



EDFA MAGAZINE

The quarterly publication on semiconductor failure analysis.

Electronic Device Failure Analysis™ (EDFA™) is a quarterly technical resource for the modern failure analysis professional. Each full color issue features technical articles, microelectronics failure analysis trends, products and announcements, case studies, and more. EDFA is the primary member benefit for the Electronic Device Failure Analysis Society (EDFAS), an ASM Affiliate, and has an audience of over 1,000 industry professionals.

EDFA 2021 EDITORIAL CALENDAR

ISSUE	FOCUS	AD CLOSE
FEBRUARY	Integrated Circuit Assurance; Recent Advances in Electron Energy Loss Spectroscopy; Analysis of a Particle Inside a Package; and Plasma Focused Ion Beam Applications	DEC. 8
MAY	Machine Learning to Improve Accuracy of Failure Analysis; Cryogenic Liquid Cooling Technologies; EBIC/EBAC Temperature Dependency; and Fuel Cell Failure Analysis	MARCH 9
AUGUST	Silicon Photonics: New Cross-Functional Techniques; Optical Probing Overview & History; Backside Lift-Out Techniques; and Helium and Neon Ion Microscopy	JUNE 11
NOVEMBER	ISTFA 2021 SHOW ISSUE	SEPT. 8

ADVERTISE IN EDFA

Specific areas of topic coverage include: system level analysis, circuit editing, die level fault isolation, optical techniques, package-level analysis, sample preparation, yield enhancement, metrology and materials analysis, optoelectronic devices, circuit edit techniques, SPM techniques, MEMS, and nanotechnology analysis.

Take advantage of our cost-effective and efficient way to reach this highly targeted group of industry leaders.

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Electronic Device Failure Analysis Society
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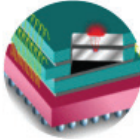
EDFA eNews
Your Microelectronics Failure Analysis Resource
An ASM Materials Solutions Publication
October 16, 2020 Newsletter







Chip Targets acquires first U.S. MIP decapsulation tool for semiconductor failure analysis
Chip Targets, Richardson, Texas, announces that it has increased its range of failure analysis service capabilities to include an atmospheric microwave induced plasma (MIP) decapsulation instrument from Jaco Instruments of Delft, the Netherlands.
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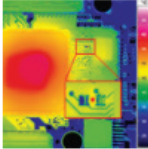
IC Insights reports that five semiconductor companies hold 53% of global wafer capacity
IC Insights Inc., Scottsdale, Ariz., recently released its new Global Wafer Capacity 2020-2024 report that includes detailed profiles of the companies with the greatest fab capacity, and gives comprehensive specifications on existing wafer fab facilities.
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Lock-In Thermography enables failure analysis of resistive opens and electrical shorts
Researchers from Advanced Micro Devices, Thermo Fisher Scientific, and the Fraunhofer Institute for Microstructure of Materials and Systems (IMWS), presented a discussion of "Lock-In Thermography" (LIT) at the ASM International ISTFA 2019 conference in Portland, Ore.
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Jeol USA introduces field emission SEM featuring NeoEngine analytical intelligence
Jeol USA, Peabody, Mass., introduces a new field emission scanning electron microscope with several features unique to the company's FE SEM product line.
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Micro-thermographic analysis without compromises
InfraTec's thermographic solutions, comprising infrared cameras and lock-in-thermography software (IRBIS® 3 active), enable detailed hotspot detection and analysis of the temperature distribution on electronic assemblies. Cooled high-end cameras of imageIR® and non-cooled cameras of VarioCAM® High Definition series are used for active thermography. Apply our motor-driven microscope tripod and x-y-table to solve your measurement tasks efficiently. Precisely detect hotspots just a few micrometers in size with macro and microscopic lenses.
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EDFA eNEWSLETTER

A monthly newsletter from the Electronic Device Failure Analysis Society (EDFAS).

EDFA eNews is the monthly newsletter from ASM International and EDFAS which covers the latest news from the failure analysis industry, developments in products and equipment, event information, and more. The audience of EDFA eNews consists of over 4,500 EDFAS members and other subscribers who want product information on failure analysis equipment and services.

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AD REQUIREMENTS: Submit 75 words; one image (TIFF or JPEG); and provide a URL for clickthroughs.

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Capture the attention of your buyers through video with the ASM International / EDFAS Sponsored Video Showcase. The video sponsorships are the number one clicked item within each newsletter.

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ASM International delivers the best opportunities for suppliers of products and services to reach the 20,000+ ASM members and other decision makers in the materials science industry. ASM offers a full suite of advertising, promotional, and face-to-face opportunities for modern marketers. ASM products continue to meet the high standard for editorial quality and integrity that our readers and members have come to expect.

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EDFAS SOCIETY SPONSORSHIP OPPORTUNITIES

2021

AN ONLINE COMMUNITY FOR THE ELECTRONIC DEVICE FAILURE ANALYSIS SOCIETY

Sponsoring the Electronic Device Failure Analysis Society is the best way to reach EDFAS members and electronic device failure analysis professionals. Sponsorships for this website are available each month, allowing you to reach an audience of influential semiconductor failure analysis professionals.

FEATURED SPONSOR AD

TOTAL SITE SPONSORSHIP PACKAGE: \$1,575 PER MONTH

Promote your company or product on the EDFAS website with a logo placement – there's no better way to promote identity than on top level pages of a targeted site. In addition, featured ads are a dynamic and highly visible way to place your message in front of your audience on the pages they visit most. Being a featured sponsor is an excellent choice for both branding and direct response campaigns. ASM Affiliate society site sponsorships are extremely limited and highly exclusive – book your space today!

AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 225 x 187 px) and provide a URL for clickthroughs.

MONTHLY STATS

AVERAGE MONTHLY USERS: 3,100+

AVERAGE MONTHLY PAGEVIEWS: 9,500+

The EDFAS online community is a central location for electronic device failure analysis professionals to learn, grow, and connect virtually. Home to the hundreds of influential EDFAS members who work in the semiconductor electronic device fields, this site attracts thousands of visitors per month and includes the best news, events and technical articles on this specialized topic.

TARGETED EMAILS

REACH YOUR IDEAL AUDIENCE THROUGH ASM'S EMAIL LIST.

Sending your customized email to ASM's highly targeted distinguished audience will help increase your reach and provide your sales team with leads who are the most interested in your offering. ASM is a well-respected society that engineers, metallurgists, scientists, and engineering managers trust to provide them with the latest advancements in the field of materials science. Don't miss your opportunity to connect with these decision makers and industry influencers.

PRICING IS BASED ON TARGETED SIZE.

EMAIL GUIDELINES:

- HTML that is no more than 640 pixels wide.
- Subject line.
- Preheader if possible. A preheader is a secondary subject line and will appear in smart phone menus as well as new versions of Outlook.

EMAIL TIPS:

- Avoid using java script or linking to external style sheets, or style sheets that are part of a web site.
- Use inline styles instead of external styles
- HTML emails render differently in different email clients. Keep the HTML simple.
- Avoid using images with big file sizes.
- We recommend avoiding animated gifs. Many email clients do not render animations.

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