

Issues

The Must-have Books for LCD/FPD Engineers

Nikkei Flat Panel Display 2006

<Tutorial> <Technology>

In addition to *Nikkei Flat Panel Display* <Strategy Edition> and <Practice Edition>, which have been published every autumn, *Nikkei Microdevices* is pleased to issue its <Tutorial Edition> and <Technology Edition> in spring 2006. The <Tutorial Edition> will include the cutting-edge technologies for each panel display, while the <Technology Edition> will have engineers explain about the state-of-the-art technologies they developed, and cover all aspects around the FPD industry, such as corporate strategies, technological trends, market analysis, etc.

Nikkei Flat Panel Display 2006 is sure to be a golden opportunity for you to introduce your FPD products, manufacturing devices, components and technology for materials; and help highlight your advantages in comparison with competitors' products and technologies by effectively featuring your product.

Advertisers' Benefits

1. With ad placement on this supplement issue, ad menus of "FPD International", one of the theme sites of [Tech-On!], will be offered at half price.
2. With ad placement both on the *Nikkei Microdevices* April issue and on this supplement issue, the discount rate will be applied. Details are given on the next page.

<Tutorial Edition> Mar. 20, 2006 issue <Technology Edition> May 19, 2006 issue

Projected Contents in 2006

<Tutorial Edition>

Technological aspects by panel, including mechanism, structure, driving method, manufacturing method and components, are systematically explained.

- Part 1 LCD
- Part 2 PDP
- Part 3 Projection
- Part 4 Organic EL
- Part 5 FED
- Part 6 Electronic Paper

<Technology Edition>

- Part 1 LCD (1) Panel Technology
- Part 2 LCD (2) Manufacturing Technology
- Part 3 LCD (3) Component Technology
- Part 4 PDP Technology
- Part 5 Rear-Projection Technology
- Part 6 Organic EL (1) Panel and Production Technology
- Part 7 Organic EL (2) Panel and Material Technology
- Part 8 New Device Technology
- Part 9 Graphic Technology
- Part 10 Interviews with Production Equipment/Component Makers

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<Tutorial> <Technology>

Schedule

Delivery Date	<Tutorial > Mar. 20, 2006	<Technology> May 19, 2006
Order Deadline	Feb. 13 (Mon.), 2006	
Material Deadline	Feb. 22 (Wed.), 2006	

Ad Space and Rates

<u>Space</u>	<u>Price</u>	<u>W x H (mm)</u>
4 Color 1-page ad	¥ 480,000	180 x 255
4 Color 1-page + 1-page advertorial	¥ 630,000	
2 Color 1-page ad	¥ 400,000	180 x 255
B&W 1-page ad	¥ 330,000	180 x 255
B&W horizontal 1/2 page ad	¥ 192,000	180 x 125
Product File B&W 1/2 page ad	¥ 170,000	180 x 125
Product File B&W 1/4 page ad	¥ 90,000	180 x 60

*All the above rates are for normal versions. Bleed versions will entail 10% rate increase.

*The same materials will be used on both <Tutorial Edition > and <Technology Edition>.

Joint Ad Menu with *Nikkei Microdevices* April issue

		Special Discount Rate
4 Color 1-page ad on both magazines	¥ 1,050,000	¥ 892,000
B&W 1-page ad on both magazines	¥ 700,000	¥ 595,000

*For more details, please make an inquiry.

Media Outline *Nikkei Flat Panel Display 2006*

<Tutorial Edition> Mar. 20, 2006 issue

Circulation: 10,000

Size: Modified A4 (208 wide x 280 high mm)

Number of Pages: Approx. 200

<Technology Edition> May 19, 2006 issue

Circulation: 10,000

Size: Modified A4 (208 wide x 280 high mm)

Number of Pages: Approx. 200

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