



## Welcome to the 2012 Media Kit

Information to **simplify** and **enhance**  
your Webinar experience and help you  
achieve **optimal results...**

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For more information about  
UPMG Webinars, contact:

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# Introduction

Webinars by UPMG uniquely combines the power of the Internet with the market reach of the industry's leading media products. Webinars are accessible at registrants' convenience through an office or home PC without any additional software or a phone dial-in requirement.

We offer customer service and technical support before, during and after your Webinar. We reach more qualified PCB designers, fabricators and assemblers with our targeted e-blasts, annual PCB Shows, VPCB virtual event and our online and print advertising in *CIRCUITS ASSEMBLY*, *PCB Update* e-newsletter and *PRINTED CIRCUIT DESIGN & FAB* and [printedcircuituniversity.com](http://printedcircuituniversity.com). Let us deliver your message to more customers and prospects in your marketplace.

Here are some basics and helpful hints as you plan your Webinar with UPMG.

## THE BASICS

- UPMG manages all promotion, marketing, registration, event moderation, web hosting and technical hosting/support before, during and after the Webinar.
- Marketing includes print and online advertising in UPMG media products, targeted e-blasts, links to sponsor's websites and press releases.
- Plus, we provide complete customer service throughout the entire process – for the sponsoring company, presenter and for registrants.

## POINTERS FOR A SUCCESSFUL EVENT

- Begin planning and promoting 8 – 10 weeks prior to the live event.
- Confirm Webinar format: i.e., PowerPoint with audio, streaming video, desktop sharing, etc.
- Do your part to promote and market the event on your website, in your marketing collateral, through direct mail, e-blasts, etc. Your active promotion of the event is critical to its success.
- The Webinar should be no longer than 70 minutes, including Q&A.
- Hold the event in the 11 AM Pacific time/2 PM Eastern time window for maximum attendance. We will also include GMT.
- Keep foreign time zones in mind if you wish to attract an international audience for the live event.
- Hold the Webinar on a Tuesday, Wednesday or Thursday. Mondays and Fridays are not optimum attendee days for live events.
- Watch for holiday/trade show conflicts.
- Determine one graphic theme/element and provide all graphics to us using the same format and design.

## FEATURES

- All events are archived within 12 hours of the live event.
- All events are archived for six months.
- All live attendees are notified once the event is in on-demand capacity.
- All pre-registrants who did not attend the live event receive a customized “sorry we missed you” email driving them to the on-demand link.
- On-demand event is marketed for the life of the six-month archive and is also marketed to non-registrants.
- Q&A is available throughout the event via an email mechanism offered to all registrants. Sponsoring company can answer personally at any time throughout event or can answer live during Q&A event.
- Q&A also available during on-demand portion of the event, and questions are routed to sponsoring company.
- Sponsor has complete access to registrants’ demographic information, including name, title, company, address, email, phone, etc., of all live and on-demand registrants.
- Sponsor may ask a maximum of three demographic questions on registration form; maximum three polling questions to be posted at any time during live event; maximum two questions during post-event survey – with complete access to all results.

# Webinar Overview/Specs/Samples

We create a page for you on the UPMG Webinars site (see samples 1 and 2 below). Please provide the following in Word document format.

- Title of the event
- Speaker/presenter names(s)
- Speaker biography (no more than two paragraphs; may be edited as required)
- Two-three sentence summary of the topics to be covered
- A 25-word or less overview of the Webinar
- A detailed overview of the Webinar, including brief overview of topics to be covered and benefits to registrants
- A “who should attend” list by job titles
- Please provide the following graphics:
  - Speaker photo in JPG format, head/shoulder shot, minimum 300 pixels wide
  - Current company logo, 72 DPI, JPG format, 150 pixels wide on a white background
  - Graphics for the “Learn More” page in the following size and format: 500 x 250 pixels (height, width), 52 KB max, JPG or GIF, no animation.
  - Please provide graphics without date or time information. We will use these graphics throughout the event, including registration page, "Learn More" page, and the Webinar's home page, as well as for email blasts.

Sample 1: “Learn More” Page

The screenshot shows a webpage for a webinar titled "Solving Mechanical Challenges with a 3D PCB Environment" by Altium. The page features a blue header with the "Webinars by UP" logo and navigation links. The main content area includes a 3D rendering of a PCB, a "Register" button, and a "Powered by" section for PodandT.com. The text describes the benefits of using 3D in PCB design and offers a limited-time discount for a USB flash drive.

Sample 2: “Learn More” Page

The screenshot shows a webpage for a webinar titled "Unlocking the myths of heating technology. A practical tutorial" by OK International. The page features a blue header with the "Webinars by UP" logo and navigation links. The main content area includes a yellow banner with a soldering iron, a "Register" button, and a "Powered by" section for PodandT.com. The text describes the benefits of SmartHeat technology and offers a limited-time discount for a USB flash drive.

# Registration Form/Demographics/Survey Samples

Demographic questions are included on the registration form to obtain additional information about registrants. All registrants' information is available to you as a sponsoring company. A maximum of three demographic questions in addition to standard questions may be asked. Please provide these questions in Word document format.

Please provide graphics for registration form, including title and same elements as overview graphics, in 430px x 98px .png format.

## Sample Registration Forms:



CAM350 XL™ - the Next-Generation PCB Post-Processing and Management Solution Now Available On-Demand.  
Already Registered? Click [HERE](#) to Login.

First Name	<input type="text" value="(required)"/>	
Last Name	<input type="text" value="(required)"/>	
Work Title	<input type="text" value="(required)"/>	
Company	<input type="text" value="(required)"/>	
Address 1	<input type="text" value="(required)"/>	
Address 2	<input type="text"/>	
City	<input type="text" value="(required)"/>	
State/Province	<input type="text" value="(Select)"/>	
Zip/Postal Code	<input type="text" value="(required)"/>	
Country	<input type="text" value="(select)"/>	
Region (Select one only)	<input type="text" value="(Select)"/>	
Email Address (This will be your Login ID)	<input type="text" value="(required)"/>	
Password	<input type="text" value="(required)"/>	<b>1 Password is required</b>
Work Phone	<input type="text" value="(required)"/>	

All Questions Below Are Required

1. Which of the following best describes your job function? (Check one only)

Design/systems/electrical engineering  
 PCB design/layout/circuit design/circuit system packaging design/other  
 Engineering management  
 Corporate management  
 Purchasing (including management)  
 Engineering support

2. What CAD system do you use for PCB Design? (Check one only)

Altium  
 Cadence  
 Mentor  
 Other:

3. How long does it take to create the documentation for a typical PCB design? (Check one only.)

1-3 days  
 4-7 days  
 more than 7 days

4. When creating documentation, do you also provide other outputs, such as Gerber, drill files and panels?

Yes  
 No

When you register for a UPMG Webinar, you are agreeing to allow the information collected to be shared with sponsors of the event. These sponsors may contact you in reference to the Webinar. UPMG will not share any of this information with companies or individuals who are not sponsors unless otherwise indicated.

[UPMG PRIVACY POLICY](#)



Solving Mechanical Challenges with a 3D PCB Environment - Make Sure it Fits the First Time!  
Now Available On Demand

Presented by: Dr. Marly Houff

First Name	<input type="text" value="(required)"/>	
Last Name	<input type="text" value="(required)"/>	
Title	<input type="text" value="(required)"/>	
Company	<input type="text" value="(required)"/>	
Address 1	<input type="text" value="(required)"/>	
Address 2	<input type="text"/>	
City	<input type="text" value="(required)"/>	
State/Province	<input type="text" value="(select)"/>	
Zip/Postal Code	<input type="text" value="(required)"/>	
Country	<input type="text" value="(select)"/>	
Region	<input type="text" value="(select)"/>	
E-Mail	<input type="text" value="(required)"/>	
<i>You will also be used as Your Login ID For the Webinar.</i>		
Work Phone	<input type="text" value="(required)"/>	
Company URL	<input type="text" value="(required)"/>	
Create Password	<input type="text" value="(required)"/>	<b>1 Password is required</b>

All Questions Below Are Required

Which of the following best describes your job function?

How often have you heard of Altium?

Which of the following is the closest description to how you feel about your preferred design tool?

How would you describe the level of cooperation between Electronic and Mechanical design teams of your workplace?

You are about to register for a Webinar about solving mechanical challenges with a 3D PCB environment. What is the greatest benefit that you would like to achieve in the design development process?

Is this your first webinar sponsored by Altium?

When you register for a (PaaS) Webinar, you are agreeing to allow the information collected to be shared with sponsors of the event. These sponsors may contact you in reference to the Webinar. (PaaS) will not share any of this information with companies or individuals who are not sponsors unless otherwise indicated.

[UPMG PRIVACY POLICY](#)

Polling/survey questions may be asked during the presentation or the Q&A session, again, to gather information about registrants that may be useful. You may ask a maximum of three questions in multiple-choice format. Please provide these questions in Word document format.

UP Media Group also conducts a survey following the Webinar. This survey includes questions about registrants' experiences registering and participating in the Webinar, as well an assessment of Webinar content and value. You may ask three multiple-choice questions on this survey to obtain additional information (for example, purchasing plans) from registrants. Please provide these questions in Word document format.

### Sample Survey:



#### Altium Webinar Survey

UP Media Group is conducting this survey to gather information about your experience viewing the recent Webinar "Solving Mechanical Challenges with a 3D PCB Environment - Make Sure it Fits the First Time!" presented by Altium. Please take a moment to complete this short survey so that we may better serve you.

Required questions are noted by an \*.

- 1.  
\*On a scale of one to five, with five being the best, please rank your experience registering for this Webinar.  
 Five  
 Four  
 Three  
 Two  
 One
- 2.  
\*On a scale of one to five, with five being the best, please rank the quality of the slides for this Webinar.  
 Five  
 Four  
 Three  
 Two  
 One
- 3.  
\*On a scale of one to five, with five being the best, please rank the overall quality of this Webinar.  
 Five  
 Four  
 Three  
 Two  
 One
- 4.  
\*On a scale of one to five, with five being the best, please rank the usefulness of the information presented in this Webinar.  
 Five  
 Four  
 Three  
 Two  
 One
- 5.  
\*Please rank the length of the Webinar.  
 Just right  
 Too short  
 Too long
- 6.  
\*Did you participate in in the pre-event chat?  
 Yes  
 No
- 7.  
\*Did you participate in in the post-event chat?  
 Yes  
 No
- 8.  
\*This webinar has greatly improved my opinion of ECAD/MCAD co-design in real-time 3D and their application to my line of work. (Choose one only)  
 Strongly agree  
 Agree  
 Disagree  
 Strongly disagree
- 9.  
\*After attending this webinar, how confident do you feel about applying what you learned in your day-to-day workflow? (Choose one only)  
 I feel confident enough to actively pursue this.  
 I feel what I saw, but I'd like to know more before making a decision.  
 I don't really see a fit for this technology in my line of work.  
 I am uncommitted and won't be pursuing this any further.
- 10.  
\*Rate the impact this webinar has had on your understanding of Altium (Choose one only):  
 I was already aware of this capability from Altium.  
 I have had some exposure to Altium Designer but wasn't aware of this capability.  
 I had heard of Altium but wasn't really sure what they do. This webinar has helped.  
 I had heard of Altium but wasn't really sure what they do. This webinar has not helped.  
 I had never heard of Altium before this webinar.
- 11.  
What other topics would you like to see covered in future Webinars?
- 12.  
Further comments?

# E-Blast Specifications

As part of your Webinar package, targeted e-blasts will be sent to the UP Media Group opt-in email list promoting your specific event. We will use copy and graphics from the "Learn More" page to prepare your blast.

We will make every effort to include all your promotional copy and desired graphics. UPMG does reserve the right to edit as required.

All e-blasts sent out under UPMG are subject to final approval by these entities and will adhere to UPMG format and privacy policies.

We will also email a text-only reminder a few days prior to the live event.

## Sample E-Blast:



**Using FPGAs to embed test instruments into your PCB design**

See how the programmability of FPGAs can change the way you design and test your products.

Free Webinar September 22 from 11:00 AM to 12:00 PM **Altium**

**Using FPGAs to Embed Test Instruments Into Your PCB Design**

[Register](#)

September 22, 2009  
11 am PDT, 2 pm EDT, 6 pm GMT  
One hour, including Q & A session

\*First 100 registrants to view this complete Sept. 22 webinar will receive a USB Flash Drive. [Register now.](#)

[Join this Webinar to a Friend](#)

**Webinar Overview:**

This FREE Webinar will show you how you can embed virtual test instruments inside an FPGA device to assist with product development, system test and field diagnosis. Get a window into your hardware internals with control and data visibility like never before.

[Register](#)

**Who Should Attend:**

- System design engineers
- Hardware designers
- Test engineers
- Production engineers
- Prototype engineers

**What You Will Learn:**

- You don't need any specialist VHDL/Versilog skills to start reaping the benefits of FPGAs today!
- Embedded instrumentation adds virtually no cost to your design, but gives you more control than expensive test equipment!
- You can use embedded test instrumentation to rapidly create custom user interfaces and diagnostic panels!
- Embedded test instruments can go wherever your program does, so everything you need to diagnose a fault is at your fingertips!

You've heard of the benefits FPGAs can bring to system integration and rapid hardware development, but have you thought about how your designs can benefit from configurable test instrumentation built into your end product? Use them in the lab or in the field. Find out how you can benefit from this amazing technology.

\*First 100 registrants to view this complete Sept. 22 webinar will receive a USB Flash Drive. [Register now.](#)

**Presenter:**



Dr. Marty Hauff has a B. Eng. in Computer and Digital Systems and a PhD in Hardware/Software Co-design for FPGA-based Embedded Systems. Prior to joining Altium in 2006, he worked as a professional engineer designing embedded systems for the high-volume automotive market and lectured to postgraduates.

**Register Today for this Free Webinar!**

[Register](#)

# Electronic/Print Ad Specifications

Be sure that we have a current logo on file – 72 DPI, JPG format.

## Online Banners/Tiles

Ad Type	Dimensions	Max. Size	Loop Limit*
Tile	125 x 125 pixels	15K	None
Banner	468 x 60 pixels	32K	None
Mini-skyscraper	125 x 250 pixels	32K	None
Skyscraper	125 x 600 pixels	32K	None
Splash Screen	640 x 480 pixels	100K	No looping

\* Animated banners/tiles .gif (animated or static), .jpg and .swf files accepted, .swf files must be version 7 or 8 and you must supply .fla and .swf files and a backup .gif.

## Print Ads (for UPMG publications and PCB Show guides)

Ad Size	Dimensions*
Full page (non bleed)	7 x 10 inches
Full page (full bleed)	8.25 x 11.125 inches

\* Trim size is 8 x 10.875 inches. UPMG publication standard specs and requirements apply – see the [CIRCUITS ASSEMBLY](#) or [PCDF](#) media kits.

# Customer Testimonials

Read what our satisfied customers are saying...

“Executed properly, Webinars are a powerful strategic communications medium and one that we highly recommend to all of our clients. Our experience with Webinars by UPMG has been exceptional from start to finish, both technically and commercially.”

**Richard Heimsch, Director, Protean Marketing Communications Ltd.**

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“Our Webinar was extremely successful – professionally managed, executed to plan and flawless. The experience exceeded my expectations.”

**Michael Kirschner, President, Design Chain Associates LLC**

.....

“We met our most critical goal – to obtain new, high-quality and quantity qualified leads. Plus, we were able to utilize the very robust live demo feature to effectively illustrate our software’s features and functionalities.”

**Rick Almeida, Founder, DownStream Technologies**

.....

“From pre-event promotions through post-event reporting, including customized, real-time updates on Webinar attendees, it was first-class service all the way!”

**John Isaac, Director of Systems Market Development, Mentor Graphics**

.....

“UPMG provided stand-out tools and a technology that made it easy to track the success of our Webinar. They provided effective project planning and execution. I was delighted with their flexibility and responsiveness to consistently take on and deliver recommendations – a true collaboration committed to our results.”

**– Patricia Cheung, Marketing Manager, Digital, Altium Ltd.**

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