

CIRCUITS ASSEMBLY Assembly Insider

Partner with PRINTED CIRCUIT DESIGN & FAB

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.

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 or Classified ad space, contact Krista Fabian, 302-519-4064, or kfabian@upmediagroup.com.

Assembly Insider Rates

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.)

1/3 Assembly Insider

1/6 Assembly Insider



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). Press-ready 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.
- Placed art must be EPS or TIFF formats only and must be placed at 100% size.
- TIFF images must be at least 266 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 True Type 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.

Color Proofs

To ensure we match the color expectations of our advertisers, we require a press proof generated from an electronic halftone dot proofing system using the SWOP profile (e.g., DuPont Cromalin, 3M Matchprint, Kodak Approval or Fuji Color Art). Any other type of proof (e.g., color keys, tearsheets, color laser proofs) are not acceptable as four-color proofs, since they may not accurately represent the SWOP process or the desired color match. Printed proofs that do not follow the above guidelines and PDF proofs are acceptable for content verification only. If we do not receive a proof for content, we cannot guarantee proper reproduction of the ad. All proofs for color and/or content verification must be generated from the final file at 100% size.

Production Charges

Changes to ads are subject to additional charges. If an ad is delivered without a proof, we can print a digital SWOP proof for your approval, and the advertiser will be charged for the proof and overnight shipping.

Media & Labeling Requirements

We accept ad submissions on CD-ROM. Please include a copy of the insertion order and include Publication Title, Issue Date, Agency/Advertiser Name, Production Contact & Phone Number, File Name/Number and List of Contents.

Advertising Policies

FTP instructions: When preparing advertising materials to upload to our FTP site, please include the following: 1) your digital ad files; 2) a PDF proof; 3) a list of files included. All the above files must be stuffed into a single .sit (StuffIt) or .zip file. Please name the file this way: CA_YourCompanyName_Month.sit. Note: Please use underscores instead of spaces in the .sit or .zip file name.

Windows

Option 1: Using Internet Explorer, point your Web browser to the following URL: <ftp://72.245.107.148>

Username: ftp-up; no password

Drag and drop your .sit or .zip file into the browser window.

Option 2: Using Windows Explorer, under My Documents, paste the IP address <ftp://72.245.107.148> into the "Address" field.

Option 3: Using Firefox, follow the FireFTP instructions below.

Mac

Using Firefox, download the FireFTP application from <http://fireftp.mozdev.org/>.

Under Tools > Options > Interface, check "Configure FTP links in Firefox to automatically use FireFTP". Click on the following link: <ftp://72.245.107.148> and you will be automatically connected.

Important: When you have uploaded your file, **you must notify Krista Fabian, sales manager, at kfabian@upme-diagroup.com**. Attach the PDF proof and include the name of the uploaded file.

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

Specifications (continued)

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 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.

For more information: Rebekah Just 678-994-2534 / bjust@upmediagroup.com.

Website Advertising

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

Partner with PRINTED CIRCUIT DESIGN & FAB

Discounted pricing is available for package programs with PRINTED CIRCUIT DESIGN & FAB.

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

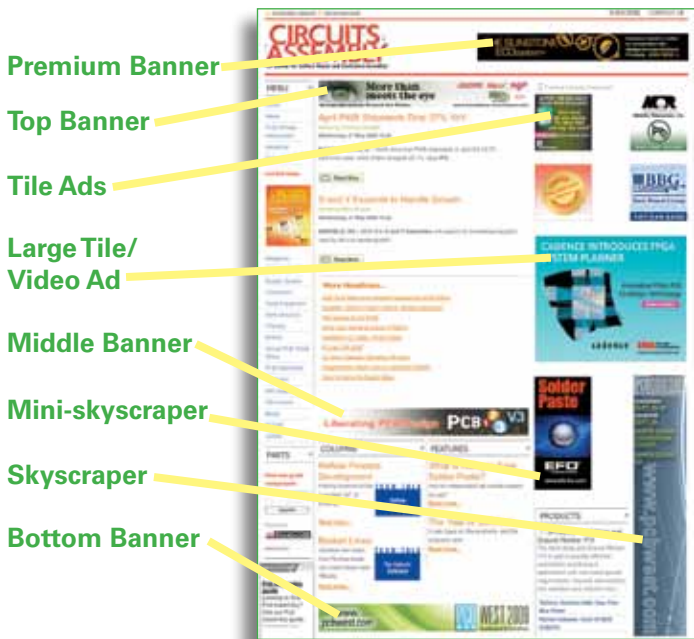
Page impressions and click-through statistics are sent monthly via email. Other statistics are available upon request.

Banners: .gif (animated or static), .jpg and .swf files accepted. .swf files must be version 7 or 8, and you must supply .fla and .swf files and a backup .gif.

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

CircuitsAssembly.com WEBSITE

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	



ONLINE ADVERTISING SPECS			
	Dimensions (pixels)	Maximum Size	Loop Limit
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/Video	336 x 280	80k	none
Splash screen	640 x 480	100k	NO LOOPING

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.

For information/rates: Krista Fabian 302-519-4064 / kfabian@upmediagroup.com.

Leaderboard
Banner

Mini-
skyscraper

Sponsored
Product

Tile
Ads

Text
Ad

Middle
Banner

Bottom
Banner



PCB UPDATE ADVERTISING RATES (all rates net per month)

Leaderboard Banner	\$1,600
Mini-skyscraper	1,400
Sponsored Product	1,000
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

	Dimensions (pixels)	Maximum Size
Leaderboard Banner	728x90	45K
Mini-skyscraper	120x240	32K
Sponsored Product	120x40 logo + 50 words	15K
Tile Ad	125x125	15K
Middle Banner	468x60	32K
Bottom Banner	468x60	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*.