

Nikkei Electronics 2008 Ad Feature Schedule

Month	Issue	Delivery	Deadlines		Ad Feature	Joint Ad Feature
			Order	Materials		
Dec. 2007	Dec. 17	Dec. 14	Nov. 15	Nov. 26	Mobile Solutions	
	Dec. 31	Dec. 27	Nov. 28	Dec. 06	NE Plus	
					Interview with Top Management	NB, Dec. 24 & 31 issue
Jan. 2008	Jan. 14	Jan. 10	Dec. 04	Dec. 12	Optical Electronics: Fiber Optics Expo 2008 Preview	
					INTERNEPCON JAPAN, Jan. 16-18, Preview	NMD, Jan. issue
					The Forefront of EDA: Electronic Design and Solutions (EDS) Fair, Jan. 24-25, Preview	NMC, Feb. issue
	Jan. 28	Jan. 25	Dec. 18	Dec. 27	The Forefront of Power Semiconductor Engineers Recruitment	
Feb.	Feb. 11	Feb. 08	Jan. 10	Jan. 21		
	Feb. 25	Feb. 22	Jan. 24	Feb. 01	FC Expo 2008 (Int'l Hydrogen & Fuel Cell Expo), Feb. 27-29, Preview	NMC, Mar. issue
					Outsourcing/Engineer Dispatch Engineers Recruitment	
Mar.	Mar. 10	Mar. 07	Feb. 07	Feb. 18	Disaster Control Solutions Analog Solutions (1)	NMD, Apr. issue
					Mar. 24	Mar. 22
	Apr.	Apr. 07	Apr. 04	Mar. 06	Mar. 14	EMC Japan 2008, Power Supply Japan 2008, Apr. 16-18, Preview
Countermeasures to Heat NE Plus (sensor)						
Apr. 21		Apr. 18	Mar. 21	Mar. 31	Measurement & Control Solutions (1)	NMD, May issue NMC, May issue
May	May 05	May 02	Apr. 03	Apr. 11	Embedded Solutions (1) ESEC 2008, May 14-16, Preview	NMC, May issue
					The Forefront of Automotive Electronics (1) Automotive Engineering Exposition 2008, May 21-23, Preview	NMD & NMC, May issue, NAT Jul. issue
	May 19	May 16	Apr. 14	Apr. 22	Analytical Software (1)	NMD, Jun. issue
	Jun. 02	May 30	Apr. 28	May 12	Embedded Solutions (2) ET West 2008, Jun. 5-6, Preview	NMC, Jun. issue
Jun.	Jun. 16	Jun. 13	May 16	May 26	Electronic Materials	NMD, Jul. issue
	Jun. 30	Jun. 27	May 30	Jun. 09	Mobile Solutions (1) Engineers Recruitment	
Jul.	Jul. 14	Jul. 11	Jun. 13	Jun. 23	Medical Solutions: International Modern Hospital Show, Jul. 16-18, Preview	
					The Forefront of Automotive Electronics (2) AT International, Jul. 23-25, Preview	NMD & NMC, Jul. issue, NAT Sep. issue
					Environment/Green Procurement NE Plus	NMD & NMC, Aug. issue
	Jul. 28	Jul. 25	Jun. 26	Jul. 04	Engineers Recruitment Micro Controller	
Aug.	Aug. 11	Aug. 08	Jul. 10	Jul. 18	Technology Excellence in Kyoto	
	Aug. 25	Aug. 22	Jul. 22	Jul. 30	Engineers Recruitment Analog Solutions (2)	
Sep.	Sep. 08	Sep. 05	Aug. 05	Aug. 18	Mobile Solutions (2)	
	Sep. 22	Sep. 19	Aug. 21	Aug. 29	CEATEC JAPAN Preview Engineers Recruitment	NMD & NMC, Oct. issue
Oct.	Oct. 06	Oct. 03	Sep. 03	Sep. 11	FPD International 2008 Preview	NMD Oct. issue
					Measurement & Control Solutions (2) NE Plus	NMD & NMC, Nov. issue
					The Forefront of Memory (2) The Forefront of Automotive Electronics (3) Engineers Recruitment	
	Nov. 03	Oct. 31	Oct. 02	Oct. 10	Embedded Solutions (3) ET 2008, Preview	NMC, Nov. issue
	Nov.	Nov. 17	Nov. 14	Oct. 16	Oct. 24	Industrial Location & Promotion Analytical Software (2)
Dec. 01		Nov. 28	Oct. 29	Nov. 07	Engineers Recruitment	
Dec.	Dec. 15	Dec. 12	Nov. 13	Nov. 21	Mobile Solutions (3)	
	Dec. 29	Dec. 26	Nov. 27	Dec. 05	Interview with Top Management NE Plus	NB

Corporate Image Survey

Ad Impact Survey (Conducted every issue)

Ad Message Acceptance Survey

*Schedule may change without prior notice.