



*The*  
*Electronic*  
*Engineering Times*  
*20th*  
*Anniversary*  
*Special*  
*Issue*

*Celebrating The Engineer*

Electronic Engineering  
**TIMES**  
20  
Years

*It's our 20th  
anniversary and  
we're celebrating  
by dedicating  
an issue to a  
very special group  
within the  
electronics industry —  
our readers.*

E

lectronic Engineering Times is celebrating its 20th anniversary by recognizing the achievements of our readers — the design engineers and technical managers of the electronics industry. On October 28, 1992, we will publish a special issue devoted entirely to telling some of the success stories that occur year round in our industry — especially focusing on how engineers help create new products for the computer, communications, consumer, industrial and military markets.

*Engineers and technical managers are key to opening new markets and growing existing ones.*

The underlying theme we're stressing is that engineers — through their selection and use of new technologies — play the key role in creating revolutionary products that can open brand new markets and significantly expand existing markets.

To illustrate this, we will highlight stories of products that have or will — in the estimation of our editors — yield big business in the nineties and beyond. These end products will run the gamut from electronic automobile mufflers to multimedia consumer products to gallium arsenide computers.

In each case, our editors will go behind the products themselves and bring the design process to life through personal interviews with systems designers, your key customers.

*As the community newspaper for engineers and technical managers, we're proud to present the stories of their most recent achievements.*

This issue will be the highest readership issue of the year. We have already begun a series of weekly teaser ads to pique the interest of our readers.

20 Yea

And the emphasis on the "engineering experience" rather than technical specifications, will be something every one of our readers can relate to. That makes the "Celebrating the Engineer" issue a great opportunity to get your message to this key group of customers.

Your advertisement in this special issue will emphasize your capability to and interest in working with systems designers to help them build new products. And just as important, it will act as an important statement that you recognize and honor the role these engineers and technical managers play. That message is important both to engineers at your customer's company and in your own.

### *Special Ads & Special Rates*

Because of the unique format of this issue, we can accept only two ad units.

Single tab page, 4/C.....	\$10,000
Tab page spread, 4/C.....	\$20,000*

### *And a Special Opportunity for Advertisers to Celebrate Their Engineers*

\* Any advertiser who runs a tab spread will receive two special bonuses:

- An additional tab to run in conjunction with the spread, which you can use to honor your own engineering department and/or your customers.
- A Celebrating The Engineer award designed by a leading artist especially for this occasion, which you can present to your top engineer(s) or engineering department.

Don't miss being a part of what will be one of the best-read issues of the year. Contact your sales representative to reserve space today.

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*Issue Date:* October 28, 1992

*Closing Date:* October 2



Electronic Engineering Times  
600 Community Drive  
Manhasset, NY 11030

*EE Times Sales Offices* \_\_\_\_\_

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