

2019 Media Guide

The screenshot shows the Circuit Insight website interface. At the top left is the 'circuit insight' logo with the tagline 'Electronics Assembly Knowledge, Vision & Wisdom'. A navigation bar includes links for HOME, PROGRAMS, DIRECTORY, SUBSCRIBE, and ARCHIVE/TRANSLATE. The main content area is divided into several columns of articles, each with a title, a brief description, and a small image. On the right side, there is a 'Practices for Successful Manufacturing' section with a Sunstone Circuits logo. Below that is 'The Portable Smartphone Laboratory' with a smartphone icon. A large green advertisement for 'ALPHA' is prominently displayed in the center-right, with the text 'Working toward a more sustainable supply chain' and 'Let's Move Forward'. Below the ad are logos for 'f(x)' and 'alpha ASSEMBLY SOLUTIONS'. The bottom of the page features a list of key statistics in yellow text.

Practices for Successful Manufacturing
Our PCB Prototyping for Smarties white paper examines how to align your prototyping strategy and maintain flexibility in a fast-paced environment and produce quality boards.
Sunstone Circuits

Can a CTE Mismatch Cause Reliability Problems?
Does usage of BGAs, QFNs or SONs have an increased risk for reliability of solder joints due to the CTE mismatch with the base board material FR4? Jim Hall and Phil Zarrov, The Assembly Brothers, offer their own experiences.
Board Talk

Solder Paste Life on the Stencil
Our solder paste has a specified life on the stencil of 10 hours. After 10 hours of manufacturing, do we need to remove all the paste and scrap it?
Ask the Experts

Technical Papers

- Improving Quality with Automatic Solder Nozzle Tinting
- 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

Fine Pitch CU Pillar with Bond on Lead Assembly Challenges for High Performance Flip Chip Package
A technology featuring Copper Pillar Bond-On-Lead (BOL) with Enhanced processes delivers cost effective, high performance packaging solution.
Production Floor

Discover Facts About Parylene Coating
Learn about the parylene deposition process, the main benefits of parylene, and the most common applications of parylene in a new free fact sheet titled Parylene 101 from Diamond-MT.
Diamond MT

What's the Fuss about F-Gas Regulations?
Jan next year EU laws around aerosol propellants will change, Electrolube's Technical Support team help dispel some of the mist around them.
Electrolube

New Methods Extract Lithium from Water
Researchers discovered a highly efficient way to extract lithium and other metals and minerals from water and published their findings in Science Advances.
Technology Briefing

Mixed Metals Impact on Reliability
This paper documents the effect of mixing Leaded and Lead Free alloys on BGA devices and how this impacts reliability.
Analysis Lab

Rigid Flex That is Built to Last
Once you have made the decision to package your electronics with rigid flex, it makes sense to pick a production partner who can build it right. Contact Printed Circuits.
Printed Circuits

CUBE.460 Selective Soldering System
Juki introduces the new, low cost selective soldering system. This unique batch platform offers excellent flexibility for through-hole applications. Accessibility to the CUBE.460 is simple.
Juki

Improved Reliability of Jet Dispensable Polymeric Coating Material
The study compares a paste that barely passes SIR at 85C/85RH with polymeric coating material, Silicone conformal coating, and acrylic conformal coating.
Materials Tech

Corrosion Resistant Servers for Free-Air Cooling Data Centers
This paper describes a corrosion resistant server design suitable for reliable operation in a free-air cooling data center.
Production Floor

Great engineering that works like magic
9452-FC LED light-cure conformal coating has a very low 20 cP viscosity, offers excellent protection against corrosion, & has secondary heat cure for shadow areas. Download white paper!
Dymax Corporation

Was It Acid Rain Itch?
Something in Jean's environment was not agreeing with her and it was causing her skin to itch. Could acid rain be the cause?
Mysteries of Science

Epoxy for Dam-and-Fill Encapsulation
Master Bond Supreme 3HTND-2DM is a rapid curing, one part epoxy system for dam-and-fill method for chip-on-board encapsulation. It passes ASTM ES95 specs for NASA low outgassing.
Master Bond

Hybrid Conformal Coatings Used for Mitigating Whisker Growth
In this work, we have synthesized a conformal polyurethane coating consisting of hard (hexamethylene di-isocyanate) and soft (polyol) segments.
Analysis Lab

Selecting the Right Reflow Oven
There are several different reflow methods to liquefy solder on a board:

- 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

2019 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 the 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
- We recommend the ad campaign include multiple text ads and banner ads so readers see a range of your products and services. All ads are balanced each month and there is no extra cost for running multiple ads

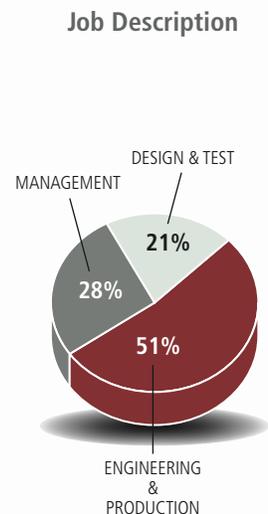
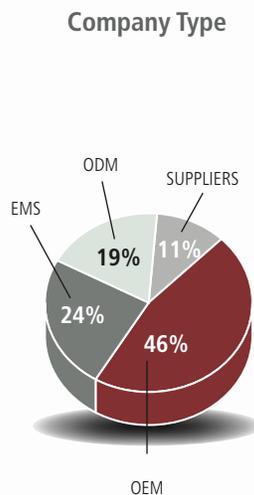
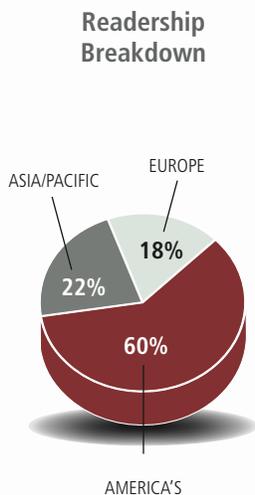
Analytical Data

The Circuit Insight e-mail newsletter has a subscriber list over 50,000 industry professionals. Circuit Insight reaches 125,000 unique visitors from 160+ countries each year.

Top 10 markets by geographic readership:

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

Readership Data





Sponsorship Advertising Opportunities

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Circuit Insight advertising sponsorships include banner ads and text. Each banner and text ad clicked will deliver the reader 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 run multiple text ads on the range of products or services at no extra cost. The best performing ad campaigns feature many text ads.

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 are valuable for branding with corporate logo and colors.

“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.

\$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 and text ad views and clicks. Ads can be updated at any time to focus on new products or services and we encourage you to update 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 litting 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. 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. 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. Juki Corporation</p>	Text

For sponsorship information contact sales@circuitinsight.com

circuit insight

Electronics Assembly Knowledge, Vision & Wisdom

HOME PROGRAMS DIRECTORY SUBSCRIBE ARCHIVE/TRANSLATE

Solder Paste Printing First Pass

Is it recommended to print one cycle before printing the first production board? I could use a scrap board or blank plastic card for the first print. Phil Zarrow and Jim Hall, the Assembly Brothers, share their own experiences and insight.

Board Talk

Transcript

Phil
Welcome to Board Talk with Jim Hall and Phil Zarrow of ITM Consulting. The Assembly Brothers, Pick and Place.

And if you can figure out which one is Pick and which one is Place, more power to you. But that is not really what matters today.

What really matters is this question we received today. This is from S.G. He writes, "Is it recommended to print one cycle before printing the first production board? I could use a scrap board or blank plastic card for the first print."

Jim

Yes. This is an issue to the wonderful world of setup. Of starting up a line to produce a different product than you have been producing or the first product in the morning. The idea of being efficient and minimizing time, materials and everything.

So yes, of course you could print on a scrap board or a blank plastic card but how are you going to evaluate it? What is the issue here? I want to make sure that my printer is ready.

The question you could ask yourself is, why wouldn't it be ready if I properly put on the solder paste and kneaded it if I have to. Why shouldn't my first print be good?

If you say well, I really need to be sure then how are you going to determine it? If you use a scrap board that would have fiducials then you could evaluate it using an automatic solder paste inspection, either the 2D on your machine or a 3D after the machine SPI system.

If you use a blank plastic card the only way you can inspect that would be visually. That is not a really good technique for evaluating the quality of printing.



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.



ITM Consulting
* EHS Qualification, Evaluation and Selection
* SMT Process Consulting and Troubleshooting
* SMT Process Development and Set-up
* SMT Process Audits
* Lead-free Process Readiness Audits
* SMT Process Optimization
* On-Site Workshops

Submit A Comment

Comments are reviewed prior to posting. You must include your full name to have your comments posted. We will not post your email address.

Why Use Parylene Conformal Coating?

Parylene is the ultimate conformal coating for the protection of devices, components and surfaces in the electronics industry. Download Parylene 101: Coating Facts Sheet.



Diamond HT

Related Programs

- Solder Paste Printing First Pass
- Additive Manufacturing for Next Generation Microwave Electronics
- Impact of Assembly Cycles on Copper Wrap Plating
- Jetting Strategies for mBGAs
- Advances Autonomous Driving V2X Technologies
- Challenges for Selecting Appropriate TIM2 Material for CPU
- Filling of Microvias and Through Holes by Electrolytic Copper Plating
- High-Speed 3D Surface Imaging Technology in Electronics Manufacturing
- Additive Manufacturing Printed Circuit Board Assembly Processes
- Selective Solder Paste Printing for BGA Components

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