

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

2010 Media Guide



Free Newsletter Subscription
Daily Circulation Over 42,000

Lead free wave solder process White Paper Download
The Lead-Free Wave Solder Process and its Effect on Laminates white paper discusses the pressure on manufacturers of electronics products to continually reduce the cost of products has continued despite the challenges of higher cost lead-free production...
ALPHA8

Test Your Knowledge
What is the fifth letter of the Greek alphabet?
See the answer below.

Thin, lighter, cooler
Slim, svelte and weighing little over one kilogram - that's the shape of laptops to come. Next year looks set to be the year of 'thin and light'...
Sydney Morning Herald

Samsung outsprints Moto
Motorola Inc. has ceded the top spot in U.S. mobile-phone sales to Samsung Electronics Co., according to a report released Friday by...
Chicago Tribune

Dell's vision: Mobility, virtualisation, green IT
The information Technology sector is one of the fastest growing industries in the world today. The insatiable demand for IT-enabled...
Money Control

Apple Leapfrogs RIM to Become #2 Smartphone Seller in the World
Apple, just a year and a half into the smartphone business, now has a higher marketshare than Canadian giant Research In Motion, and is...
Gizmodo

Mobile market to take hit in 2009
A wave of economic gloom is expected to hit mobile phone buyers next year, and more and more analysts predict the once-buoyant market will...
International Herald Tribune

Panasonic-Sanyo to dominate sector
Panasonic Corp. is broad agreement on Friday to make Sanyo Electric Co. a subsidiary in spring will lead to the birth of Japan's largest and the...
The Daily Yomiuri

Apple's Mark Papermaster Ordered To Stop Work
A federal court judge hearing newly named iPhone chief Mark Papermaster's breach-of-contract dispute with former employer IBM (NYSE: IBM) ruled...
Information Week

Juki excels at NBS
CEO proclaims - "They just don't break!"
Craig Acuti, CEO of NBS Design has been using Juki equipment over 4 years with 100% uptime. The Juki equipment provides great flexibility to run any type of job, even 0100S components. Juki has helped us maximize production and increased profitability, learn more...
Juki

EMS/ODM sectors set to ride out recession storm
The global electronics contract manufacturing business is likely to fare better than other sectors of the industry in the downturn and is...
EETimes

High Volume Reflow Performance With a Lead Free Guarantee
Pyramax 125 provides performance in a reduced footprint and optimized for lead free processing, delivering maximum process control and repeatability. Reduced nitrogen consumption with quality features provide manufacturers the lowest cost of ownership. Learn more...
BTU

Today's Sponsor
JUKI
LOWEST COST OF OWNERSHIP

A Circuit Board Operating Room In one benchtop kit
The Professional Repair Kit is the most complete and versatile circuit board repair kit you'll find anywhere. Repair SMD and BGA pads, plated holes, conductors, base boards... The total package. CircuitMedito

Asymtek
A MOTOROLA COMPANY

The New DispenseJet® DJ-100 High Speed Jet Dispenser

YESTech's AOI Inspection
Quick Set-up, highest defect coverage, best price performance
YESTech's advanced AOI technology offers high-speed PCB inspection with unsurpassed defect coverage. Multiple top-down and side viewing cameras inspect solder joints and verify correct part assembly with immediate feedback, enabling users to

The Rules Have Changed
Increase your board capacity
Less water usage. Less waste generation. Less energy consumption.
GREEN RULES



- **Circuitnet daily e-mail subscribers 45,000 +**
- **372,000 unique readers past 12 months**
- **Readership from 150+ 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 visibility with high-frequency advertising designed to meet every budget. We reach over 300,000 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 8 to 15 days per month
- Banner ads in two large sizes, 160 x 300 pixels or 468 x 60 pixels
- Text ads deliver clicks to your ads and redirect to your web pages
- Deliver over 10,000 clicks to advertiser's web pages every month
- White papers downloaded provide contact names and e-mail address
- Corporate press releases published daily
- "Ask the Experts" panel membership builds visibility as industry expert
- 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 45,000 opt-in subscribers every business day.

During the past 12-months Circuitnet has reached 372,000+ unique visitors from 150+ countries. The Circuitnet e-mail newsletter subscriber base is always up-to-date and managed by a world-class e-mail management company.

Top 10 markets by geographic readership:

- North America
- United Kingdom
- China
- Germany
- Singapore
- India
- Malaysia
- Japan
- France
- Italy

Demographics by region of the world:
52% Americas, 25% Asia Pacific, and 23% 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

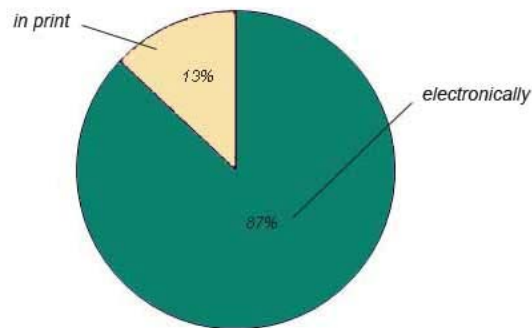


Over 44,000 daily subscribers find Circuitnet to be their go-to source for news and information in the electronics assembly market. Circuitnet subscribers and website visitors are the industry professionals you want to reach; they're your prospects and your customers.

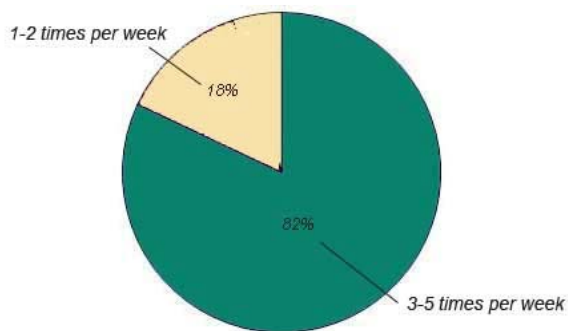
Rather than waiting for the monthly issue of their favorite trade publication, these are professionals who every day have a need to know – and who bear the responsibility for looking ahead, thinking, and imagining the future to keep their companies on top! They keep themselves up to speed by reading 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.

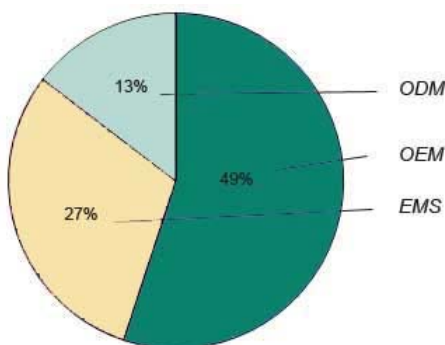
Do you prefer to receive your industry news electronically or in print?



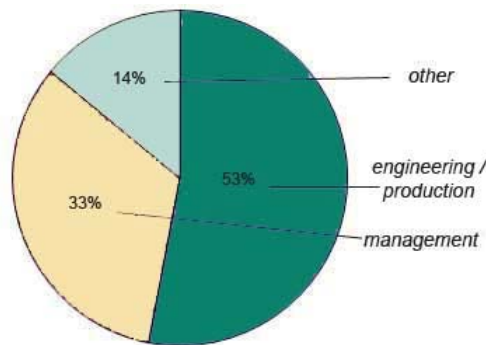
How often do you read Circuitnet e-mail newsletter?



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 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 text ads run at the top of the Circuitnet newsletter and website twice per month. Your 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 2,000 white papers per month and we provide the name and e-mail addresses to our advertisers at no cost.

Monthly Reports & Feedback 24/7

Circuitnet provides a monthly e-media report showing activity including clicks, impressions, 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. 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, 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

**We recommend that you run multiple ads in same campaign to increase click activity. There is no extra cost for running multiple ads within one ad campaign.*



Rate Card



The screenshot shows the Circuitnet website interface with several ad placements highlighted by lines and labels:

- Sponsor Position:** Located at the top right of the page, featuring a JUKI advertisement.
- Sponsor Logo:** Located below the sponsor position, featuring the JUKI logo.
- Text Ad:** Located on the left side of the page, featuring a 'Free Newsletter Subscription' ad.
- Text Ad:** Located on the right side of the page, featuring an advertisement for 'A Circuit Board Operating Room'.
- Text Ad:** Located on the right side of the page, featuring an advertisement for 'Asymtek The New DispenseJet DJ-100 High Speed Jet Dispenser'.
- Text Ad:** Located on the right side of the page, featuring an advertisement for 'YES Tech's AOI Inspection'.
- Vertical Banner Ad:** Located on the left side of the page, featuring a vertical banner for 'Bringing the Best Together'.
- Horizontal Banner Ad:** Located at the bottom of the page, featuring a horizontal banner for 'HELLER INDUSTRIES LEADER IN LEAD FREE REFLOW'.

Text Ad

Sponsor Position

Sponsor Logo

Text Ad

Text Ad

Vertical Banner Ad

Horizontal Banner Ad

Silver Campaign

Banner ad and text ad campaigns run 8 days per month, twice per week. Ads will display in the Circuitnet broadcast e-mail newsletter. This campaign does not include visibility in the Circuitnet website.

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

Gold Campaign

Banner ads and text ads run 15 days per month including sponsor position twice per month with text ad and logo. Ads will be displayed in the Circuitnet broadcast e-mail newsletter and on the Circuitnet website 24/7.

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

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 package links to these important news stories into a conveniently email newsletter that we deliver 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 350 important industry news articles and more than 200 corporate and product news releases. We also provide links to the industry's best technical forums. We deliver over 2,000 white paper downloads every month and our "Ask the Experts" panel answers intriguing industry process questions every week. You'll also find commentaries, cartoons, an industry event calendar and much more.

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



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