

Vacuum Technology & Coating



www.vtcmag.com

2025-2026 Media Kit



NEW for 2025-2026

- **VT&C Magazine** is going 100% digital and as an advertiser you will get the same VT&C driven traffic to your website at a substantially lower cost
- **Product Spotlight** – Full page which focuses on up to 3 product listings formatted similar to PSC and includes company contact info, effectively a free full-page ad
- **Company Spotlight** – Focus on your company with details similar to what is found on your VT&C company profile and include a focused product listing
- **Banner Advertising** – Traffic driven to your website from several key locations on the vtcmag website (Leaderboard, News/PR, featured Buyer’s Guide, featured Showcase)
- **Buyer’s Guide Program** – Register up to 10 categories and in addition to being displayed in your company profile and the Buyer’s Guide page there is a featured Buyer’s Guide section on the front page which cycles category every 5 minutes.
- **Company Profile** – A page on vtcmag that focuses on your company, Buyer’s Guide categories, contact info and company info which you provide.

VT&C 2025 Product Showcase & Editorial Calendar

January 2025	Materials: Oils, Fluids, Gases etc /Heaters, Furnaces, Ovens, Chillers, Coolers, Accessories and Services
February 2025	Deposition, Coating, Cleaning and Etching Vacuum Processing Equipment
March 2025	SVC 2024 Techcon Product Showcase
April 2025	Double Issue: Vacuum Hardware / Vacuum Pumps
May 2025	Power Supplies, RF Generators and Accessories for Vacuum Thin-Film Deposition and Coating
June 2025	Deposition and Evaporation Targets, Sources and Materials
July 2025	Thin-Film Deposition Rate Monitors and Controllers
August 2025	AVS 70th International Symposium and Exhibition
September 2025	Gas Analytical Systems, Instrumentation, Measurement and Control, Gas Handling, Storage and Distribution
October 2025	Deposition, Coating, Cleaning and Etching Vacuum Processing Equipment
November 2025	Thin and Thick Film Metrology, Measurement, Characterization and Surface Analysis Equipment
December 2025	Deposition and Evaporation Targets, Sources and Materials

Product Showcase listings: \$495 per product listing, contact us to see if you qualify for a discounted rate.

Product Submissions & Information for VT&C Product Showcases

Terrence Thompson, Technical Editor | Phone: 1-847-515-1255 | E-mail: tethompson@aol.com

VT&C Digital Magazine 2025 Rate Card

	1x	3x	6x	12x
1/4 Page	\$1500 – Includes 1 month Web Banner/1 PSC	\$1250/ea – Includes 2 months Web Banner/2 PSC listings/BG	\$1000/ea – Includes 3 months Web Banner/3 PSC listings/BG	\$900/ea – Includes 6 months Web Banner/6 PSC listings/BG
1/2 Page	\$2000 – Includes 1 Month Web Banner/1 PSC	\$1750/ea – Includes 3 months Web Banner/3 PSC listings/BG	\$1500/ea – Includes 6 months Web Banner/6 PSC listings/BG	\$1250/ea – Includes 12 months Web Banner/6 PSC listings/ 1 Product Spotlight (or) Company Spotlight/BG
Full-Page	\$2500 – Includes 1 Month Web Banner/1 PSC	\$2250/ea – Includes 3 months Web Banner/ 3 PSC listings/ 1 Product Spotlight (or) Company Spotlight/BG	\$2000/ea – Includes 6 months Web Banner/6 PSC listings/ 1 Product Spotlight (or) Company Spotlight/BG	\$1750/ea – Includes 12 months Web Banner/6 PSC listings/ 2 Product Spotlights (or) Company Spotlight/BG

VT&C ADVERTISER INFO & PRODUCT SPOTLIGHT

VT&C Advertiser Stats

➤ Average digital traffic: 123,490 ➤ Digital Circulation: 14,500

Please note: Web traffic is a monthly average

Stats Report (current 2024)	January	February	March	April	May	June	July	August	September	October
Profile Views VTMag.com users who clicked to view company profile page	351	243	221	283	381	397	231	270	273	289
Website Click From Profile VTMag.com users who clicked the company website link from VT&C profile page	117	91	94	105	92	113	99	85	111	76
Website Clicks from Buyer's Guide VTMag.com users who clicked the company website link from VT&C Buyer's Guide Page	293	630	525	580	547	429	383	517	525	539
Website Click from Ad List VTMag.com users who clicked company website link from the Ad List Page	147	178	185	193	204	189	201	212	233	215
Clicks from Product Showcase VTMag.com users who clicked the company product showcase listings	na	793	427	989	683	282	na	na	423	1146
Website Click from Digital Magazine Visitors to Digital Magazine who clicked the company print ad	na	199	na	241	na	320	na	546	na	20

VT&C Full Page Product Spotlight



➤ Product Spotlight

Full page within the digital magazine which focuses on up to 3 product listings similar to Product Showcase and includes the company contact information – this is equivalent to a full-page ad

Online-Buyer's Guide Program

Your company profile appears on the VT&C website and includes:

- Logo
- Company Profile
- Contact Info: Website link, email
- Up to 10 product categories from the VT&C Buyer's Guide
- Web banner on the Buyer's Guide for one year 728 × 90

Your company is listed from the online VT&C advertiser index and online advertiser list webpages.

What you get:

- Stats reporting for company profile views
- Website clicks
- Buyer's guide clicks

Annual Rate: \$2,500

Banner Advertising

➤ Web Banner Stats (current 2024)

Traffic driven to your website from several key locations on the vtcmag website –Leaderboard, News/PR, featured Buyer's Guide, featured Showcase

- 3 months for \$2500 and get 4th month free
- \$1000 per month for A, B, C 728×90, 160×600
- \$500 per month for D and E 300×250
- **4 Banner Locations:** Top of page Leaderboard/ Middle page Leaderboard/Featured PR and News/Featured Product Showcase

Web Banner Advertising – Tower Ad		
Month	Impressions	Clicks to Website
January – 2024	22554	205
February – 2024	31791	361
March – 2024	54454	412
April – 2024	33538	449
May – 2024	27016	640
June – 2024	24208	436
July – 2024	24412	474
August – 2024	25356	429
September – 2024	20360	271
October – 2024	23050	255

VACUUM TECHNOLOGY & COATING'S BUSINESS STAFF

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VT&C EDITORIAL STAFF

Steve Hansen, Contributing Editor



Column: Guides to Vacuum Technology

Steve Hansen is a consultant specializing in vacuum technology related product development and education. He retired from MKS Instruments in 2009, the company he joined in 1995.

Matthew R. Linford, Ph.D., Contributing Editor



Column: Characterization of Thin Films and Materials

Matthew R. Linford received his B.S. in chemistry from BYU. He then obtained an M.S. in Materials Science and a Ph.D. in Chemistry from Stanford. His post-doc was at the Max Planck Institute of Colloids and Interfaces in Germany. He is now a professor in the Department of Chemistry and Biochemistry at Brigham Young University. Linford's research focuses on the development and characterization of new materials for separation science and for data storage, and on mathematical methods for data analysis.

Shyamasri Biswas, Ph.D., Contributing Editor



Column: Vacuum Advances in Biotechnology

Dr. Shyamasri Biswas received her Ph.D. in Biotechnology jointly from Banaras Hindu University, India and the University of Potsdam in Germany in 2003. She was awarded the prestigious German Academic Exchange Service (DAAD) sandwich model international scholarship and carried out her Ph.D. thesis work in the Department of Physical Biochemistry at the University of Potsdam, Germany. She also received the Council for Scientific and Industrial Research fellowship in India. Dr. Biswas has held research positions in protein biochemistry, structural biology, biotechnology and molecular biology at top-tier US institutions.

Terrence Thompson, Technical Editor



Column & Blog: Product Showcase and Observations & Opportunities Blog

Terrence (Terry) Thompson is a technical editor for *Vacuum Technology & Coating* magazine. He is a microelectronics manufacturing industry veteran with more than three decades of experience in technology publishing.

Abhijit Biswas, Ph.D., Contributing Editor



Column: Nanotechnology, Photonics and Microelectronics

Abhijit is an entrepreneur and a scientist. He has published 100+ papers in international journals and three text books in electrical engineering and holds several patents. He was Associate Professor in Electrical Engineering in the Center for Nano Science and Technology at the University of Notre Dame, Indiana.

Megha Agrawal, Ph.D., Contributing Editor



Column: Vacuum Advances in Biotechnology

Dr. Megha Agrawal received her Ph.D. in Biotechnology from the Indian Institute of Technology at Roorkee, which is one of the premier institutions in India with an outstanding reputation across the globe. She won a highly competitive research award given by the Council of Scientific and Industrial Research in India to carry out her PhD work. Dr. Agrawal's research on resveratrol has provided novel pathways to develop new therapeutics to combat neurodegenerative disorders. During an active research career of more than a decade, Dr. Agrawal has made significant contributions to develop a rapid, cost effective and more sensitive mechanism based in-vitro model of ischemic stroke as first tier of screening of neuroprotective drugs for their anti-stroke potential.