circuitnet

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

2019 Media Guide

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

High Quality Production of any PCB
With maximum speed, the RS-1 is designed for maximum throughput. Using a revolutionary head design, the RS-1 is designed to reduce travel time and distance for every placement.
Juki

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Super Micro to Review Hardware for Malicious Chips
Computer hardware maker Super Micro Computer Inc said it would review its motherboards for any proof of malicious chips as alleged in a recent media report. "Despite the lack of any proof that a malicious hardware chip exists, we are undertaking a complicated and time-consuming review to further address the article," the server and storage manufacturer said in a letter to its customers, dated ...
Reuters

Don't fear the pressure of IP69K
Epic S7511 is a two component Polyurethane potting compound with superior adhesion to various substrates designed for applications requiring IP69K ingress protection.
Epic Resins

Affordable Bench-Top X-ray Inspection
X-ray Inspection systems can be made to fit every need and budget. Varied configurations and cabinet sizes available. In business for over 35 years more than 2,500 installations worldwide. Find out more...
Glenbrook Technologies

Ford announces plans to test self-driving cars in Washington, DC
Autonomous cars are beginning to sweep across the US, despite a few PR disasters cropping up over time. Companies like Uber, Google, and even GM are all testing ...
Techspot

PCB Prototyping for Smarties
PCB Prototyping for Smarties examines how to align your prototyping strategy with business requirements,maintain flexibility in a fast-paced, always-evolving ...
Technical Paper

Amazon.com, Qualcomm to Put Alexa Assistant in More Headphones
Microchip firm Qualcomm Inc is joining Amazon.com Inc to spread the use of Amazon's Alexa voice assistant in wireless headphones, the companies said. Under the deal ...
Reuters

Technical Papers
- Improving Quality with Automatic Solder Nozzle Tinning
- Enabling IPX Level 7/8 PCB Waterproof Protection
- Say Goodbye To Stencils
- Conformal Coatings that don't crack under pressure
- Important Ways of Approaching Heat Management
- PCB Prototyping for Smarties
- Why Jobs Go On Hold
- Case Studies Demonstrate Value-Added Services to Enable Client Success

Best Practices for Optimizing Your Selective Soldering Process
Discover more accepted best practices and techniques for improving manufacturing yields & ensuring consistency of your selective soldering process...
Nordson SELECT

High-Speed, High-Performance 3D AOI Machine
M-6 OMNI is setting the Standard in Inspection Technology. 3D AOI with OMNI-VISION 3D Inspection Technology with CoaXPress Camera.
MIRTEC

U.S. regulator orders halt to self-driving school bus test in Florida
The National Highway Traffic Safety Administration on Monday said it had ordered Transdev North America to immediately stop transporting school children in Florida ...
Reuters

10 Healthy Habits for People Who Work Remotely
Remote work certainly has its upsides, as you can set your own hours and tailor your workspace to your needs. But as you're on your own, you're susceptible to ...
Entrepreneur

Aptoide wins court battle against Google in landmark case
Portuguese app store Aptoide said that a local court had ruled against Alphabet Inc's Google in a landmark case, ordering the U.S. giant to stop removing its ...

Today's Sponsor
JUKI
LOWEST COST OF OWNERSHIP

Test Your Knowledge Answer
What is another name for a millimicron?
See answer below.

Silicone Features High Thermal Conductivity
MasterSil 151TC improves thermal management for electronic assemblies in bonding & gap filling applications. Contains ultra fine fillers.
Master Bond

Ask the Experts
0201 Pick & Place Nozzle Plugging
We are assembling PCBA's containing 0201 passive components. We have a problem with solder paste getting in the 0201 P&P nozzles and plugging them up. We have been using ...
Responses by:
- Georgian Simion, Engineering and Operations Management, Independent Consultant
- Brien Bush, Manufacturing Applications Specialist, Cirtronics Corp.
- Mitch Holtzer, Global Director of Customer Technical Support, Alpha Assembly Solutions
- Bob Black, President and CEO, Juki Corporation
- Fritz Byle, Process Engineer, Astronautics
- Chris Ellis, Sales Manager, Manncorp
- Eric Bastow, Senior Technical Support Engineer, Indium Corporation

More Ask the Experts
- BGA Replacement Limit
- Class 3 Cleaning Requirements
- Conformal Coating in Low Humidity Environments

Superior heat transfer and stability
Nordson EFD non-silicone thermal compounds, ensure an efficient heat transfer interface over long service life in automotive and electronics applications. Click here to request samples.
Nordson EFD

Press Releases
Indium Corporation Earns Awards at SMTAi 2018
Indium Corporation was recognized at SMTA International 2018 in Rosemont, Ill., with two awards from the Surface Mount Technology Association (SMTA) for their contributions ...
Indium Corporation
- SMTA Recognizes KYZEN during SMTAI

- Circuitnet daily e-mail subscribers 50,000 +
- 200,000 unique visitors in past 12 months
- Readership from 190+ countries
- #1 newsletter and website for industry professionals

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Why Advertise With Circuitnet

2019 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 excellent 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:

- Lead generation and advertising 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
- Optional custom e-mail broadcast to our subscribers dedicated to your company

Analytical Data

Analytical data from 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 190+ 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
- Germany
- United Kingdom
- China
- India
- Singapore
- Taiwan
- Korea
- Japan
- 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, President
Launch Communications

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Circuitnet Readers

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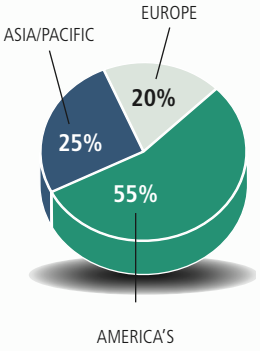
Over 50,000 daily subscribers find Circuitnet to be their go-to source for news and information in the electronics assembly market. Circuitnet subscribers and website visitors are the industry professionals you want to reach; they're your customers and prospects.

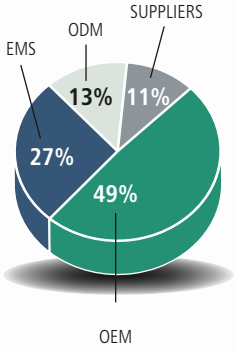
Rather than waiting for an issue of a trade publication every month or two, our daily broadcast reaches professionals that have a need to know – and who bear the responsibility for looking ahead to keep their companies on top! They keep themselves up to speed by reading Circuitnet daily. Over 1,000,000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

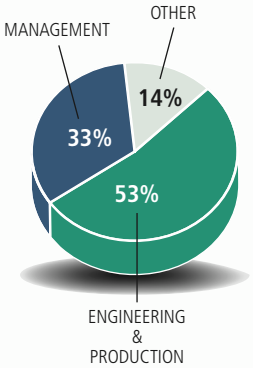
Readership Breakdown



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."

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Advertising Opportunities

2019 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.

Top 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 positions each month.

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

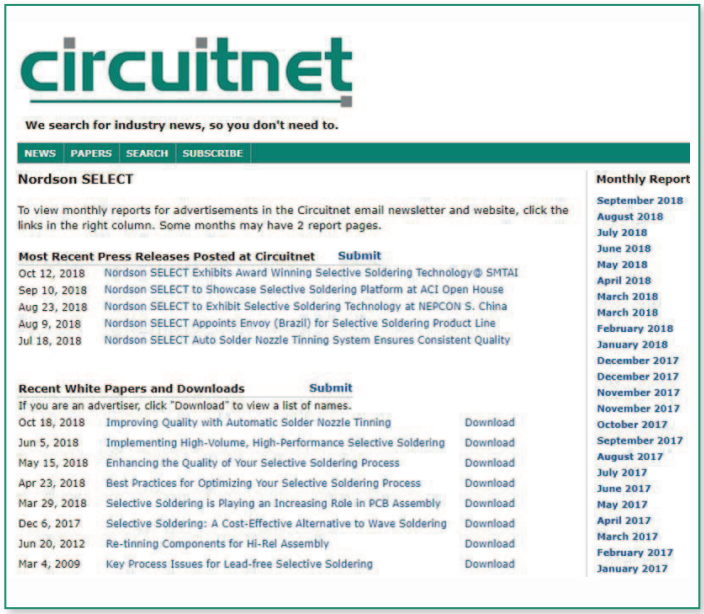
The geo-targeting feature allows your banner ads and text ads to be delivered to readers in a specific continent or country. A great method to reach a select group of readers to introduce a new product to a specific market, publicize a webinar or promote an award, ask for more details.

Custom Newsletter Broadcast

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



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Nordson SELECT

To view monthly reports for advertisements in the Circuitnet email newsletter and website, click the links in the right column. Some months may have 2 report pages.

Most Recent Press Releases Posted at Circuitnet Submit

Oct 12, 2018	Nordson SELECT Exhibits Award Winning Selective Soldering Technology© SMTAI
Sep 10, 2018	Nordson SELECT to Showcase Selective Soldering Platform at ACI Open House
Aug 23, 2018	Nordson SELECT to Exhibit Selective Soldering Technology at NEPCON S. China
Aug 9, 2018	Nordson SELECT Appoints Envoy (Brazil) for Selective Soldering Product Line
Jul 18, 2018	Nordson SELECT Auto Solder Nozzle Tinning System Ensures Consistent Quality

Recent White Papers and Downloads Submit

If you are an advertiser, click "Download" to view a list of names.

Oct 18, 2018	Improving Quality with Automatic Solder Nozzle Tinning	Download
Jun 5, 2018	Implementing High-Volume, High-Performance Selective Soldering	Download
May 15, 2018	Enhancing the Quality of Your Selective Soldering Process	Download
Apr 23, 2018	Best Practices for Optimizing Your Selective Soldering Process	Download
Mar 29, 2018	Selective Soldering is Playing an Increasing Role in PCB Assembly	Download
Dec 6, 2017	Selective Soldering: A Cost-Effective Alternative to Wave Soldering	Download
Jun 20, 2012	Re-tinning Components for Hi-Rel Assembly	Download
Mar 4, 2009	Key Process Issues for Lead-free Selective Soldering	Download

Monthly Report

September 2018
August 2018
July 2018
June 2018
May 2018
April 2018
March 2018
March 2018
February 2018
January 2018
December 2017
December 2017
November 2017
November 2017
October 2017
September 2017
August 2017
July 2017
June 2017
May 2017
April 2017
March 2017
February 2017
January 2017

Did You Know: Text ads will typically deliver 2-3 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.

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Rate Card

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Sponsor Text Ad

Sponsor Logo

Premium Positions

Premium Positions

Text Ad

Text Ad

Vertical Banner Ads

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)

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About Us

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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.

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