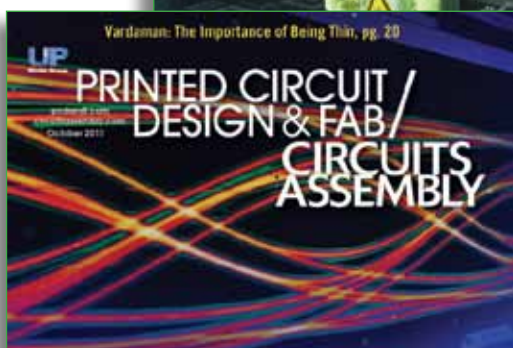


CIRCUITS ASSEMBLY



2012 Media Kit

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2012 CIRCUITS ASSEMBLY

Media Kit / Advertising Information

CIRCUITS ASSEMBLY's list of 32,000 subscribers includes 50% process and manufacturing engineers, 13% engineering support, production and test, and QA/QC engineers, 26% corporate executives, and 11% PWB process/design and other design engineers.

What's inside:

Editorial profile. The editorial history and focus of CIRCUITS ASSEMBLY.

Editorial calendar. Highlights of our 2012 coverage.

Audience profile. Enjoy the benefits of reaching our audience of 32,000 dedicated users and managers of SMT and related printed circuit board technologies.

Print/digital magazine rates.

Digital magazine edition.

Print/digital magazine specifications. Mechanical specifications for our print and digital ads, and

rich media opportunities in our digital edition.

Website advertising. Rates and specifications for all Web-based marketing opportunities.

PCB Update e-newsletter. Information on advertising rates and specifications.

Shows. Information on participating in the annual PCB West one-day exhibition and three-day conference.

Printed Circuit University. Sponsorship opportunities with the industry's only dedicated online technical training resource.

PCB Chat. New! Moderated question/answer sessions on PCB design, fabrication and assembly. Come virtually face-to-face with experts and peers to ask questions, share problems and get solutions in real time in this exciting, one-of-a-kind forum!

Email blasts and reprints. Other ways to reach new customers.

The CIRCUITS ASSEMBLY Directory of EMS Companies. Our dedicated Excel database of more than 2,200 EMS sites worldwide, updated regularly with addresses, contact info, equipment and revenue data and more.

Awards programs. Information on the Service Excellence Award (SEA) and New Product Introduction (NPI) Award.

For information on advertising with CIRCUITS ASSEMBLY in print, online, or in the PCB Update e-newsletter, please contact:

Krista Fabian
Global Sales Manager
p: 302-519-4064
kfabian@upmediagroup.com



Editorial Profile

Social Media

CIRCUITS ASSEMBLY has been at the forefront of the social media trend. Our editors have been blogging for years, helping to spark and maintain a consistent and two-way dialogue with readers, who flock to the site by the thousands every month! Authors include the CIRCUITS ASSEMBLY editors, plus a host of top-notch experts on soldering materials, soldering, Lean manufacturing, DfM issues, and more.

On **LinkedIn**, we have launched several groups, including EMS – Electronics Manufacturing Services, SMT Processing, PCB Cleaning and PCB Test and Inspection. All are open and designed to spur dialogue on PCB manufacturing and related issues.

We also take advantage of other social media like **Facebook** (CIRCUITS ASSEMBLY) and **Twitter** (@mike-buetow).

CIRCUITS ASSEMBLY covers the world of electronics manufacturing: the products and processes, the market and the companies. We publish print and digital versions of the magazine monthly. Plus we have a highly trafficked website (with translation capability into dozens of languages) and a regular e-newsletter. And our editors regularly blog, ensuring continual two-way communication with readers.

What We Cover

- SMT and plated through-hole processing.
- Screen printing.
- Dispensing.
- Placement.
- Soldering.
- Test and inspection.
- Rework and repair.
- Procurement.
- Components and packaging.
- New equipment and materials.
- Markets and business issues.
- Solar and emerging technologies as they relate to electronics assembly.

For more than 20 years, CIRCUITS ASSEMBLY has met two goals:

- Publish the best technical articles on electronics manufacturing.
- Publish them quickly.

Each issue – print and digital – contains:

- A full-length cover story.
- Ten to 20 one-to-two page articles discussing particular technologies, processes or products of interest.

- A page of abstracts from recent technical conferences, with links to the complete articles on the Web.

Features that appear in print also appear on circuitsassembly.com, and vice versa.

In touch with readers. Our editorial model rests on the basic concept that the volume of information available increases almost exponentially each year, and that our publication must act as the filter to sort what is truly important from what's just noise. We do so through regular polling of subscribers to ascertain what topics are of most interest to them. And we take that data and build the editorial content around it.

We use a novel first-in, first-out process for news and contributed articles. When we approve a submitted draft for publication, it will be published in the next available issue and not, for example, "in November, maybe."

Outside contributions. CIRCUITS ASSEMBLY welcomes outside contributions. Those interested in writing a technical article should contact Mike Buetow at mbuetow@upmediagroup.com. New product announcements and other news items of note should be sent to Chelsey Drysdale at cdrysdale@upmediagroup.com.

Complete author guidelines may be found at circuitsassembly.com/cms/magazine/205-editorial-contributions.

Audience Profile

CIRCUITS ASSEMBLY subscribers are the electronics assemblers that you want to reach with your market message. They are the corporate managers and executives; engineers and engineering managers. They are industry leaders. Movers and shakers. Decision-makers with the authority to recommend or buy your products and services. Within the US, our subscribers request CIRCUITS ASSEMBLY in print, digital – or both – and it is our philosophy to deliver this information in the format that they prefer. We serve our qualified non-US subscribers with digital to ensure timely receipt and avoid delivery issues.

Here's a look at what CIRCUITS ASSEMBLY advertisers enjoy:

- **The largest readership.** We have 32,000 subscribers worldwide, more than twice other publications. Coupled with our design and fabrication publication, PCD&F, our various products and services reach up to 62,000 unique designers, fabricators and assemblers.
- **The most qualified readership.** Our readers include corporate managers and executives, process engineers, electronics manufacturing services (EMS) providers and original equipment manufacturers (OEMs). All our subscribers buy or influence the purchase of assembly or test equipment, components, materials, software or services.
- **The cleanest mailing list.** We update our mailing list every month to ensure it is accurate. Your message won't be sent to an empty cubicle or inbox.

CIRCUITS ASSEMBLY Reaches Key Decision-Makers in Electronics Assembly

- Process/production/manufacturing/engineering: 50%
- Corporate/engineering management: 26%
- Engineering support/R&D/Quality control, assurance, engineering, production, testing: 13%
- PWB process/design and other design engineers: 11%

Worldwide Subscriber Base

Total Circulation: 32,000

- OEM: 15,000 (48%)
- EMS/contract manufacturer: 17,000 (52%)

- US: 17,000
- Asia: 7,395
- Europe: 4,175
- Canada and Mexico: 2,475
- Other International: 955

CIRCUITS ASSEMBLY readers buy/specify/influence the purchase of:

- Assembly equipment/components/materials/software/services: 27,159
- Assembly inspection/test equipment: 22,278
- PWB (bare board) inspection/test equipment: 21,299
- Antistatic/clean room equipment/materials: 18,357

Coupled with our design and fabrication publication, PCD&F, our various products and services reach up to 62,000 unique designers, fabricators and assemblers.

Editorial Calendar

MONTH	EDIT DEADLINE	MATERIALS DEADLINE	FEATURED TOPICS	MAIN COVERAGE	SPECIAL/BONUS DISTRIBUTION*		
JANUARY	15-Nov	14-Dec	Slivers of Silver: Low-Ag Solders	Placement Cleaning Screen Printing	Dispensing Test/Inspection Selective Soldering Wave Soldering Cleaning Screen Printing	Lean Manufacturing Equipment Advances Procurement Hand Soldering Components/Packaging	Pan Pac Symposium IPC Apex/Expo Product Preview
FEBRUARY	15-Dec	12-Jan	High-Density Packaging	Soldering Materials Equipment Advances Test/Inspection	Wave Soldering Cleaning Screen Printing	IPC Apex/Expo Show Issue Electronics West	
MARCH	16-Jan	10-Feb	The Circuits Assembly Top 50 EMS Companies	Procurement Cleaning Screen Printing	Test/Inspection Equipment Advances Wave Soldering	Lean Manufacturing 2012 Service Excellence and NPI Awards	Design-2-Part Show - Santa Clara Design-2-Part Show - Atlanta
APRIL	15-Feb	12-Mar	Sun Powered: Where SMT Meets Solar	Test/Inspection Procurement Equipment Advances Placement	Screen Printing Wave Soldering Reflow Soldering Cleaning	Dispensing ESD Components/ Packaging	Nepcon China Show Issue SMT/Hybrid/Packaging Show Issue Electronics New England Show Issue SMTA Atlanta Show Issue Design-2-Part Show - Chicago Service Excellence and NPI Awards Issue
MAY	15-Mar	13-Apr	Lead-Free Final Finishes	Reflow Soldering Procurement Equipment Advances Cleaning	Screen Printing Wave Soldering Test/Inspection Dispensing	Placement Components/Packaging	
JUNE	16-Apr	11-May	Tight Fit: New Connector Technologies	Reflow Soldering Procurement Equipment Advances	Cleaning Screen Printing Wave Soldering	Test/Inspection Dispensing Placement	
JULY	15-May	12-Jun	Component Placement	Cleaning Procurement Screen Printing Test/Inspection	Equipment Advances Cleaning Placement Wave Soldering	Reflow Soldering Lean Manufacturing	SEMICON West Show Issue
AUGUST	15-Jun	13-Jul	Pay for Performance: The Circuits Assembly Salary Survey	Reflow Soldering Placement Test/Inspection Equipment Advances	Wave Soldering Procurement Cleaning Placement	Screen Printing Components/Packaging	PCB West Show Preview
SEPTEMBER	16-Jul	13-Aug	Improving the Supply Chain	Cleaning Procurement Test/Inspection	Screen Printing Selective Soldering Reflow Soldering	Lean Manufacturing Equipment Advances	PCB West Show Issue IPC Midwest Show Issue Assembly Technology Expo Show Issue Nepcon South China Show Issue
OCTOBER	15-Aug	13-Sep	Assembly on Flex	Screen Printing Procurement Equipment Advances Test/Inspection	Dispensing Placement Reflow Soldering Cleaning	University/Consortium Research Components/Packaging	SMTAI Show Issue Design-2-Part Show - Southern California
NOVEMBER	14-Sep	10-Oct	Cleaning Up: No More Residues	PCB Procurement Screen Printing Test/Inspection	Equipment Advances Reflow Soldering Wave Soldering	Lean Manufacturing Placement ESD	Design-2-Part - Boston
DECEMBER	15-Oct	13-Nov	EMS Company of the Year	Screen Printing Procurement Equipment Advances	Test/Inspection Reflow Soldering Wave Soldering	Cleaning Dispensing Components/Packaging	HKPCA Show Issue

ATTENTION ADVERTISERS: We do profiles! Contact Mike Buetow (617-327-4702) about editor site visits.

*Subject to change.

Advertising Rates

PRINT ADVERTISING RATES FREQUENCY (MONTHLY)				
SIZE	1X	3X	6X	12X
Inside Front Cover	-	-	\$7,140	\$6,530
Inside Back Cover	-	-	\$7,000	\$6,190
Back Cover	-	-	\$7,560	\$6,700
Full Page	\$5,780	\$5,600	\$5,180	\$4,800
2/3 Page	\$4,760	\$4,560	\$4,170	\$3,900
1/2 Island	\$4,330	\$4,180	\$3,800	\$3,560
1/2 Page	\$3,790	\$3,680	\$3,420	\$3,180
1/3 Page	\$3,100	\$3,000	\$2,780	\$2,600
1/4 Page	\$2,640	\$2,580	\$2,400	\$2,260
Note: All rates four-color, net. All ads in print also appear in digital edition.)				

Several discounts and combination or package programs may apply. Contact Krista Fabian for details at kfabian@upmediagroup.com or 302-519-4064.

Inserts/belly bands. Insert or belly band rates are quoted on an individual basis. Rates vary according to size of insert and method of attachment. Contact Krista Fabian at kfabian@upmediagroup.com or 302-519-4064 for a complete quote.

Prepay discount. A 10% discount is extended to all prepaid programs. Payments can be made by credit card, check, or wire transfer.

Combination package programs. Reach more prospects and build sales by combining the power of print, online, newsletter and/or trade show advertising. Contact Krista Fabian at kfabian@upmediagroup.com or 302-519-4064 for discounted rates.

Partner with PCD&F. Discounted pricing is available for package programs with PRINTED CIRCUIT DESIGN & FAB magazine. Contact your salesperson for details.

Classified advertising. Print and online classified ads, including discounted package programs, are available. To reserve your classified ad space, contact Krista Fabian.

Assembly Insider

SIZE	1X	3X	6X	12X
1/2 Assembly Insider	\$1,850	\$1,790	\$1,750	\$1,650
1/3 Assembly Insider	1,110	1,040	1,000	900
1/6 Assembly Insider	600	570	550	500
1/12 Assembly Insider	350	335	325	300

(Note: All rates net and include 4-color)

Assembly Insider Dimensions

AD SIZE	NON-BLEED	TRIM	BLEED
1/2 Assembly Insider	7 x 4.87 (178x124 mm)	N/A	N/A
1/3 Assembly Insider	4.62 x 4.46 (117x113 mm)	N/A	N/A
1/6 Assembly Insider	2.22 x 4.46 (56x113 mm)	N/A	N/A
1/12 Assembly Insider	2.22 x 2.14 (56x54 mm)	N/A	N/A

(Note: CIRCUITS ASSEMBLY is a saddle-stitched publication. Keep type and vital matter 1/2" from trim on all sides. Allow 1/8" trim at top, bottom, face and gutter. All measurements in inches unless noted.)

Assembly Insider is a special advertising section composed of 4-color ads grouped together on a page. Available in four sizes (1/12-page, 1/6-page, 1/3-page and 1/2-page), these ads are a cost-effective way for your company to get its message to the entire global CIRCUITS ASSEMBLY audience.

The Assembly Insider section is listed in the table of contents, and advertisers are included in the advertiser's index. To reserve your Assembly Insider ad space, contact Krista Fabian at kfabian@upmedia-group.com or 302-519-4064.

1/3 Assembly Insider

1/6 Assembly Insider



Ad Specifications

AD SIZE	NON-BLEED	TRIM	BLEED
Spread	15 x 10 (381x254 mm)	16 x 10 7/8 (406x276 mm)	16 1/4 x 11 1/8 (413x283 mm)
Full page	7 x 10 (178x254 mm)	8 x 10 7/8 (203x276 mm)	8 1/4 x 11 1/8 (210x283 mm)
2/3 vertical	4 5/8 x 10 (117x254 mm)	5 x 10 7/8 (124x276 mm)	5 1/8 x 11 1/8 (130x283 mm)
1/2 island	4 1/2 x 7 1/2 (114x191 mm)	N/A	N/A
1/2 horizontal	7 x 4 7/8 (178x124 mm)	8 x 5 1/4 (203x133 mm)	8 1/4 x 5 3/8 (210x140 mm)
1/2 horizontal spread	14 3/4 x 4 7/8 (375x124 mm)	16 x 5 1/4 (406x133 mm)	16 1/4 x 5 1/8 (413x140 mm)
1/2 vertical	3 3/8 x 10 (86x254 mm)	3 3/4 x 10 7/8 (95x276 mm)	4 x 11 1/8 (102x283 mm)
1/3 vertical	2 1/4 x 10 (57x254 mm)	2 3/4 x 10 7/8 (66x276 mm)	2 7/8 x 11 1/8 (73x283 mm)
1/3 square	4 5/8 x 4 7/8 (117x124 mm)	N/A	N/A
1/4 vertical	3 3/8 x 4 7/8 (86x124 mm)	N/A	N/A

For more information: Krista Fabian 302-519-4064; kfabian@upmediagroup.com.

Specifications

Accepted File Types

We prefer Adobe CS4 Macintosh native applications: InDesign; Illustrator (all text must be converted to outlines); Photoshop (all text layers must be converted to shapes). Pressready PDFs are accepted if created with Acrobat Distiller "Press" job options. Quark XPress, Pagemaker and Windows files must be exported to a press-ready PDF using Acrobat Distiller "Press" job options.

Instructions

- Build pages to trim and extend bleed 1/8 inch beyond page edge. Please include crop marks in final PDF.
- Placed art must be EPS or TIFF formats only and must be placed at 100% size.
- TIFF images must be at least 300 dpi.
- All art must be in CMYK mode, unless the client is paying for a spot color.
- Avoid rotation and cropping of images in layout program.
- Images nested in an EPS file MUST be included with collected files.
- Use PostScript Type 1 fonts only.
- Menu-styled, Multiple Master and TrueType fonts are not accepted.

Required Files

All screen and printer fonts, including those that are embedded. All image/art files, including those that are nested or embedded.

Please send all ad materials to:
Krista Fabian via email: kfabian@upmediagroup.com.

Or you may send ad materials via software programs such as YouSendIt or Fetch. The email should go to kfabian@upmedia-

group.com. Please include advertiser name, ad size and month of insertion, and complete contact details in case of questions. You will be advised via email if the ad has been approved or if different materials are required.

Production Charges

Changes to ads are subject to additional charges. For more information on advertising specifications and formats, contact Krista Fabian, kfabian@upmediagroup.com, 302-519-4064.

Advertising Policies

Issuance and Deadlines. CIRCUITS ASSEMBLY is published the first week of each month.

Frequency Discounts and Policies. To qualify for multiple insertion discounts, the advertiser must fulfill contract schedules within 12 months of initial insertion. If the contract is not completed within that time period, the advertiser will be billed for the rate differential of actual insertions against the insertions contracted for.

Combined Frequency Discount. Insertions in CIRCUITS ASSEMBLY may be combined with insertions in PCD&F to earn the best frequency discount within a 12-month contract year.

Commission and Payment Terms

a. 15% to agencies on space, color and position. Not commissionable: artwork, engravings, printing or reprints. Agency commission of 15% will not be allowed on any bills past 60 days or longer. Advertiser and agency are jointly and severally liable for all charges.

b. CIRCUITS ASSEMBLY must receive confirmation on new agency

Ad Specifications (continued)

appointments from the advertising account.

c. Terms: UP Media Group, Inc. terms of sale are net payable 30 days from the date of invoice. Costs and fees to collect past due balances will be the responsibility of the advertiser and agency.

d. Cancellations after insertion order closing date are subject to a 25% cancellation fee of net account.

Publisher's Terms

1. All orders are subject to acceptance by UP Media Group, Inc.

2. No conditions other than those set forth in this rate card shall be binding upon UP Media Group, Inc. unless specifically agreed to by UP Media Group, Inc. in writing.

3. Positioning of advertisements is at the sole discretion of UP Media Group, Inc., except where a specific position has been agreed to by UP Media Group, Inc. in writing.

4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product. UP Media Group, Inc. is under no obligation to revise advertising materials not received by the UP Media Group, Inc. production department by the closing date, and such advertisements may not be subject to approval by the advertiser or its agency.

5. UP Media Group, Inc. assumes no liability for any errors or omissions in key numbers appearing in advertisements.

6. UP Media Group, Inc. is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UP

Media Group, Inc.'s control.

7. In consideration of UP Media Group, Inc.'s publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend UP Media Group, Inc. against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of UP Media Group, Inc.'s printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products and services.

8. In no event shall UP Media Group, Inc. be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to UP Media Group, Inc. for the publication or distribution of such materials.

9. UP Media Group, Inc. reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UP Media Group, Inc.

10. Advertising in UP Media Group, Inc.'s online products and services is subject to the terms of the applicable online insertion order.

11. All payments are due within thirty (30) days of the invoice date. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices that are not paid within sixty (60) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices.

CircuitsAssembly.com

UP Media Group also owns and produces the following websites:

- PCBShows.com
- PCBShows.com/webinars
- PCBWest.com
- PCBUPdate.com
- PCDandF.com
- UPMediaGroup.com
- Virtual-PCB.com
- PrintedCircuit-University.com

CircuitsAssembly.com is the most highly trafficked website in electronics assembly. It contains all the content of the print and digital issues, plus a far greater number of news, technical articles, interviews, analysis and opinion.

WEBSITE ADVERTISING (all rates net per month)	
Premium Banner	\$1,500
Top Banner	1,250
Middle Banner	1,000
Bottom Banner	850
Skyscraper	1,000
Large Tile/Video Ad	1,500
Mini-skyscraper	1,200
Tile	850

Note: Ads appear on all pages within website

Premium Banner

Top Banner

Tile Ads

Large Tile/
Video Ad

Middle Banner

Mini-skyscraper

Skyscraper

Bottom Banner



ONLINE ADVERTISING SPECS

	<i>Dimensions (pixels)</i>	<i>Maximum Size</i>	<i>Loop Limit</i>
Banner (all)	468 x 60	32k	none
Tile	125 x 125	15k	none
Mini-skyscraper	125 x 250	32k	none
Skyscraper	125 x 600	32k	none
Large Tile	336 x 280	80k	none
Video	336 x 252	1 Mb	none
Splash screen	640 x 480	100k	NO LOOPING

Partner with PRINTED CIRCUIT DESIGN & FAB

Discounted pricing is available for package programs with PCD&F. For information/rates: Krista Fabian 302-519-4064 / kfabian@upmediagroup.com.

Few media outlets have mastered the art of true integration of print and Web. Readers use the Web as a giant index, and CircuitsAssembly.com is where they come to get breaking news, critical solutions to manufacturing problems, market forecasts and more. Our search engine optimization is best-in-class. Leverage your marketing by promoting your products and services through

our online advertising offerings.

Web Statistic Reports

Page impressions and click-through statistics are sent monthly via email. Other statistics are available upon request.

Banners: Animated/static GIF or static JPG. For information on submitting Flash files, please contact Krista Fabian.

Videos: .flv and .mp4 files accepted. Recommended length is 10-30 seconds.

PCB UPdate e-newsletter

PCB UPdate is the industry-leading e-newsletter, bringing relevant news, timely stories and important updates to previously published news items to 19,000 opt-in subscribers each issue. Ideal for those who don't have time to search the Web for industry news, articles, upcoming events and Webinars, *PCB UPdate* also offers a variety of online advertising opportunities, including text ads, sponsored products and a variety of banner ad sizes. Each issue is also archived at PCBUPdate.com.

Page impressions and click-through statistics are sent monthly via email. Other statistics are available upon request.

News coverage in *PCB UPdate*

Send press releases to Mike Buetow, mbuetow@upmediagroup.com, or Chelsey Drysdale, cdrysdale@upmediagroup.com.

Leaderboard
Banner

Mini-
skyscraper

Text
Ad

Tile
Ads

Middle
Banner

Bottom
Banner



PCB UPDATE ADVERTISING RATES (all rates net per month)

Leaderboard Banner	\$1,600
Mini-skyscraper	1,400
Tile Ad	1,000
Middle Banner	1,000
Bottom Banner	850
Text Ad	650

Note: *PCB UPdate* ads are exclusive to a single advertiser. Contact Krista Fabian, 302-519-4064 / kfabian@upmediagroup.com, for availability.

PCB UPDATE SPECIFICATIONS

	<i>Dimensions (pixels)</i>	<i>Maximum Size</i>
Leaderboard Banner	728 x 90	45K
Mini-skyscraper	120 x 240	32K
Tile Ad	125 x 125	15K
Middle Banner	468 x 60	32K
Bottom Banner	468 x 60	32K
Text Ad	headline + 25 words	N/A

Note: We accept the following formats: animated gif, static gif and static jpg. We do not accept Flash. There is no loop limit on *PCB UPdate*.

PCB West

PCB West (pcbwest.com) is the first and only event developed specifically to meet the needs of PCB engineers, designers, fabricators, assemblers and managers.

UP Media Group produces the annual PCB West conference and exhibition, held on the West Coast each fall. Also, we offer multiple one- and two-day technical symposia aimed at addressing the critical and practical informational needs of engineers and managers.

PCB West 2012 takes place Sept. 25-27 at the Santa Clara (CA) Convention Center. Last year's event drew nearly 2,000 registrants and more than 1,200 attendees. The show floor will sell out – book your space today!

Conferences That Target Your Best Customers and Prospects

- Unparalleled programs of in-depth technical courses

- Industry-renowned speakers
- Affordable and flexible registration packages
- Free networking events

Exhibitions That Expand Your Market Reach

- Targeted attendee base plus access to database
- Unique sponsorship opportunities
- Promotion in UP Media Group family of industry-leading media
- Access to qualified, post-show registrant data

Locations That Deliver Quality Attendees

- Venues in high-tech areas
- Close to area airports and freeways
- Plenty of inexpensive parking
- Affordable room rates

Show Venues That Provide the Most ROI

- Cost-effective locations
- Easy move in and move out
- Wireless in public areas
- Carpeted ballrooms



Printed Circuit University

The latest development in on-the-job training, *Printed Circuit University* provides educational resources in technologies and techniques for the design of printed circuit boards and a professional social network for furthering the education and capabilities of engineers, designers and managers involved in those technologies.

Printed Circuit University is the premier online training resource for professionals involved in the engineering and design of PCBs and related technologies.

Our “students” attend structured online classes taught by leading industry experts. Subject matter ranges from basic instruction on design and manufacturing to advanced disciplines. Certificates are awarded to those who complete the coursework and pass their “final exams.”

Visit printedcircuituniversity.com for more information on this exciting new trend in on-the-job training!

The screenshot shows the Printed Circuit University website. At the top, there is a red header with the PCU logo and the text "PRINTED CIRCUIT UNIVERSITY". Below the header, there are navigation links: Home, Blogs, Tuition-Free Content, Single Course Subscription, Annual Subscription, and About PCU. A search bar is also present. The main content area is divided into several sections. On the left, there is a "Welcome to Printed Circuit University" section. In the center, there is a "New at the U" section with a background image of a PCB layout. This section includes "PCB Chat" and "Premiere Event" announcements. On the right, there is a sidebar with a "cadence" logo and a list of "Allegro 16.5 demos" including Item design, FPGA design, Design planning, PCB layout, Power delivery, and Signal integrity. The footer contains navigation links for PCB&F, CIRCUITS ASSEMBLY, PCB UPDATES, and PCB SHOWS, and a copyright notice for 2011 LP Media Group.

PCB Chat



New! Moderated question/answer sessions on PCB design, fabrication and assembly. Come virtually face-to-face with experts and peers to ask questions, share problems and get solutions in real time in this exciting, one-of-a-kind forum! Available only at PCBChat.com.

What is a “chat?”

“Chats” refer to moderated question/answer sessions between an expert on a particular topic and any number of parties interested in the subject. Chats are conducted online at a set date and time. Attendees can submit questions privately via email in advance of the chat, or while the chat is live.

Moderators – for example, a technical or subject expert – review the questions and choose which will be answered. As questions are answered, they appear online in sequential fashion. We foresee chat session topics ranging from the broad to the specific. In some cases, the topic will be the driver, such as discussions of market or packaging trends, for example. In other cases, the presenter will be the attraction, because of their “name” and reputation in the industry.

Each chat session has a specific time length, after which a transcript is made available for on-demand viewing. The transcripts are searchable.

Most sessions will last for 60 to 120 minutes. Questions will be accepted before or during the chat.

How it works.

Questions are submitted privately via email or through the chat environment. Questions are seen only by the moderator until the moderator decides on its disposition. Each time a question is answered, the moderator then pushes it live. There, it can be seen in the chat window as part of a transcript, which shows in chronological order the entire Q/A session. Transcripts are arranged in chronological order and update in real time, with no screen refreshes required.

Who are the moderators?

Moderators are technical and industry subject experts and are chosen for their expertise in printed circuit board design, fabrication and assembly.

Is a chat the same as a bulletin board or listserv?

Absolutely not. Bulletin boards or listservs lack a real-time moderator for, and the conversations generally are chaotic and free-form. A chat operates more like the end of a presentation, where the audience asks questions of the speaker. It is controlled and systematic, and the moderator has full control over which questions or comments to address, ensuring the chat stays on topic.

What makes this different from typical/AOL-style chat rooms?

PCB Chat is an environment that emulates and captures the essence of online shared group communication without all the chaos of a free-form chat room. Unlike the free-for-all AOL chat rooms, the PCB Chat moderator controls what is seen – or not seen.

Is a subscription to PCU required to view/participate in PCB Chat?

No. However, viewers must be registered at the site (there’s no fee, but you do have to provide a valid email address and complete the registration form).

What language(s) are the chats in?

Chats will be held in a variety of languages to ensure PCU members from any region can take full advantage of this exciting new medium.

I missed the live chat. Am I out of luck?

Not at all. Transcripts are available immediately after a chat is concluded. Transcripts are also searchable.

Are sponsorships available?

Yes. One exclusive sponsorship per chat is available. Contact Krista Fabian at 302-519-4064; kfabian@upmediagroup.com for details.

Email Blasts and Reprints

Email Blasts

Email blasts are an affordable way to initiate direct contact with CIRCUITS ASSEMBLY subscribers – direct contact that can be personalized and customized to meet your company's marketing goals.

CIRCUITS ASSEMBLY takes great care not to fatigue our email database. We do, however, have a segment of our subscribers who opted in and indicated that they would like additional information via email from industry suppliers and services.

Opt-in email blasts are handled by UP Media Group, and the initial cost is \$450/m. Please add a flat fee of \$150 to include your suppression list of 100k or less. Tracking is a flat fee of \$75. Please allow a 10-day window for your blast to be emailed, as we monitor our database to avoid list fatigue.

Email lists may be selected at an additional \$10/m per category, based on these selections from the CIRCUITS ASSEMBLY subscription form:

- Geographical region
- Primary industry
- Job function

Any of these options can be combined to create a customized list to reach your best prospects.

List rental policies. Minimum order is 5,000 names. Please allow a 10-day window for your blast to be emailed, as we monitor our database

to avoid list fatigue. For more information, please contact Jennifer Schuler jschuler@upmediagroup.com, 918-496-1476.

Use approval. All orders must be accompanied by a sample mailing piece for approval. The publisher reserves the right to refuse any order for list rental.

Payment terms. Prepaid.

Partner with PCD&F. Opt-in subscribers to PCD&F, the trade publication for the printed circuit board design and fabrication market, are also available for email blasts. For information, contact Jennifer Schuler at jschuler@upmediagroup.com.

Reprints

Print reprints. For pricing and specifications, contact Mallory Gonser, Foster Printing, malloryg@fosterprinting.com / p: 219-878-6074 / f: 219-561-2009, www.fosterprinting.com.

Electronic reprints. Email Chelsey Drysdale at cdrysdale@upmediagroup.com for information and pricing. Electronic reprints include a .pdf file with:

- The issue cover, including your company's marketing copy, if desired.
- Your article in full color and fully formatted as it appeared in the print issue. Plus, you will own the rights to electronically post and distribute your article – for life!

The CIRCUITS ASSEMBLY

Directory of EMS Companies

The CIRCUITS ASSEMBLY *Directory of EMS Companies* lists more than 2,200 EMS facilities worldwide, from A and M Electronics to Zuvahn.

It's the world's definitive source of electronics manufacturing services companies. There is no more cost-effective way for suppliers and OEMs to find EMS companies. The new DEMS is the most up-to-date list of EMS companies in the world, and a must-have for anyone who supplies to or buys from EMS firms.

The CIRCUITS ASSEMBLY *Directory of EMS Companies* represents hundreds of man-hours of research into the world of contract printed circuit board assembly and manufacturing services and original design manufacturing.

Updated constantly, it contains detailed info on:


- Facility address, phone, fax, URL and contact person
- Annual sales revenue
- Number of employees
- Number and type of assembly lines
- Size of manufacturing floor
- Services offered
- Certifications
- Year opened.

In Excel. (Sorry: The directory is no longer available in hard copy.)

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Awards Programs

CIRCUITS ASSEMBLY'S Service Excellence Awards

Founded in 1991, the annual Service Excellence Awards is the industry's best-recognized customer satisfaction program, and the only one based on actual feedback from one's customers.

Through participation in the awards program, EMS companies and electronics assembly suppliers show their commitment to customer service. What better way to prove to prospects that your customers love what you do?



Winners are honored at an annual awards ceremony at the IPC Apex trade show, are featured in a post-event article, and provided the opportunity to promote their award in CIRCUITS ASSEMBLY at a winners-only price for advertising – and through feature editorial profiles.

2011 Winners

Suppliers

Automation/Manufacturing Software - Aegis Software
 Test & Inspection Equipment - MIRTEC Corp.
 Screen Printing Equipment - DEK International
 Pick-and-Place Equipment - Assembléon
 Cleaning/Processing Materials - Kyzen Corp.
 Materials - Nordson EFD
 Device Programming Equipment - BPM Microsystems
 Dispensing Equipment - Nordson Asymtek

EMS Revenues Over \$500 Million

Highest Overall Customer Rating - Celestica
 Value - AsteelFlash
 Quality - AsteelFlash
 Responsiveness - AsteelFlash
 Technology - AsteelFlash
 Dependability/Timely Delivery - AsteelFlash

EMS Revenues from \$101 Million to \$500 Million

Highest Overall Customer Rating - MackTechnologies

Value - EPICTechnologies
 Quality - EPICTechnologies
 Responsiveness - EPICTechnologies
 Technology - EPICTechnologies
 Dependability/Timely Delivery - EPICTechnologies

EMS Revenues from \$20 Million to \$100 Million

Highest Overall Customer Rating - Applied Technical Services
 Quality - Western Electronics
 Responsiveness - Electronic Systems Inc.
 Value - MEC Companies
 Value - Western Electronics
 Value - Electronic Systems Inc.
 Dependability/Timely Delivery - MEC Companies
 Dependability/Timely Delivery - Western Electronics
 Dependability/Timely Delivery - Electronic Systems Inc.
 Technology - MEC Companies

EMS Revenues Under \$20 Million

Highest Overall Customer Rating - United Manufacturing Assembly Inc.
 Dependability/Timely Delivery - BESTProto Inc.
 Responsiveness - BESTProto Inc.
 Quality - Divsys International
 Quality - BESTProto Inc.
 Technology - Divsys International
 Technology - I. Technical Services
 Value - I. Technical Services

For information, visit circuitsassembly.com/cms/sea-award or contact Chelsey Drysdale at cdrysdale@upmediagroup.com.

EMS and Supplier Award Categories

EMS providers compete against companies with similar revenues: under \$20 million; \$20 million to \$100 million; \$101 million to \$500 million, and over \$500 million.

Equipment, materials and software suppliers compete in the following categories: automation and handling equipment; cleaning processing or materials; device programming equipment; dispensing; pick-and-place; repair and rework; screen printing; test and inspection; soldering equipment; materials (solder, encapsulants and adhesives), and manufacturing or supply chain management software. Proceeds support the SMTA Charles Hutchins Scholarship grant, with more than \$60,000 awarded to date.

Awards Programs (continued)

New Product Introduction (NPI) Award

The NPI Award, which debuted in 2008, recognizes the leading new products for electronics assembly during the past 12 months. Awards are selected by an independent panel of practicing industry engineers, and are presented by CIRCUITS ASSEMBLY during the IPC Apex Expo trade show.

The NPI Award covers nearly 30 categories ranging from all types of process and assembly equipment to materials to test. Awards are presented during the IPC Apex Expo trade show in San Diego.

For more information, visit circuitsassembly.com/cms/npaward or contact Chelsey Drysdale at cdrysdale@upmedia-group.com.

2011 NPI AWARD WINNERS

Automation Tools	Production Solutions Inc. (RED-E-SET Ultra HD)
Cleaning Equipment	Aqueous (Trident Quad)
Cleaning Materials	Kyzen Corp. (Aquanox A4703)
Component Placement-High-Speed	Assembléon (MC-24X)
Component Placement-Multi-Function	Europlacer (XPii-II SMT Assembler)
Device Programming	Data I/O (FlashCORE III)
Labeling Equipment	Polyonics (XF-781 Thermal Transfer Printable Polyimide)
Materials-Flux	FCT Assembly (NC160 Flux)
Process Control Tools	KIC (e-Clipse Thermocouple Attachment)
Rework/Repair Tools	R&D Technical Services (Vaporworks 24 Rev 2)
Screen/Stencil Printing	DEK International (VectorGuard Platinum Dual Layer Stencil)
Software-Production	Panasonic Factory Solutions Co. of America (PanaCIM Enterprise Edition)
Software-Process Control	Microscan (TTC Solution)
Software-Management	Valor (MSS)
Soldering-Materials	Cobar Solder Products (Aquasol)
Soldering-Reflow	Speedline Technologies (OmniMax Reflow Soldering System)
Soldering-Selective	Juki Corp. (Inline Flex Solder W510)
Soldering-Wave	SEHO Systems (SEHO Real-Time Fluxer Control)
Soldering-Other	EVS International (EVS 9000 Solder Dross Recovery Solution)
Test & Inspection-ICT	Acculogic Inc. (FLS980Dxi Flying Scorpion)
Test & Inspection-AOI	Koh Young (Zenith 3D AOI System)
Adhesives	Henkel Corp. (Hysol Eccobond CA3556HF)

The NPI Award covers 28 categories ranging from all types of process and assembly equipment to materials to test. Awards are presented during the IPC Apex Expo trade show.

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