

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

## 2024 Media Guide

### circuitnet

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#### Hon Hai Seeking Workers in Shenzhen

Hon Hai Precision Industry Co is embarking on a recruitment drive to hire 200,000 workers in Shenzhen, China, as it ramps up production of the new iPhone 13 series, Chinese business news outlet Eastmoney.com reported. Hon Hai is seeking to recruit those heading back to the city after China's seven-day National Day holiday, which began on Oct. 1, to help churn out the estimated ...  
**Taipei Times**



#### 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**



#### BGA Component Reball Video

Video demonstrates touchless BGA component solder ball removal. This precision process is highly reliable when preparing BGA components prior to reballing.  
**Circuit Technology Center**



#### Supply Challenges Dampen Growth in the PC Market, According to IDC

Global shipments of Traditional PCs, inclusive of desktops, notebooks, and workstations, reached 86.7 million units during the third quarter of 2021, up 3.9% from the prior ...  
**IDC**

#### How continuous reflow monitoring supports lean manufacturing

Commonly employed lean manufacturing protocols can be further enhanced with the addition of continuous monitoring systems. This paper summarizes many lean techniques ...

#### Technical Paper

#### Pentagon Official Resigns Over Belief China Has Won AI Battle, Heading to Global Dominance

A former top official at the Pentagon, who recently resigned due to the slow advancement of U.S. technology, believes that China is on a path towards total global domination ...  
**Newsweek**

#### Technical Papers

- The Essential Guide to Large-Volume Thermal Interface Materials (TIM) Dispensing
- Reduction of voids in solder joints with vacuum
- Selective Soldering High Thermal Mass and Fine-Pitch Components
- Not All 3D Inspection Is Created Equal
- Essential Tools For High Accuracy Thermal Profiling
- Inductive Soldering for High Thermal Demand Applications
- X-Ray Supports Solder Paste Development
- Functional Test of RF Boards with MMIC Connectors

#### Storage Solutions - Free Online Demo

Our online demos give our clients a deep insight into our solutions, allowing them to interact with an expert and have their questions answered throughout. Discover our technology wherever you are.  
**Essegi Automation**



#### High-Volume Selective Soldering

Valence 3508 features electromagnetic solder pump, SMEMA in-line processing, topside and bottom-side preheat, rapid and easy programming, and simplistic elegance in operation...  
**Hentec Industries/RPS Automation**



#### Bill Gates-backed ESS -- which makes giant batteries out of iron, salt and water -- starts trading

ESS is trying to solve a critical problem with renewable energy: How to store energy from wind and solar installations when the wind isn't blowing and the sun isn't shining. ...  
**CNBC**

#### How China Plus One Diversifies Supply Chain Risk

Trade wars, tariffs and geopolitical concerns have spurred global electronics manufacturers to reassess their strategies regarding China. But rather than abandon the ...  
**EPS News**

#### No-Spatter, No-Clean Soldering Wire

Optimized for robotic & hand soldering, each spool of Indium Corporation's award-winning flux-cored wire comes void-free, perfectly layer-wound & adheres to tight tolerances.  
**Indium Corporation**



#### Today's Sponsor



#### Test Your Knowledge

What device was invented as a primitive steam engine by the Greek engineer Hero, about the time of the birth of Christ, and is used today? See answer below.

#### Characteristics of EPIC Deposits

Fine pattern plating, solder joint reliability & wire bonding reliability of EPIC & ENEPIC deposits were compared. Effects of gold & palladium thicknesses, heat & plasma treatments are summarized.  
**Uyemura**



#### Ask the Experts

##### Conformal Coating Bubbles

We use a conformal coating house whose workmanship is beginning to display a ton of bubbles around the leads of the IC's. Per IPC-A-610 Rev G, section 10.8.2 ...

##### Responses by:

- Raju Wagh**  
Senior Engineer SMT, Advance Power Display system Ltd Mumbai
- Anki Forsberg**  
Senior Quality Engineer - PCB Assembly, Axis Communications
- Mark Norris**  
Vice President Asia, Nordson Advanced Technologies
- Karl Seelig**  
Deck Street Consultants
- Rick Perkins**  
President, Chem Logic
- Andres Rojas**  
Engineering Director / Master IPC Trainer (MIT), ANHSA Solutions
- Jerry Karp**  
President, JSK Associates
- Fritz Byle**  
Process Engineer, Astronautics
- Karl Seelig**  
Deck Street Consultants

##### More Ask the Experts

- What Causes Component Rotation During Reflow?
- Mixed Process Solder Joint Appearance, Smooth or Grainy?
- Requirement for Toe Fillets

##### Ultimate Performance Through Inductive Heating

The GT Series applies Metcal's expertise in inductive heating to an adjustable temperature soldering system for the time. This drives high-performance. Learn more.  
**Metcal**



■ Circuitnet daily e-mail subscribers 50,000 +

■ 200,000 unique visitors in past 12 months

■ Readership from 175+ countries

■ #1 newsletter and website for industry professionals

## Why Advertise With Circuitnet

## 2024 Media Guide

Digital 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 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 provide 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
- Custom e-mail broadcast to Circuitnet 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 50,000 subscribers daily.



During the past 12-months Circuitnet has reached 200,000+ unique visitors from 175+ countries. The e-mail newsletter subscriber base is always up-to-date and is managed by an independent e-mail company.

### Top 10 markets by geographic readership:

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

Demographics by region of the world:  
52% Americas, 27% Asia Pacific, and 21% 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, Past 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



## 2024 Media Guide

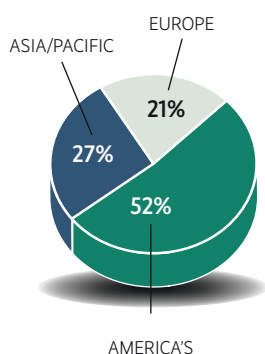
Over 50,000 subscribers find Circuitnet to be their go-to source for news and information in the electronics assembly market. Circuitnet subscribers and website visitors are the industry professionals you want to reach; they are your customers and prospects.

Rather than waiting for an issue of a trade publication every month or two, our daily e-mail 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.

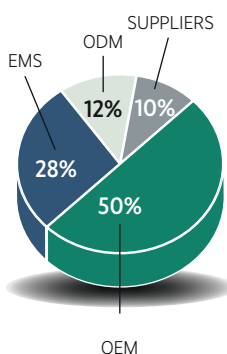


Based on a readership survey we are proud to share data and commentary from industry professionals who took part in our survey.

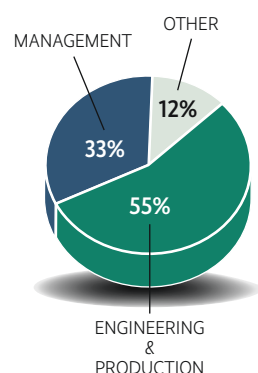
Readership  
Breakdown



Company Type



Job Description



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

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

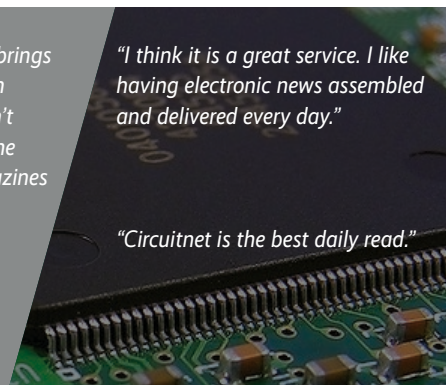
*"Great way to start my day. Keeps me posted without having to surf."*

*"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

## 2024 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 a "text ad" at the top of the newsletter and website once each month. Today's Sponsor includes the company's logo on the same day as the text on the top right column. 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 E-mail Broadcast

A custom e-mail broadcast to our subscribers can showcase new products, promote a webinar, conference or award. The custom 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 views and clicks. We also gather the names of readers who download the published technical papers to share with your sales channel.



#### Juki

To view monthly reports for advertisements in the Circuitnet email newsletter and website

#### Monthly Reports

Sep 2023, Aug 2023, Jul 2023, Jun 2023, May 2023, Apr 2023, Mar 2023, Feb 2023, Jan 2023, Dec 2022, Nov 2022, Oct 2022, Sep 2022, Aug 2022, Jul 2022, Jun 2022, May 2022, Apr 2022, Mar 2022, Feb 2022, Jan 2022, Dec 2021, Nov 2021, Oct 2021, Sep 2021, Aug 2021, Jul 2021, Jun 2021, May 2021, Apr 2021, Mar 2021, Feb 2021, Jan 2021, Dec 2020, Nov 2020, Oct 2020, Sep 2020, Aug 2020, Jul 2020, Jun 2020, May 2020, Apr 2020, Mar 2020, Feb 2020, Jan 2020, Dec 2019, Nov 2019, Oct 2019, Sep 2019, Aug 2019, Jul 2019, Jun 2019, May 2019, Apr 2019, Mar 2019, Feb 2019, Jan 2019, Dec 2018, Nov 2018, Oct 2018, Sep 2018, Aug 2018, Jul 2018, Jun 2018, May 2018, Apr 2018, Mar 2018, Feb 2018, Jan 2018, Dec 2017, Nov 2017, Oct 2017, Sep 2017, Aug 2017, Jul 2017, Jun 2017, May 2017, Apr 2017, Mar 2017, Feb 2017, Jan 2017,

#### Recent Press Releases

Submit

Date	Title
Sep 28, 2023	Experience Juki's Solutions in Automated Assembly at SMTA Guadalajara
Sep 7, 2023	Juki Automation Systems Is Setting New Standards in Efficiency at SMTAI
Mar 6, 2023	Juki Automation Systems Promotes Greg Lefebvre to National Sales Manager
Dec 20, 2022	Juki Automation to Launch New LX-8 High-Speed, Flexible Mounter at APEX
Oct 13, 2022	Juki Automation Systems Speeds Up Assembly in Booth #731 at SMTAI

#### Recent Technical/White Papers

Submit

Click "List" to see who downloaded your White Paper.

Date	Page	Title	List
Jul 1, 2020	138150	Integrating Automated Storage Systems to Facilitate Industry 4.0	List
Feb 10, 2020	136068	Automating Component Storage for Industry 4.0	List
Sep 10, 2019	133948	Automating the Incoming Materials Process	List
Dec 5, 2011	85508	PCB Assembly System Set-Up for Pop	List

*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 intrigue readers to click on their ads and drive readers to pages on their website.*



## Rate Card

The screenshot shows the Circuitnet website layout with various ad placements labeled:

- Sponsor Text Ad:** Located at the top right, featuring an advertisement for Indium Corporation's No-Spatter, No-Clean Soldering Wire.
- Sponsor Logo:** Located below the sponsor text ad, featuring the Indium Corporation logo.
- Premium Positions:** Located on the left side of the main content area, featuring a large article about Hon Hai seeking workers in Shenzhen.
- Text Ad:** Located in the middle of the main content area, featuring a technical paper about the Essential Guide to Large-Volume Thermal Interface Materials (TIM) Dispensing.
- Vertical Banner Ads:** Located at the bottom of the main content area, featuring three vertical banners for X-Ray Inspection, Silver Filled Epoxy, and MRO kit.

### 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.

3-month campaign \$1,100/month  
6-month campaign \$1,050/month  
12-month campaign \$950/month

### 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.

3-month campaign \$1,500/month  
6-month campaign \$1,450/month  
12-month campaign \$1,350/month

### 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.

3-month campaign \$2,000/month  
6-month campaign \$1,900/month  
12-month campaign \$1,800/month

## About Us

## 2024 Media Guide

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 over 150 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 companies submit to us. We deliver thousands of technical paper downloads and our "Ask the Experts" panel answers intriguing industry process questions. 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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