 Full Page	1/2 版縱向 1/2 Page Vertical	1/2 版橫向 1/2 Page Horizontal	1/2 版島形 1/2 Page Island	1/3 版縱向 1/3 Page Vertical	1/3 版橫向 1/3 Page Horizontal	1/4 版縱向 1/4 Page Vertical	1/4 版橫向 1/4 Page Horizontal
有效面積 Live Area (Non-Bleed)	 400mm x 277mm 15.75" x 10.9"	 190mm x 277mm 7.48" x 10.9"	 76mm x 240mm 2.99" x 9.45"	 168mm x 113mm 6.61" x 4.45"	 113mm x 183mm 4.45" x 7.2"	 46mm x 240mm 1.81" x 9.45"	 168mm x 73mm 6.61" x 2.87"	 76mm x 112mm 2.99" x 4.41"	 168mm x 52mm 6.61" x 2.05"
裁切尺寸 (Trim)	420mm x 297mm 16.54" x 11.69"	210mm x 297mm 8.27" x 11.69"	86mm x 250mm 3.39" x 9.84"	178mm x 123mm 7" x 4.84"	123mm x 193mm 4.84" x 7.6"	56mm x 250mm 2.2" x 9.84"	178mm x 83mm 7" x 3.27"	86mm x 122mm 3.39" x 4.8"	178mm x 62mm 7" x 2.44"
出血尺寸 (Bleed)	426mm x 303mm 16.77" x 11.93"	216mm x 303mm 8.5" x 11.93"							

請通過電郵，速遞或FTP上載提交廣告訂單及物料。

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CST/201510