

February 12, 2010

Dear John,

As a valued client of **ElectronicsCooling** magazine, we wanted to inform you of the magazine's return. **ElectronicsCooling** has been held in high regard by the thermal management community since it was first published in 1996 and you will soon be able to reach the buyers you once did, and many more.

Under the new management of ITEM Publications, we are bringing the printed publication back. The magazine now has an increased circulation of 16,000+ readers (up from 12,000) and there will be no rate card increase in 2010.

In addition, we will soon announce some powerful new electronic media marketing opportunities to support your sales and marketing efforts for 2010.

ElectronicsCooling will still feature the practical content our readers know and use:

- Articles and Tech Briefs from top thermal management engineers
- Technical reference data
- Useful calculations and formulas
- New products
- Events, including seminars, training, tradeshow and symposiums
- Buyers' guides

The next edition will be distributed in March and the deadline to purchase advertising space in is February 26, 2010. Act quickly to meet this imminent deadline.

Want to learn more?

Contact me via email or phone for more information about advertising in **ElectronicsCooling**. If you are attending the Semi-Therm 2010 event in Santa Clara this month, visit our booth (#207) to meet me and discover how Advanced Cooling Technologies can once again reach buyers in the thermal management community.

Sincerely,

Paul Salotto
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