

Chip Scale R E V I E W

Editorial Offices: 929 Ebbetts Ave., Manteca, CA 95337
Phone 209/824-1289 · Fax 209/824-2799 · chipreview@mediaone.net

How to Submit News to Chip Scale Review

February 6, 2001

Chip Scale Review welcomes your industry news, which may include personnel promotions, factory expansions, ground breakings, orders, products, etc. In other words, anything that affects your customers (our readers) is news. When submitting news to us, please follow the few guidelines below. They will multiply your chances that we will use your news.

1. Our preferred method of receiving your news is by the good ole' USPS. Unless we request it, it is rarely necessary for you to courier your news releases to us overnight.
2. Alternatively, you may send your news to us via e-mail. However, **DO NOT** attach it as a Word file. Due to the many viruses on the Internet, we will **NOT** download unsolicited Word files. Paste your release into the text of your e-mail message or send it as a PDF file. You may attach a photo, (.tif or .jpg, 2Mb or less).
3. Be sure that your release is dated. We will not use undated releases. We will rarely be able to contact you to find out whether you are sending us a new release of an old product or a new release of a new product.
4. Do not ask us to tell you if/when we will use your release. Things change right up to presstime, so don't ask.
5. Good photos are always welcome. However, please be sure to ID them on the back, preferably with a label. Because of the possibility of using the wrong photo, we will not use a photo that comes in loose without a permanent ID.
6. If you are sending a photo by e-mail, please identify it in the file name. This is especially important with people, i.e., tom jones.jpg.
7. Is your release complete? Better to tell too much than too little. Specs are particularly desirable rather than "improved," "better," "superior," and other meaningless adjectives.
8. We decide whether to use personnel releases based on the size of the company and the importance of the position. We will rarely use a release of anyone below the rank of manager/director. The other criteria is how long the person has been in the semiconductor industry and how well known the person is.

9. It's generally not necessary (or helpful) to send a cover letter telling us why we should run your release. If the reason is not apparent from reading the release, then whatever you say in the cover letter isn't going to help your cause.
10. We accept news for the current issue up until about a week prior to going into prepress, which is two weeks prior to press time. If you don't see the release in the next issue, it is unlikely to appear, because it will be stale by the time the next issue is produced.

Please contact the editor at chipreview@mediaone.net with any questions.