

circuitnet

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

2011 Media Guide

circuitnet
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Free Newsletter Subscription
Daily Circulation Over 42,000

Today's Sponsor
JUKI
LOWEST COST OF OWNERSHIP

Top Story
Industry Braces for Rare-Earth Shortages
China has started to severely restrict the exports of rare-earth materials, which often find use in "green"-technology designs, including hybrid vehicles and energy-efficient ...
EDN

Mitigating tin whiskers risks White Paper
Tin whiskers can cause disastrous failures but risk can be mitigated with certain techniques. One effective technique to reduce tin whisker shorts is the use of conformal coating materials. Click to download paper.
Henkel Corporation

Industry News
New RoHS rules not tough enough
Europe's crackdown on hazardous materials in IT and electronic devices may not be sufficiently strict to alter business behaviour, a leading ...
Business Green
Use GPUs to boost acceleration
No longer just for games, graphics-processing units can speed design and simulation programs and, ultimately, the code in your embedded systems. ...
EDN
Motorola mobile division expects first quarter loss
US handset maker Motorola said it expects to ring up another loss in its mobile phone division next quarter. "We expect a loss in mobile devices ...
AFP
Silicon-Germanium For Space Electronics Applications
A five-year project led by the Georgia Institute of Technology has developed a novel approach to space electronics that could change how ...
Space Daily
Computers That Read Your Emotions
By the time I was 5 feet away, the computer at MIT's Media Lab knew I was intrigued. I had approached it with eyes widened, eyebrows raised, head ...
Forbes

Check Out the All New ADS 03M Router
Flexible and user friendly depaneling made by ASYS. The ADS03M is a semi-automatic system for stress-free depaneling of PCBs. The system can be configured as a top-down or bottom up cutting system featuring a saw or a shaft router head. Learn more.
ASYS Group Americas Inc.

Electronics giant opens plant in Turkey
Foxconn will start production in Turkey for U.S.-based HP, executives announced at a press meeting. With an investment of \$60 million Foxconn ...
Hurriyet Daily News

iPad, Smartphones Dragging Down PC Sales
Gartner lowers 2010 and 2011 forecasts for global PC shipments, as Apple and other tablets and smartphones cut into conventional computer shipments ...
Information Week

Motorola hits 'speed bump' in handsets
After years' of red ink and lost share, Motorola's handset unit has recently been making a comeback, according to an analyst. Now, however ...
EE Times

Space Craft Returns

The Best Choice for Lead-Free Wave Soldering
SN100C® is a lead-free solder alloy that has been proven since 1999 in commercial production. The performance of SN100C® at least matches that of more expensive silver-bearing alloys.
AIM

Nordson ASYMTEK
Conformal Coating Systems
Backed by Global Support
Nordson ASYMTEK
nordsonasymtek.com

Test Your Knowledge
What is the lightest metal?
Answer bottom of column.

Prevent Solar Cell Micro Cracks
Prevent Solar Cell Micro Cracks with Smartheat® thermal technology. Power on demand using a calibration-free heater that reacts instantly to changing thermal loads, providing the ideal solution to reduce thermal stresses which can damage cells during the stringing & bussing operations in solar array assembly. Learn more.

White Paper
What Can It Do For You?
JTAG/Boundary Scan is the most ingenious test technology. This White Paper describes the application fields and advantages of the test method that requires no physical access but four control lines and a faithful "Design for Testability" rules. Learn more...
GOEPEL electronic

Mysteries of Science
A line with spray painted parts was running smoothly except on Wednesdays when the paint would peel? Why only on Wednesdays?
Can you solve this mystery?

Nearly a Century Dedicated to Soldering
Wave Reflow Selective
Vitronics Soltec

Don't just Store MSDs...DRY Them!
MSL 2a to 5a

- Circuitnet daily e-mail subscribers 47,000 +
- 389,400 unique readers in past 12 months
- Readership from 160+ countries
- 10,000 + clicks per month to advertisers' web pages
- #1 newsletter and website for industry professionals



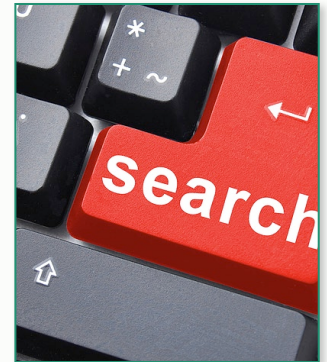
Electronic-media continues to expand as industry professionals seek daily updates on news and events shaping the electronics assembly market. An advertising campaign in Circuitnet provides daily visibility with high-frequency advertising designed to meet every budget. We reach almost 400,000 industry 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 in daily newsletter & website
- 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 web pages each 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 47,000 opt-in subscribers every business day.



During the past 12-months Circuitnet has reached 389,400 unique visitors from 160+ 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 | ■ Singapore |
| ■ China | ■ Malaysia |
| ■ United Kingdom | ■ Japan |
| ■ Germany | ■ France |
| ■ India | ■ Korea |

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



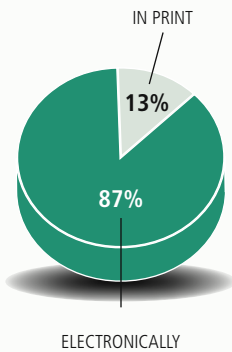
Over 47,000 daily subscribers find Circuitnet to be their go-to source for news and information in the electronics assembly market. Circuitnet subscribers and website visitors are the industry professionals you want to reach; they're your prospects and your customers.

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 have been clicked and read by Circuitnet readers.

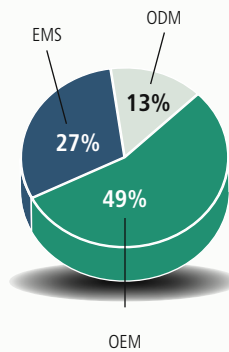


Based on a readership survey we are proud to share data and commentary from industry professionals who took part in our survey.

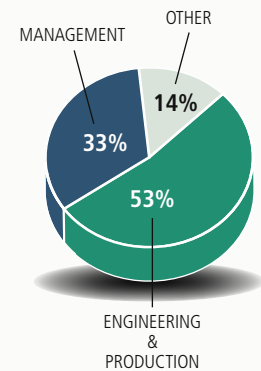
Do you prefer to receive your industry news electronically or in print?



Company Type



Job Description



The following are some of the commentary 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."



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 an ad campaign at no extra cost.

Did You Know - Text ads will typically produce 4 - 5 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 and Platinum Level advertiser text ads run at the top of the Circuitnet newsletter and website once each 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 2,500 white papers per month and we provide the name and e-mail addresses to our advertisers at no cost for your follow-up.

Monthly Reports

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

Media Reports

This report includes details about your advertising, videos, white papers and other activities in the Circuitnet family of publications.

Client: Finetech

[Click Here To Review Monthly Reports](#)

Please review your [Circuitmart Listing](#) to be sure your company profile is accurate.

Recent Press Releases

[Submit a Press Release](#)

Circuitnet Press Releases

January 4, 2011
[FINETECH to Showcase Sub-Micron Bonder at SPIE Photonics West](#)
FINETECH will showcase the FINEPLACER® Lambda in Booth 2204 at the upcoming SPIE Photonics West exhibition, scheduled for January 22-27 ...

November 19, 2010
[MARTIN to Demonstrate Stand Alone QFN Solder Bumping and BGA Reball Unit](#)
MARTIN will demonstrate the Prebump/Reball 03.1 unit at the upcoming SMTA Arizona-Sonora Expo & Tech Forum, scheduled to take place Wednesday ...

Semiconductor Packaging News Press Releases

June 28, 2010
[FINETECH to Showcase Sub-Micron Bonder at SEMICON West](#)
FINETECH will showcase the FINEPLACER® Lambda in booth 5570 at the upcoming SEMICON West exhibition, scheduled to take

June 2, 2010
[FINETECH to Showcase Sub-Micron Bonder at SEMICON West 2010](#)
FINETECH will showcase the FINEPLACER® Lambda in booth 5570 at the upcoming SEMICON West exhibition, scheduled to take

Recent White Papers - If you are an advertiser, click "Download List" to view a list of names.

[Submit a White Paper](#)

Posted May 5, 2009
[Multi-Application Bonder: Versatility Equals Value](#)
With more competition for capital equipment dollars, it will be the equipment that offers application flexibility and value that wins the ...
[Download List](#)
Listed in: [Semiconductor Packaging News](#)

Posted May 19, 2009
[Solutions for Today's Most Advanced Rework Challenges](#)
Disney was right -- it's a small world after all! The "electronic" world is getting smaller, more crowded, vertically integrated and with a ...
[Download List](#)
Listed in: [Circuitnet](#)

The screenshot displays the Circuitnet website interface with several ad placements highlighted by callouts:

- Sponsor Position:** Located at the top right of the page, featuring the Juki logo and text about the Juki's FX-3 Placement System.
- Sponsor Logo:** Located in the top right corner, featuring the Juki logo with the tagline "LOWEST COST OF OWNERSHIP".
- Text Ad:** Located on the left side of the page, featuring a "Free Newsletter Subscription" button and a "Daily Circulation Over 42,000" badge.
- Text Ad:** Located in the middle left section, featuring a "White Paper" titled "JTAG/Boundary Scan What Can It Do For You?" with a small image of a circuit board.
- Text Ad:** Located in the middle right section, featuring a "White Paper" titled "Mitigating tin whiskers risks" with a small image of a component.
- Text Ad:** Located in the middle right section, featuring a "White Paper" titled "New RoHS rules not tough enough" with a small image of a component.
- Text Ad:** Located in the middle right section, featuring a "White Paper" titled "Use GPUs to boost acceleration" with a small image of a component.
- Text Ad:** Located in the middle right section, featuring a "White Paper" titled "Motorola mobile division expects first quarter loss" with a small image of a component.
- Text Ad:** Located in the middle right section, featuring a "White Paper" titled "Silicon-Germanium For Space Electronics Applications" with a small image of a component.
- Text Ad:** Located in the middle right section, featuring a "White Paper" titled "Computers That Read Your Emotions" with a small image of a component.
- Text Ad:** Located in the middle right section, featuring a "White Paper" titled "Check Out the All New ADS 03M Router" with a small image of a component.
- Text Ad:** Located in the middle right section, featuring a "White Paper" titled "Electronics giant opens plant in Turkey" with a small image of a component.
- Text Ad:** Located in the middle right section, featuring a "White Paper" titled "Prevent Solar Cell Micro Cracks" with a small image of a component.
- Vertical Banner Ad:** Located on the right side of the page, featuring the Nordson ASYMTEK logo and text about "Conformal Coating Systems" and "Backed by Global Support".
- Horizontal Banner Ad:** Located at the bottom of the page, featuring the AEGIS logo and text "Watch it in Action!" with a play button icon.

Silver Campaign

Banner ad & text ad campaigns run 8 days per month in the e-mail newsletter. This campaign does not include visibility in the Circuitnet website.

3 month campaign \$995/month,
12 month campaign \$895/month
(credit card pricing)

Gold Campaign

Banner ads & text ads run 15 days per month in the e-mail newsletter and are also displayed on the Circuitnet website 24/7. Gold campaign also includes one sponsor position with company logo.

3 month campaign \$1950/month,
12 month campaign \$1850/month
(credit card pricing)

Platinum Campaign

Banner ads & text ads run 15 days per month in the e-mail newsletter and also be displayed on the Circuitnet website 24/7. Gold campaign also includes one sponsor position with company logo. This campaign also includes Circuitmart flash commercials sponsor text ads.

3 month campaign \$2,300/month,
12 month campaign \$2,200/month
(credit card pricing)



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 300 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 2,500 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 an e-media campaign.



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