

2018 Media Guide

The screenshot displays the Circuit Insight website interface. At the top, the logo "circuit insight" is followed by navigation links: "Knowledge, Vision & Wisdom", "Programs | Directory | Search | Sponsor | Subscribe". The main content area is divided into two columns of articles. The left column includes articles such as "Solder Paste Inspection - When and Why", "Legend Marking Discoloration", "Assembly Challenges of Bottom Terminated Components", "Coating Receives UL 94 V0 Certification", "Why Battery Powered Cars Are Not the Future", "Mitigating Tin Whiskers in Alternative Lead-Free Alloys", "Insignium - Laser Marking Systems", "Qualification of Thin Form Factor PWBs", and "Effect of Nano-Coated Stencil on 01005 Printing". The right column includes "Competing Via the Digital Supply Chain", "Volumetric Dispensing" (with a GPD Global advertisement), "Effect of Reflow Profiling on Solder Paste Flux Residues", "Circuitry and PTH Repair on Multilayer PCBs", "Urethane Conformal Coating Problem", "Plasma Prior to Conformal Coating Helps", and "The Suspicious Bicycle". At the bottom left, there are two advertisements: one for JUKI's JM-20 Automated Manual Insertion Machine and another for EPTAC's IPC-A-600 certification puzzle.

- E-mail newsletter and website reaching over 125,000 industry professionals
- Readership from 160+ countries
- Promote your technology and services as a sponsorship



Why Advertise With Circuit Insight

2018 Media Guide

Circuit Insight provides Process, Innovation, Vision & Wisdom for the electronics assembly industry with a bi-weekly e-mail newsletter and website. Each newsletter broadcast to 50,000 industry professionals includes process knowledge, technology, best practices and industry trends. Circuit Insight delivers excellent technical programs and articles every month insuring your ads are seen by thousands of readers.

Circuit Insight is published twice each week to meet the needs of the electronics assembly industry with unique content on manufacturing solutions and process knowledge. Broadcast each week on Tuesday and Thursday, Circuit Insight delivers technical insight to thousands of industry professionals.

Circuit Insight's unique content includes industry experts contributing their expertise on many topics each week including: Board Talk, Ask the Experts, Production Floor, Technology Briefing, Analysis Lab, Materials Tech. Let our publication promote your technology or service each month.

An advertising sponsorship in Circuit Insight includes:

- Text ads and banner ads in the e-mail newsletter broadcast and website 24/7. Text ads and banner ads rotate every time a reader opens a newsletter or visits the website, redirecting readers to your web pages to learn more about your technology
- 30 second video ads are shown prior to programs featuring your technology or service and a companion text ad redirects to your web pages

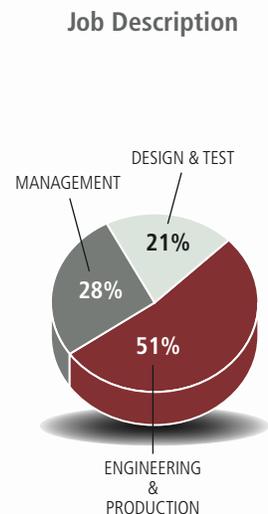
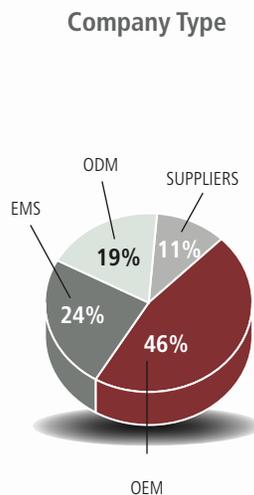
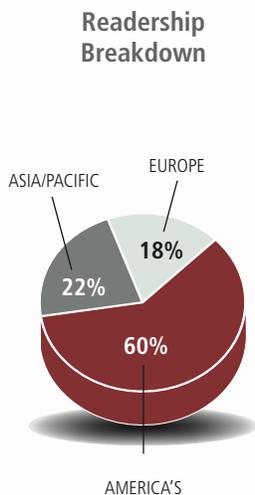
Analytical Data

Circuit Insight newsletter is broadcast to more than 50,000 industry professionals. Circuit Insight reaches 125,000 unique visitors from 160+ countries each year.

Top 10 markets by geographic readership:

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

Readership Data





Sponsorship Advertising Opportunities

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Circuit Insight advertising sponsorships include banner ads, text ads and a 30-second video ad. Each ad delivers the readers to your web pages to learn about your technology. Priced to fit your marketing budget, the advertising sponsorships include the following:

Text Ads

Text ads are active in the e-mail newsletter broadcast and website 24/7. We recommend advertisers to run multiple text ads on the range of products or services at no extra cost. We also include a bonus text ad to accompany your video ad when playing prior to a program.

Banner Ads

Banner ads are active in the e-mail newsletter broadcast and website 24/7. We recommend multiple banner ads on the range of products or services at no extra cost. Banner ads build branding with corporate logo and colors.

Video Ads

Advertising campaigns include a 30-second video ad with an accompanying text ad. The 30 second video ad will play randomly prior to programs at Circuit Insight. The video ads are produced using professional voice-over, combining images or video to deliver your message to readers.

“Featured Sponsor” Advertising Campaign

The Featured Sponsor advertising campaign includes banner ads and text ads in each e-mail newsletter broadcast and the website 24/7. Your ad campaign will be active in both newsletters published each week. A 30-second video ad plays prior to Circuit Insight programs as a pre-roll in advance of the program.

\$800/month 12-month rate & \$900/month 6-month rate

Geo-Targeting

The Geo-Targeting feature allows banner ads and text ads to be seen by 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 us for more details.

Circuit Insight meets the needs of the electronics industry for process, innovation, vision and wisdom. Each twice weekly newsletter delivers industry solutions to critical industry issues.

Monthly Reports

Circuit Insight provides a monthly media report capturing data from your campaign including banner ad, text ad and video ad impressions and clicks. Ads can be updated to focus on new products or services and we encourage you to update monthly or quarterly at no cost.



circuit insight			
Juki			
This report includes details about your text ads, banner ads and video ads.			
Month	Ad No.	Ad	Format
Aug. 2016	9950		Banner
Aug. 2016	9952		Banner
Aug. 2016	9961	<p>Component Storage Capacity - 3,600 7" reel Automatic kitting for next run on placement machine delivering up to 27 parts automatically. Communicates with Placement System when a reel of parts is low & supports up to 88mm thick reels.</p> <p>Juki Corporation</p>	Text
Aug. 2016	9960	<p>JX-350 LED Long Board Machine SMT Placement machine supports wide variety of LED nozzles and can place the diffusing lens up to six at a time over the top of the LED for backlighting applications. Learn more.</p> <p>Juki Corporation</p>	Text
Aug. 2016	9959	<p>SMT Placement & Through-Hole Insertion Automate the manual insertion process and achieve higher quality & labor savings. Place SMT Components with the widest range in the Electronics Industry. Learn more.</p> <p>Juki Corporation</p>	Text

For sponsorship information contact sales@circuitinsight.com

circuit insight

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Knowledge, Vision & Wisdom

Consensus for Baking Prior to Rework?

What is the industry consensus for baking out moisture in circuit board assemblies prior to convection rework, localized mini-wave rework, or hand soldering rework? The Assembly Brothers, Phil Zarrow and Jim Hall, discuss this.



Board Talk

Automate Your Solder Testing

If you have not performed a solder analysis test on your solder recently, unfortunately you are not alone.



Solder Lab



Transcript

Phil

Welcome to Board Talk with Jim Hall and Phil Zarrow, the Assembly Brothers, pick and place, who by day go as ITM Consulting. But here we are, Mount Rialto, Board Talk headquarters, here to answer your SMT Process questions.

Jim

It's a rework question and comes from P.A.

We often rework circuit board assemblies that may have disc drives, batteries, plastics, or other heat sensitive components. What is the industry consensus for baking out moisture in circuit board assemblies prior to convection rework, localized mini-wave rework, or hand soldering rework?

In each case we are scrapping the removed components. So we're not worried about baking time on those. In addition we are masking and shielding the adjacent areas to isolate the extreme temperatures of the rework site. Should we be baking the board per IPC J-STD-033? Or can we utilize IPC 1601, Handling and Storage Guidelines, which focus on the board material?

Board Talk is presented by ITM Consulting

Phil Zarrow, ITM Consulting

With over 35 years experience in PCB assembly, Phil is one of the leading experts in SMT process failure analysis. He has vast experience in SMT equipment, materials and processes.



Jim Hall, ITM Consulting

A Lean Six-Sigma Master Blackbelt, Jim has a wealth of knowledge in soldering, thermal technology, equipment and process basics. He is a pioneer in the science of reflow.



Related Programs

- Consensus for Baking Prior to Rework?
- New Placement Technology for Rework
- BGA Site Modification - Is It Possible?
- What is the Reliability of Reballled BGAs?
- Tombstoning Dilemma
- Dip Solder Paste for BGA Rework
- Automating the Rework Process
- Advanced Rework Technology for Large Area Arrays
- How To Control Flux When Hand Soldering?
- Rework of High I/O Column Grid Arrays

More Related Programs

Plasma Prior to Conformal Coating Helps

Plasma improves adhesion, eliminates flux and mold release residue, removes organic contaminants, enhances surface wettability, and enhances lead coverage. Let Nordson MARCH's experts prove it to you. Read article.

Nordson March



Tough Engineering Changes? Where Can You Turn?

Engineering changes are a reality that need to be dealt with. Do you have qualified rework technicians to do the job efficiently and reliably?

Circuit Technology Center



Companion Text Ads
Accompany Videos

Video Ads
Play Prior to
Video Programs

Text Ad

Banner Ad