

**Issue:** February 2008

**Ad Close Deadline:** November 30, 2007

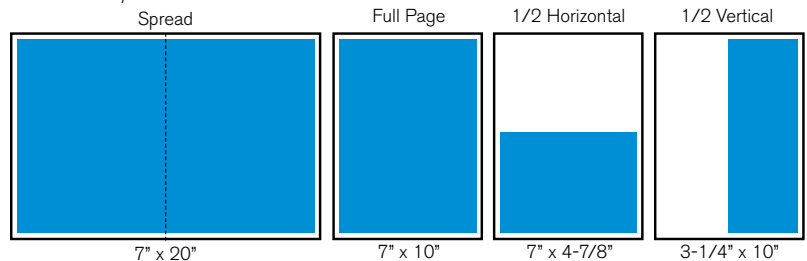
appliance DESIGN, a subsidiary of BNP Media, purchased the **International Appliance Manufacturing** magazine from Ashokan International in July 2007 for further international expansion and development in the appliance industry. The magazine is the industry's annual technical/white paper review for household appliance design and manufacturing including large domestic appliances (white goods), small kitchen appliances, and floor care around the world. Published in English, the review is comprised of technical/white papers for the industry from leading international companies and universities involved in developments for the appliance manufacturing process.

### CIRCULATION:

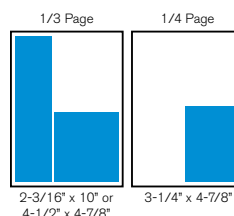
- **5,200 executives & design engineers** responsible for the administration, design, testing and manufacturing of household appliances at OEMs around the world\*
- **Government departments, standards bodies and consultants**
- **Reaches countries** across Europe (East & West), North & South America, the Middle East, China, Japan, Korea, India, Russia, Australia, USA, Canada & Mexico
- **Bonus distribution** at Domotecnica 2008 as well as other appliance related trade shows
- **Digital edition** issue will be posted online for website visitors

### RATES:

Rates quoted at NET and include a technical/white paper up to 3,000 words. With the exception of premium positions, ads will be placed with technical/white papers. Placement of papers/ads are based on first come, first serve basis.



	4-Color	Black & White
Spread	\$15,100	\$11,490
Full Page	\$8,785	\$7,100
1/2 Page	\$5,230	\$4,835



**Additional ad sizes available however they DO NOT include a technical paper.**

	4-Color	Black & White
1/3 Page	\$4,400	\$3,000
1/4 Page	\$3,500	\$2,100



### 2007 PUBLISHED ADVERTISERS:

AP&T, Allegro Microsystems, BASF, BJB, Borealis, Burgess Norton, Cherry, Compact, Degussa, Diehl Ako, Dow Corning, Dyna, Elmarc, Ferro Technik, GE Plastics, Kema Quality, Lati, Lustran, Marquardt, Milliken, Microchip, Multibase, Omron, Rosti, SKF, Sandvik, AO Smith, ST Microelectronics, ThyssenKrupp Steel

\*Publisher's Own Data, 06/07.

# INTERNATIONAL APPLIANCE MANUFACTURING AD SPECIFICATIONS

## Terms & Conditions

**Payment Terms:** Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

**Short Rates & Rebates:** Advertisers will be shortrated if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that which they have been billed.

**Agency Commission:** 15% of gross billing allowed to recognized agencies on space, color and position. Bills are issued same day as publication. Commission not allowed on other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges and non-display advertising.

**Copy & Contract:** Advertiser and agency assume liability for all content (including text, representation and illustrations) of advertisements printed and all claims arising therefrom against publisher.

## Printing Specifications

**Printing:** Heat-set, web-fed offset  
**Paper:** 40-lb. coated;  
**Cover:** 80-lb. coated  
**Binding:** Perfect Bound  
**Screen:** 150-line black-and-white.

## Bleed Specifications:

Full-page bleed size 8½" x 11½"  
Full-page trim size 7⅞" x 10⅞"  
Spread size, full bleed 16" x 11½"  
Spread trim size 15¾" x 10⅞"  
Keep all live matter ⅜" from trim.

## Publication & Closing Dates

**Published Yearly:** Issued during the first week of publication month. No cancellations or changes in order will be accepted after closing dates

## Digital Ad Requirements

**Platforms:** MAC format preferred. (IBM-compatible accepted, fonts will be replaced by MAC versions).

**Preferred File Formats:** InDesign, Photoshop and Illustrator files accepted.  
**PDFs are accepted;** please call the production manager for correct Distiller settings.

**Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

**Colors:** All colors used should be CMYK, unless a spot color has been purchased.

## Electronic Submission:

**CDs are accepted. E-mail and FTP options should be discussed with the production manager.** All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

## FTP Login Information:

Go to [www.upload.bnppmedia.com](http://www.upload.bnppmedia.com) and choose *Appliance Design* from the drop down menu and follow on screen directions.

**Proofs Required:** A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted.

**Color cannot be guaranteed unless an acceptable proof is provided.** Please supply B&W laser printout for B&W ads.

**Ad Size:** Crop marks for full-page ads should be at trim size 7⅞" x 10⅞". Bleed ads should extend beyond trim crop marks by ⅛" on each side. Vital matter must be kept at least ⅜" away from trim edges. Fractional ads should match sizes published.



appliance  
**DESIGN**

## Shipping Instructions:

Please address all correspondence, space orders, insertion instructions & material to:

appliance **DESIGN**

**Amy Alef**, Production Manager  
2401 West Big Beaver Road, Suite 700, Troy, MI 48084  
Phone: 248.244.6409; Fax: 248.786.1348  
Email: [alefa@bnppmedia.com](mailto:alefa@bnppmedia.com)

# INTERNATIONAL APPLIANCE MANUFACTURING **SAMPLE ADVERTISERS**

### Why choose a Fast Diode MOSFET in a three-phase inverter topology providing six-step current commutation

Before Proceed: Antonio Diaz, STMicroelectronics, Inc.

Improving efficiency and energy consumption are of primary importance in today appliance applications. For this reason, business DC motors have been widely home appliances, as well as many other applications. Another reason they have broader applications in the home appliances is that they employ an electrical, self-mechanical commutator, and are thus considered more reliable. Specifically, do favor the 3-phase brushless DC motor due to its high efficiency (up to 98%) and size, relative to a given desired power.

If a standard 3-phase power stage is used to drive a common 3-phase brushless DC motor, as discussed in Fig. 1, the power stage creates a 6-step current, but cannot do so for the whole 360° of the motor. To overcome this, a 6-step commutation is used for the motor. Six-step commutation is achieved by using a 6-step current, relative to a given desired power.

Changes in a 6-step current are not affected by the motor's inductance. In order to provide a 6-step current to the motor, the power stage utilizes an 6-step MOSFET, that can switch in different quickly. However, 6-step commutation, requires providing a 6-step current, as illustrated in Fig. 2.

The MOSFETs (M1, M2 and M3) are used at high frequency, as shown in Fig. 3. The MOSFETs are used in a 6-step commutation, as shown in Fig. 4. The MOSFETs are used in a 6-step commutation, as shown in Fig. 5. The MOSFETs are used in a 6-step commutation, as shown in Fig. 6.

Figure 1: Three-phase inverter topology

Figure 2: Current through the motor in 6-step commutation

Figure 3: MOSFET switching waveforms

Figure 4: MOSFET current waveforms

Figure 5: MOSFET voltage waveforms

Figure 6: MOSFET power waveforms

ST White Papers

### ST White Paper: MOSFET in a three-phase inverter topology

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ST White Paper Ad

### ST Solutions for Home Appliances

The industry's most comprehensive solutions for home appliance applications offer flexibility, reliability and eco-sensitive power.

With an unparalleled combination of silicon and systems expertise and a rich product portfolio ranging from discrete devices to high performance microcontrollers, STMicroelectronics provides leading-edge solutions for home appliance applications.

In addition, this application design will be faster and easier thanks to a complete line of reference designs.

**SOLUTIONS FOR:**

- Line and motor control
- Motor control
- Power conversion for induction
- Motor control
- Load control AC switches, 550°C trans
- External communications bus for field service
- Energy saving (ECO) / ECO / VFD

**Key benefits:**

- Energy star and Blue Angel compliance, safety, platform expansion and reliability

**ST Solutions**

## Sample White Paper and Full Page Ad

### Development by SKF of Value Added Solutions (VAS) for washing machine applications

Skf has developed a range of Value Added Solutions (VAS) for washing machine applications. These solutions are designed to improve the performance and reliability of washing machines, while also reducing the environmental impact of the manufacturing process.

The SKF Top Loading Unit for Washers (TLU) for Domestic Washers is a key component of these solutions. It is designed to provide a reliable and durable solution for the top loading unit of a washing machine. The TLU is made of high-quality materials and is designed to withstand the harsh conditions of a washing machine.

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Figure 1: Top Loading Unit for Washers (TLU) for Domestic Washers

Figure 2: Top Loading Unit for Washers (TLU) for Domestic Washers

Figure 3: Top Loading Unit for Washers (TLU) for Domestic Washers

SKF White Papers

### SKF Half Page Ad: Value Added Solutions (VAS) for washing machine applications

Skf has developed a range of Value Added Solutions (VAS) for washing machine applications. These solutions are designed to improve the performance and reliability of washing machines, while also reducing the environmental impact of the manufacturing process.

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SKF Half Page Ad

### SKF Half Page Ad: Working for a cleaner world

Working for a cleaner world. Working for a cleaner world.

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## Sample White Paper and Half Page Ad