

2017 Media Guide

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

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Smart Manufacturing Gains Momentum
Smart manufacturing is gaining traction as a way of addressing increased market fragmentation while still leveraging economies of scale. The goal is to add a level of flexibility into manufacturing processes that until recently was considered impossible. Although the approach makes sense in theory, real-world implementation is proving far from consistent. Sometimes referred to ...
Semiconductor Engineering

Industry Leading 150°C RTI Polyurethane
Epic S7527 has achieved UL 94V0 and a 150°C RTI rating. Developed as a quality solution to silicone potting materials S7527 offers superior adhesion.
Epic Resins

SMT Placement and Through-Hole Insertion
Automate the manual insertion process and achieve higher quality & labor savings. Place SMT Components with widest range in the Electronics Industry.
Juki Corporation

VIEWPOINT 2017: Ann Cibelli, Director of Communications, Advanced Interconnections
When design engineers require a high reliability connector, one of the ways to justify the higher unit price is to consider how the connector can reduce their overall applied costs. Advanced Interconnections Corp. has a unique ability to customize connectors and IC sockets with a focus on design for assembly ...
Advanced Interconnections Corp.

VIEWPOINT 2017: Peter Bollinger, CEO, ITAC Software AG
The electronics assembly industry is in the midst of an exciting revolution. This revolution involves utilizing new machine intelligence capabilities to self-manage and self-optimize processes and create truly smart factories. We expect this transition to continue throughout 2017 - and beyond. ITAC's solutions play ...
ITAC Software AG

India reluctant to give special tax incentives to Apple
India is resisting tech giant Apple Inc's demand for tax incentives to make iPhones in the country, with the trade minister saying that the government may not ...
Reuters

Solder Paste Release from Stencils
Solder paste release from a stencil is a critical factor in print quality, and overall electronic product quality & reliability. This paper helps understand the factors in solder paste release mechanics.
Kyzen

3D AOI with dual lane and XL platforms
Sak's 3D AOI line increases throughput 15%, measures heights of 0-20mm with 1µm resolution and has low false calls and 0 escapes. Cameras and lighting capture clear images of all defects.
Saki Corporation

Smartphone Senses Anything
A smartphone with a built-in spectrometer that can sense nearly any substance is promising to bring to the masses a whole new category of capabilities. The phone's ...
EE Times

Norway to switch off FM radio in risky, unpopular shift to digital
Norway is set to become the first nation to start switching off its FM radio network next week, in a risky and unpopular leap to digital technology that ...
Reuters

How to Re-Certify a Reflow Oven After Moving
After moving a reflow oven what steps need to be performed on the machine and the heat exhaust system to re-certify?
Circuit Insight - Ask the Experts

Today's Sponsor
Henkel

Test Your Knowledge
What can forensic scientists determine by examining a single strand of hair?
See answer below.

NCAB Eliminates PCB Design Errors
NCAB is with our customers in all our locations, meaning we can be there to collaborate with you from the design stage through the entire production process. We are Your Key Component.
NCAB Group

Ask the Experts
Stencil Tension
Our stencil supplier certifies that our stencils have 35 N/cm tension when delivered new. Is it advisable to have a tension meter in our SMT assembly area to test our older ...
Responses by:
• **Keshava Murthy**, Process Engineer, Bosch Automotive Electronics India Ltd.
• **Bill Coleman**, Vice President Technology, Photo Stencil.
• **Stephanie Nash**, Director, Integrated Ideas & Technologies, Inc.
• **Robert Dervaux**, V.P. Technology & Engineering, Fine Line Stencil, Inc.

More Ask the Experts
• **Blow Holes and Disturbed Joints**
• **Automatic Insertion Causing Plated Hole Damage**
• **Bottom Side Chip Bonding**

What's the Fuss about F-Gas Regulations?
Jan next year EU laws around aerosol propellants will change. Electrolube's Technical Support team help dispel some of the mist around them.
Electrolube

Automatic counting of components on reels
Keeping track of component inventory just got a lot easier. XQuik provides a highly accurate count of components stored in tape-and-reel.
VJ Electronix

White Papers
• **Is Coating Adhesion a Problem?**
• **Improve High-Volume Conformal Coating**
• **High-Performance Resin Chemistries for Electronics Protection**

PICK A CLASS
PICK A DATE
PICK A LOCATION

ITW EAE
Electronic Assembly Equipment
Together in

- Circuitnet daily e-mail subscribers 50,000 +
- 200,000 unique visitors in past 12 months
- Readership from 165+ countries
- #1 newsletter and website for industry professionals



Why Advertise With Circuitnet

2017 Media Guide

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 200,000 industry professionals who are eager to learn more about your products and services.

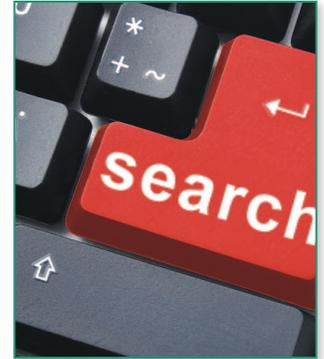
A digital advertising campaign in Circuitnet includes the following features:

- Advertising and lead generation in the daily newsletter & website
- Banner ads for branding (160 x 300 pixels vertical)
- Text ads intrigue readers to click to your web pages to learn more
- Technical papers provides lead generation for your sales channel
- Corporate news releases published daily at no cost
- "Ask the Experts" panel membership builds visibility for you and your company
- Calendar to post your shows, webcasts and important events

Analytical Data

Recent analytical data from an independent firm confirms our readership continues to expand around the globe. The Circuitnet e-mail newsletter is broadcast to over 50,000 subscribers daily.

During the past 12-months Circuitnet has reached 200,000+ unique visitors from 165+ countries. The e-mail newsletter subscriber base is always up-to-date and is managed by an independent e-mail management company.



Top 10 markets by geographic readership:

- | | |
|------------------|-------------|
| ■ North America | ■ Singapore |
| ■ United Kingdom | ■ Japan |
| ■ China | ■ Korea |
| ■ Germany | ■ Taiwan |
| ■ India | ■ France |

Demographics by region of the world:
55% Americas, 25% Asia Pacific, and 20% Europe

IPC, SMTA and other industry organizations partner with Circuitnet to reach their members and drive visitors to their conferences and trade shows, shouldn't you?

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 Circuit Insight as advertising vehicles.

Bob Black, President
Juki Automation Systems

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

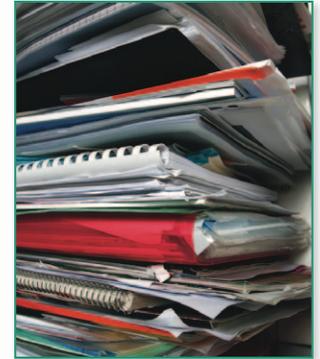
Thank you for your thorough responses. Unbelievable detail which I greatly appreciate. Few partners today provide the hard data provided by your team. I appreciate all the great assistance, prime placements and total knowledge you folks have provided.

Barry Cohen, Director of Marketing Communications
Enthone



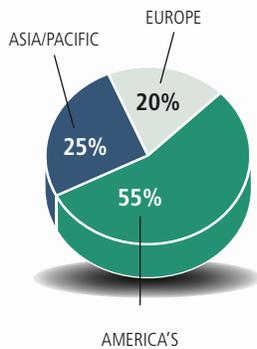
Over 50,000 daily subscribers find Circuitnet to be their go-to source for news and information in the electronics assembly market. Circuitnet subscribers and website visitors are the industry professionals you want to reach; they're your customers and prospects.

Rather than waiting for an issue of a trade publication every month or two, our daily broadcast reaches professionals that have a need to know – and who bear the responsibility for looking ahead to keep their companies on top! They keep themselves up to speed by reading Circuitnet daily. Over 1,000,000 articles have been clicked and read by Circuitnet readers.

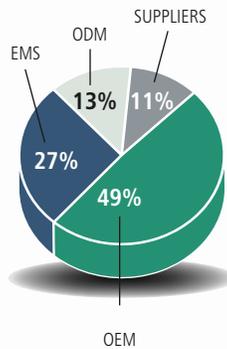


Based on a readership survey we are proud to share data and commentary from industry professionals who took part in our survey.

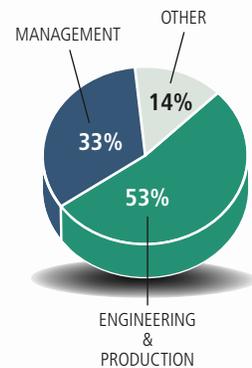
Readership Breakdown



Company Type



Job Description



The following are some of the commentary received from readers at major OEM and EMS firms.

"The Circuitnet newsletter is the one newsletter 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 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 electronic news assembled and delivered every day."

"Circuitnet is the best daily read."



Advertising Opportunities

2017 Media Guide

Circuitnet advertising delivers results. We deliver your message to the largest electronic assembly readership daily. Sponsorship campaigns in Circuitnet provide more visibility compared to other media sources. The more often your ads run, the more response you will receive.

Banner Ads

Banner Ads are ideal for branding with corporate colors and company logo. Circuitnet's large banner ads (160 x 300 pixels) provide maximum exposure for your messages.

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 directly to your website. We encourage advertisers to run multiple text ads in their ad campaign at no extra cost.

Premium Sponsor Position

Gold and silver-plus sponsors will have "text ad" at the top of the newsletter and website once each month. Company logo also appears in the top right column "Today's Sponsor" on the same day. Gold and silver-plus advertisers also receive premium sponsor positions each month.

Custom Newsletter Broadcast

A custom newsletter broadcast to our subscribers can showcase new products, promote a webinar or conference or award. The one-time e-mail broadcast will be focused exclusively on your company, ask us for more details.

Technical Papers generate leads each month

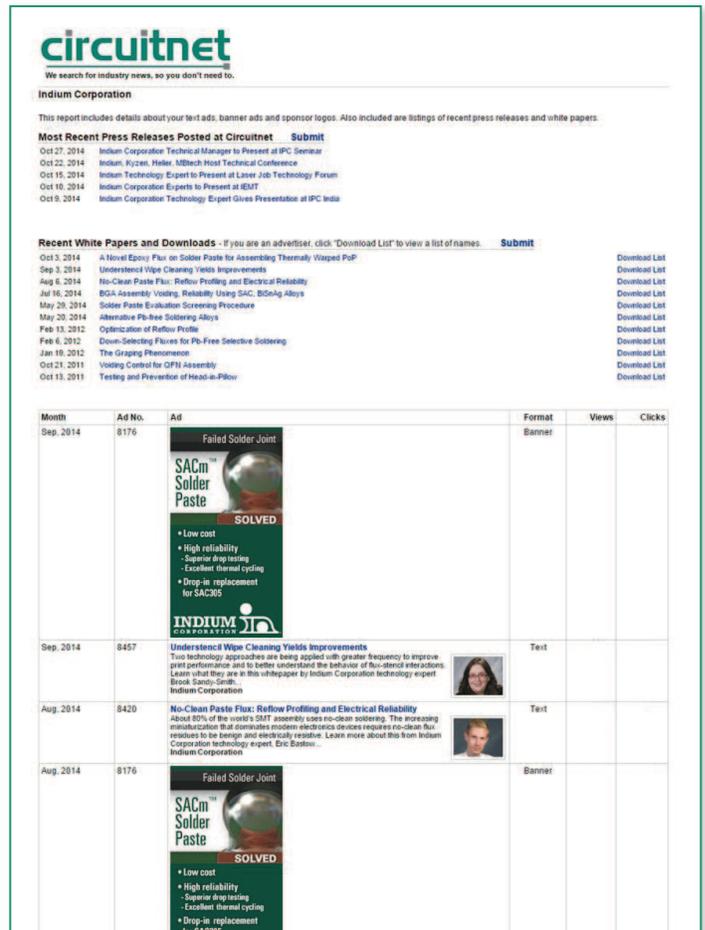
Circuitnet publishes relevant technical papers at no cost allowing readers to download them with a simple registration. We gather the name, company and e-mail addresses and provide to our advertisers at no additional cost.

Geo-Targeting

The geo-targeting feature allows your banner ads and text ads to be delivered to readers in a specific continent or country. A great method to reach a select group of readers to introduce a new product to a specific market, publicize a webinar or promote an award, ask for more details.

Monthly Media Reports

Circuitnet provides a monthly media report capturing data from your campaign including banner ad and text ad impressions and clicks. We also gather the names of readers who download the published technical papers to share with your sales channel.



Most Recent Press Releases Posted at Circuitnet

- Oct 27, 2014 Indium Corporation Technical Manager to Present at IPC Seminar
- Oct 22, 2014 Indium Kyrze, Heller, MBEch Host Technical Conference
- Oct 15, 2014 Indium Technology Expert to Present at Laser Job Technology Forum
- Oct 10, 2014 Indium Corporation Experts to Present at IEMT
- Oct 9, 2014 Indium Corporation Technology Expert Gives Presentation at IPC India

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

- Oct 3, 2014 A Novel Epoxy Flux on Solder Paste for Assembling Thermally Waxed PoP
- Sep 3, 2014 Understencil Wipe Cleaning Yields Improvements
- Aug 6, 2014 No-Clean Paste Flux: Reflow Profiling and Electrical Reliability
- Jul 16, 2014 BGA Assembly: Voiding, Reliability Using SAC, Biting Alloys
- May 20, 2014 Solder Paste Evaluation Screening Procedure
- May 20, 2014 Alternative Pb-free Soldering Alloys
- Feb 13, 2012 Optimization of Reflow Profile
- Feb 6, 2012 Down-Selecting Fluxes for Pb-Free Selective Soldering
- Jan 10, 2012 The Grappling Phenomenon
- Oct 21, 2011 Voiding Control for QFN Assembly
- Oct 13, 2011 Testing and Prevention of Head-in-Pillar

Month	Ad No.	Ad	Format	Views	Clicks
Sep. 2014	8176		Banner		
Sep. 2014	8457	Understencil Wipe Cleaning Yields Improvements Two technology approaches are being applied with greater frequency to improve print performance and to better understand the behavior of flux-stencil interactions. Learn what they are in this whitepaper by Indium Corporation technology expert Brook Sandy-Smith... Indium Corporation	Text		
Aug. 2014	8420	No-Clean Paste Flux: Reflow Profiling and Electrical Reliability About 80% of the world's SMT assembly uses no-clean soldering. The increasing manufacturing that dominates modern electronics devices requires no-clean flux, requires to be benign and electrically conductive. Learn more about this from Indium Corporation technology expert, Eric Easton... Indium Corporation	Text		
Aug. 2014	8176		Banner		

Did You Know: Text ads will typically deliver 3 times as many clicks as a banner ad. Advertisers use banner ads to build the company brand and text ads to drive readers to pages on their website.

The screenshot shows the Circuitnet website layout with several key areas highlighted for advertising:

- Header:** Circuitnet logo and navigation links (Home | Papers | Search | Subscribe).
- Hero Section:** "We search for industry news, so you don't need to." with a search bar.
- Smart Manufacturing Gains Momentum:** Article about increased market fragmentation and economies of scale.
- Industry Leading 150°C RTI Polyurethane:** Article about Epic 57527 resin.
- SMT Placement and Through-Hole Insertion:** Article about automating manual processes.
- VIEWPOINT 2017:** Interviews with industry experts like Ann Cibelli and Peter Bollinger.
- Solder Paste Release from Stencils:** Article by Kyzen.
- 3D AOI with dual lane and XL platforms:** Article by Saki Corporation.
- Smartphone Senses Anything:** Article about built-in spectrometers.
- Norway to switch off FM radio:** Article about digital technology.
- How to Re-Certify a Reflow Oven:** Article about rework processes.
- Vertical Banner Ads:** Three banners for Xscope, Eptac, and ITW/EAE.
- Right Column:**
 - Sponsor Text Ad:** "High Power Density? No Problem." by Henkel Electronic Materials, LLC.
 - Sponsor Logo:** "Today's Sponsor" featuring the Henkel logo.
 - Premium Positions:** "Test Your Knowledge" and "NCAB Eliminates PCB Design Errors" sections.
 - Text Ad:** "Ask the Experts" section with multiple expert responses.
 - Text Ad:** "More Ask the Experts" section with additional expert responses.
 - Text Ad:** "What's the Fuss about F-Gas Regulations?" by Electrolube.
 - Text Ad:** "Automatic counting of components on reels" by VJ Electronix.
 - White Papers:** A list of downloadable white papers on various topics.

Premium Positions

Text Ad

Vertical Banner Ads

Sponsor Text Ad

Sponsor Logo

Premium Positions

Text Ad

Text Ad

Silver Campaign

The Silver Campaign includes 8 days per month in the e-mail newsletter. Ads will usually run twice per week in this campaign. This campaign does not include visibility in the Circuitnet website.

6 month campaign \$995/month
12 month campaign \$900/month
(Credit card pricing)

Silver-Plus Campaign

The Silver-Plus Campaign includes 9 days per month in the e-mail newsletter including a premium ad position each month plus your campaign runs on the Circuitnet website 24/7

6 month campaign \$1,400/month
12 month campaign \$1,300/month
(Credit card pricing)

Gold Campaign

The Gold Campaign includes 15 days per month in the e-mail newsletter including a sponsor position with company logo each month plus your campaign runs on the Circuitnet website 24/7

6 month campaign \$1850/month
12 month campaign \$1750/month
(Credit card pricing)



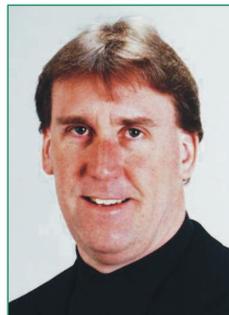
We believe it's our job to dig through the unending stream of news articles, features, and discussions to deliver information covering the world of electronics assembly to our readers. Every night we scour the news from 200 sources to find the best industry news articles. We package this information into a convenient newsletter that is delivered to our subscribers e-mail every business day.

We also publish the latest corporate and product news announcements our industry company's submit to us. We deliver thousands of technical paper downloads and our "Ask the Experts" panel answers intriguing industry process questions each week. You'll also find commentaries, cartoons, an industry event calendar and much more.

We look forward to working with you on a digital sponsorship campaign.



Jeff Ferry
Publisher
jferry@circuitnet.com
Phone: 843.682.4755



Ken Cavallaro
Editor / Business Manager
kcavallaro@circuitnet.com
Phone: 978.363.2176



Lynne Schueler
Administration
lschueler@circuitnet.com
Phone: 978.887.3469