

How to Submit News to *Chip Scale Review*

Revised August 1, 2007

Chip Scale Review and our weekly newsletter, *The TUESDAY REPORT*, welcome your news about the semiconductor, MEMS, nanotechnology and optoelectronics packaging and test industries.

Your news may include personnel appointments, promotions, factory expansions, ground breakings, new products, patents, orders, etc. In short, **anything that affects or enlightens your customers—our readers—is worthwhile news to us!**

When submitting news, please follow the guidelines below. By doing so, you will increase your chances that we will use your material.

1. Send your news by either e-mail or via the USPS, although we now prefer e-mail.
2. You may attach your news as a word file, a .pdf file, or paste it into the text of your message. Ideally, we would like you to do both and indicate the specific nature of the release in your subject line.
3. If you are including a photo, please send it as a separate e-mail attachment. You should ensure that it is of sufficient resolution for print use, a minimum of 280 dpi for a 4 x 5 inch photo. Please don't ask us to visit a web site or ftp site to download a photo!
4. Photos with overprinted brand name, logo or model name, or other photos that were obviously produced for advertising use, are not acceptable
5. Do not ask us to tell you when/if /how we will use your release. Things change right up to the last moment in our production cycle.
6. If you are sending a photo by e-mail, please identify it so we can find it later, thusly: tom_jones.jpg, not chipscalereview.jpg.
7. Is your release complete? Generally it's better to give too much rather than too little information.
8. Always date your release with the day, month and year of release and have a contact person's name available with phone and e-mail address.
9. It is not necessary to explain separately in a letter why the release is important. If we can't tell that from the release, you've missed the mark completely!

(Continue to the next page.)

10. Is it old news? Is this a *new release* about an *old product* that was released (and publicized) earlier at a major trade show? Recycling is good for paper and plastics, not for publicity releases! Our motto is: “Something can only be new once!”

11. Do not send us “embargoed” releases. We do not observe embargoes. If you don’t want the news released before a certain date, don’t send it to us until that date!

12. If the release has been distributed earlier on BusinessWire, PRNewswire or another of the commercial publicity release services, please indicate this on your release, with the date.