

We search for industry news, so you don't need to.

2009 Media Guide



The screenshot shows the Circuitnet website interface. At the top is the 'circuitnet' logo and a navigation bar with links for Home, Site Map, News, Corporate News, Exclusives, Experts, Equipment, Circuitmart, Calendar, and Newsletter. Below the navigation bar is a 'Free Newsletter Subscription' box with a 'Daily Circulation Over 42,000' badge. The main content area is divided into several sections: 'Top Story' featuring an article about EMS/ODM sectors; 'Industry News' with multiple short articles from various sources like The New York Times and Chicago Tribune; and a 'Today's Sponsor' section for JUKI. There are also several advertisements, including one for Asymtek's 'The New DispenseJet DJ-100 High Speed Jet Dispenser' and another for YES Tech's AOI inspection technology. A 'Green Rules' section is visible at the bottom left of the page.

- **Circuitnet daily e-mail subscribers 42,000 +**
- **170,550 unique readers past 6 months**
- **Readership from 151 countries**
- **10,000 + clicks per month to advertisers' web pages**
- **#1 newsletter and website for industry professionals**

Why Advertise With Circuitnet



Electronic-media continues to expand as industry professionals seek daily updates on news and events shaping the electronics assembly market. An advertising campaign in Circuitnet provides daily e-media visibility with high-frequency advertising designed to meet every budget. We reach over 150,000 industry professionals who are eager to learn more about your products and services.

A comprehensive e-media campaign in Circuitnet includes the following features:

- Ad campaigns running up to 15 days per month
- Banner ads in two sizes, either 160 x 300 pixels or 468 x 60 pixels
- Text ads intrigue readers to click your ad and redirect to your web pages
- Delivering over 10,000 clicks to advertiser's web pages every month
- White papers hosted at no cost provide contact names and e-mail addresses
- Corporate press releases published whenever we receive them
- One free promotional video flash presentation
- "Ask the Experts" panel membership builds your visibility as industry experts
- Exclusive articles and interviews from your company
- Company events posted in the Circuitnet calendar

Analytical Data

Recent analytical data collected from an independent company confirms our readership continues to expand. The Circuitnet e-mail newsletter is broadcast to over 42,000 opt-in subscribers every business day.

During the past 6-months Circuitnet has reached 170,550 unique visitors from 151 countries. The Circuitnet e-mail newsletter subscriber base is always up-to-date and is managed by an independent world-class e-mail management company.

Top 10 markets by geographic readership:

- North America
- United Kingdom
- China
- Germany
- Singapore
- India
- Malaysia
- Israel
- Australia
- Japan

Demographics by region of the world:

53% Americas, 25% Asia Pacific, and 22% Europe

IPC & SMTA and other industry organizations partner with Circuitnet to reach their members and drive visitors to their events and trade shows.

EKRA is one of the original advertisers with Circuitnet and has seen outstanding results as advertising has moved more towards electronic media. Circuitnet was at the forefront of this trend and provides us with hard data regarding the success of our advertising campaigns. This is something that print advertising could never provide.
Steve Hall, President,
EKRA America

In this period of decline in print publications, our users are turning to the internet in droves as the main source of information. Juki has benefited tremendously from our aggressive use of Circuitnet and SPN as advertising vehicles. Our outstanding business results in a time of trouble for our competition confirm this is the correct strategy.
Bob Black, President
Juki Automation Systems

As a first time advertiser we were amazed at the response! The text ads keep the site fresh and the format is extremely effective at evenly distributing responses over the entire month. Bottom line: an awesome value!
Marc Peo, President
Heller Industries

Thank you for your thorough responses. Unbelievable detail which I greatly appreciate. Few partners today provide the hard data provided by your team. I appreciate all the great assistance, prime placements and total knowledge you folks have provided.
Barry Cohen, Director of
Marketing Communications
Enthone, Cookson Electronics

Circuitnet Readers

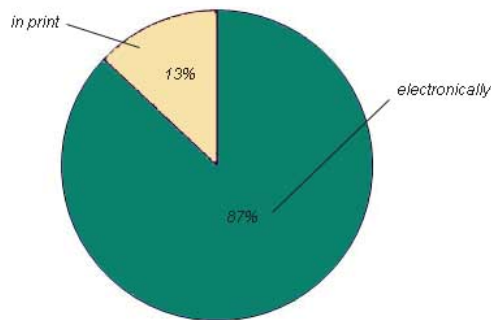


Over 42,000 daily subscribers find Circuitnet to be their go-to source for news and information in the electronics assembly market. Circuitnet subscribers and website visitors are the industry professionals you want to reach; they're your prospects and your customers.

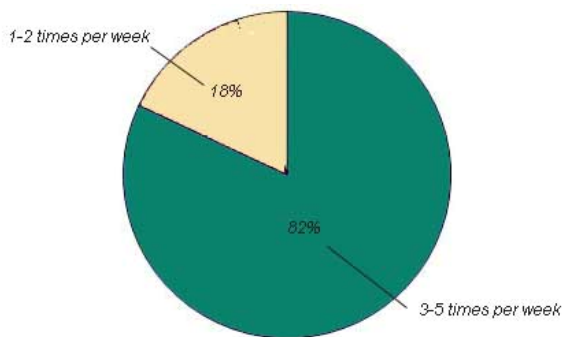
Rather than waiting for the monthly issue of their favorite trade publication, these are professionals who every day have a need to know – and who bear the responsibility for looking ahead, thinking, and imagining the future to keep their companies on top! They keep themselves up to speed by reading Circuitnet. Over 500,000 articles were clicked and read from Circuitnet readers in just the past few months.

Based on a recent readership survey we are proud to share data and commentary from industry professionals who took part in our survey.

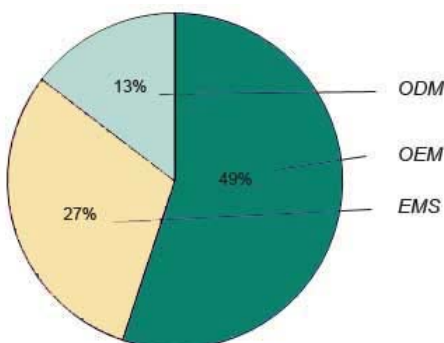
Do you prefer to receive your industry news electronically or in print?



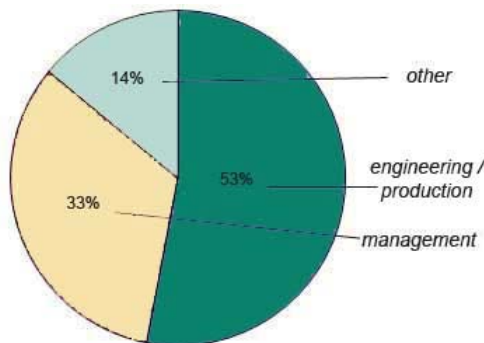
How often do you read Circuitnet e-mail newsletter?



Company Type



Job Description



The survey included a space for participants to include comments. The following are some of the comments received from readers at major OEM and EMS firms.

"The Circuitnet newsletter is one that I actually look forward to reading everyday."

"Great way to start my day. Keeps me posted without having to surf."

"This is the only thing that I read regularly and I find the mix of information to be quite interesting."

"Find it very useful since it brings useful or interesting article links from publications I normally don't have access to. Saves me the time required to scan magazines to find the meat."

"I think it is a great service. I like having many sources of electronic news assembled and delivered every day."

"Circuitnet is the best daily read."

Advertising Opportunities



Circuitnet advertising delivers results. We deliver your message to the largest targeted readership with the highest frequency. Ad campaigns in Circuitnet provide twice the visibility of your message compared to other e-media sources. The more often your ads run, the more response you will receive. We have campaigns to fit every budget.

Banner Ads

Banner Ads are ideal for branding with corporate colors and/or a company logo. Circuitnet's large banner ads (160 x 300 pixels and 468 x 60 pixels) provide significant space to deliver your messages for maximum exposure.

Text Ads

A well written text ad will intrigue the reader to click the ad to learn more about your product or service. The goal of a text ad is to deliver readers direct to your website. We encourage our advertisers to run multiple text ads in a single ad campaign at no extra cost.

Did You Know - Text ads will typically produce 3-4 times as many clicks as a banner ad. Many ad campaigns at Circuitnet combine both banner and text ads alternating through the month. Banner ads to build your company brand and text ads to drive visitors to pages on your web site.

Sponsor Positions

Gold Level advertiser's text ads run at the top of the Circuitnet newsletter and website twice per month. Their company logo is placed on the top right column for the entire day.

White Papers

Circuitnet will host your white paper at no cost allowing readers to download them with a simple registration. Circuitnet readers download over 1,000 white papers per month and we provide the name and email addresses to our advertisers at no cost.

Monthly Reports & Feedback 24/7

Circuitnet provides a monthly e-media report showing activity including ad impressions and clicks, press release postings, white paper downloads and calendar events. This monthly report is sent to you via e-mail allowing you to measure the success of your ad campaigns and with your own login and password. Circuitnet advertisers can monitor impressions and clicks for each ad campaign providing important data to manage the e-media program. Ads can be changed at any time to refocus their impact and we encourage you to update frequently to keep your ads lively and engaging, all at no added cost.

Mechanical Specifications

Banner ads – Animated gif format for the e-mail newsletter, flash is accepted for website banner ads

Vertical Banner ad – 160 x 300 pixels, not to exceed 60KB

Horizontal Banner ad – 468 x 60 pixels, not to exceed 60KB

Text ads - Created in HTML code by Circuitnet, advertisers must provide following for each ad:

Headline—up to 4–6 words

Sub-headline—up to 4–6 words

Text—25–30 words

Image file—70 x 70 pixels recommended in gif, jpg, or tif format

Note: One redirect url is allowed for each banner or text ad

**Circuitnet suggests campaigns run multiple ads in same campaign to increase activity, there is no extra cost for these ads*



Rate Card



Sponsor Position

Sponsor Logo

Text Ad

Vertical Banner Ad

Text Ad

Horizontal Banner Ad

Silver Campaign

Banner ad & text ad campaigns running 8 days per month, twice per week. Ads will display in the Circuitnet broadcast email newsletter only. This does not include the Circuitnet website

3 month campaign \$950/month, 12 month campaign \$850/month (credit card pricing)

Gold Campaign

Banner ads & text ads running 15 days per month and includes sponsor position twice per month with text ad and logo. Ads will be displayed in the Circuitnet broadcast email newsletter and on the Circuitnet website

3 month campaign \$1850/month, 12 month campaign \$1750/month (credit card pricing)

SMTA Website Advertising and e-newsletter

Banner ad or text ad running 24/7 in SMTA website plus twice per month in SMTA weekly newsletter

6 month or 12 month campaign \$300 per month (credit card pricing)

Industry Survey

Do you want to know how the market views your products or services? Do you want to know how you stack up against your competitors? An Industry Survey in Circuitnet will let you discover insights about your business and market. These anonymous surveys run in the Circuitnet newsletter and cost \$2,900 which includes an award offered to one random respondent. The names and e-mail addresses of all participants are provided to you as part of the survey package.

About Us



We believe it's our job to dig through the unending stream of news, articles, features, and discussions to deliver news and information, covering the world of electronics manufacturing, to our readers. We conveniently deliver this simple news format to our subscribers via email -- every business day.

The Circuitnet newsletter and website features links to industry and technology news stories and feature articles about the electronics assembly market. We also publish the latest corporate and product news announcements our industry company's submit to us.

Every month we publish links to more than 250 important industry news articles and more than 150 corporate and product news releases. We also provide links to the industry's best technical forums. We generate over 1000 white paper downloads every month and our "Ask the Experts" panel answers intriguing industry process questions every week. You'll also find commentaries, contests, surveys, cartoons, an industry event calendar and much more.

We look forward to working with you on your e-media campaign.



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