

2021 Media Guide

circuit insight

Electronics Assembly Knowledge, Vision & Wisdom

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Step Stencil Setup

When shifting from standard solder paste stencils to step stencils, should we change the pressure or attack angle? Phil Zarrow and Jim Hall, The Assembly Brothers, answer this question and share their own experiences.

Board Talk



3D IC Integration Technology Development in China

China's semiconductor foundry and microelectronic packaging industries are embracing the move to join 3D IC integration.

Production Floor

Technical Papers

- How to Achieve Maximum Performance For Your Conformal Coatings Process
- Openair-Plasma: Versatile and reliable solution for the electronics industry
- Scoring Big With Real-Time X-Ray Inspection
- How well can you 'Pin Down' defects in the press-fit process?
- Minimize Signal Loss in HF Circuits
- Reliable & Fast Conformal Coating Inspection Provides Greater Safety
- 3D Printing Electronics Packaging for Harsh Environments
- Selective Solder Nozzle Technology for Reduced Dross and Solder Balls
- Artificial Intelligence: How far can you go?
- Thermal Control for Big Data

Requirement for Toe Fillets

I am a junior inspector at an electronics manufacturing service. I ran into a little bit of confusion regarding what is the requirement for a toe fillet. Figure 8-89 ...

Ask the Experts

Ask the Experts

A New Gen of Conformal Coatings for Challenging Operating Environments

Electrolube discusses the evolution of tougher, more environmentally friendly conformal coating materials that have been formulated to cope reliably.

Electrolube

One Component, Silver Conductive Epoxy

Master Bond Supreme 3HTS-80 cures at 175°F within 2-3 hours making it ideal for bonding applications involving heat sensitive substrates.

Master Bond



High Performance Gyroscopes for Autonomous Vehicles

A small, inexpensive, and highly accurate gyroscope enables the use of high-precision and low-cost inertial navigation in most autonomous vehicles.

Technology Briefing



Characterization of Solder Defects in Package on Package

This paper is part of series of studies on X-Ray inspection technology to quantify solder defects in BGA balls.

Analysis Lab

Value-Add Services Beyond Manufacturing and Distribution

If manufacturer & distributor value-add lead-times are causing delay in factories. We are here to help. Altemated has 25-years of service.

Altemated Inc.



Bitron: Defining a True Partnership

"Partnership" has different meanings to different people, but to Bitron, partners must have certain key traits. They must listen, grow, and support them like Koh Young.

Koh Young



Reliability of Fine Pitch Flip Chip BGA Packages for Automotive Applications

The board level reliability of different FCBGA packages was evaluated in the automotive thermal cycling environment.

Materials Tech



Flip Chip LED Solder Assembly

A pin transfer process was adapted to assemble flip-chip CSP LEDs with fine pitch solder paste

How solder ball technology can facilitate QFP device transition

Unique application of solder ball technology facilitates QFP to BGA device transition on PC boards with existing QFP pads, eliminating solder processing issues.

Advanced Interconnections Corp.



Technology Corner

Global Leader in PCB Final Finishes
Uyemura International Corporation

Training and Certification Continues
Blackfox Training Institute

AOT Delivers Mission Critical Quality
Koh Young Technology Inc.

World-class Surface Modification Technologies
Aculon, Inc.

Selective Soldering Overview
Nordon SELECT

MORE TECHNOLOGY CORNER

The AI-Based Competitive Revolution

The Golden Age of the Techno-economic Revolution has been characterized by the rise of AI-based firms like Google, Facebook, Amazon.

Technology Briefing



Industry 4.0 for Inspection in the Electronics Industry

This paper investigates how the connected at-line x-ray system can improve production yield and lower costs when connected to the production line.

Production Floor

NanoClear Stencil Treatment

Got Printing Dysfunction? Try NanoClear, it's cheap, simple, & works every time. Solve numerous print problems, including insufficients, bridging, & excessive rework!

Aculon



Realization of a New Concept for Power Chip Embedding

This paper will focus on the behavior of the power module for operational conditions of a Pedelec (Pedal Electric Cycle) application.

Analysis Lab

- E-mail newsletter and website reaching over 150,000 industry professionals
- Readership from 160+ countries
- Promote your technology and services with an advertising sponsorship



Why Advertise With Circuit Insight

2021 Media Guide

Circuit Insight provides Process, Innovation, Vision & Wisdom for the electronics assembly industry with a twice-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 products 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

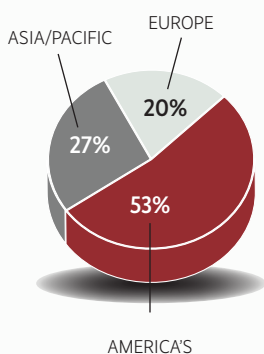
The Circuit Insight e-mail newsletter has a subscriber list over 50,000 industry professionals. Circuit Insight reaches 125,000 unique visitors from 160+ countries each year.

Top 10 markets by geographic readership:

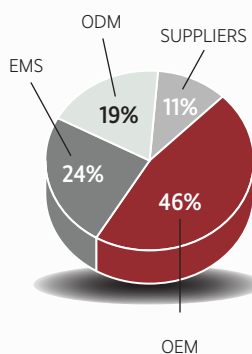
- | | |
|------------------|-------------|
| ▪ North America | ▪ Malaysia |
| ▪ China | ▪ Korea |
| ▪ Germany | ▪ France |
| ▪ United Kingdom | ▪ Singapore |
| ▪ India | ▪ Japan |

Readership Data

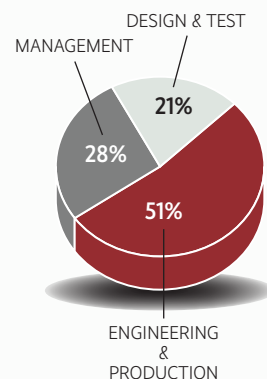
Readership Breakdown



Company Type



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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.

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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	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. Juki Corporation	Text
Aug. 2016	9960	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	Text
Aug. 2016	9959	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	Text

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Research

Use of High Purity Water to Eliminate Contamination And Achieve Cleanliness

Pad Cratering Susceptibility Testing with Acoustic Emission

Tools and Techniques for Material Assessment in Advanced Technologies

Void-Free Soldering with a New Vapor-Phase with Vacuum Technology

Effect of Assembly Pitch and Distance on Solder Joint Thermal Cycling Life

Ultra-Low Voiding Halogen-Free No-Clean Lead-Free Solder Paste

Qualitative Model Describing Hot Tear Above VILPO and Other Design Elements

SIR Test Method for Developing Evidence for the Production Assembly

[MORE RESEARCH](#)

Board Talk

What is Solder Paste Working Life on a Stencil?

Demise of the Plated-Through Hole?

Step Stencil Setup

Simple Test for Flux Penetration

Acceptable Rate for Head in Pillow?

Problem Meeting Minimum Hole Fill During Wave Soldering

Why Do Our Boards Warp During Reflow?

What is Ideal Humidity for Final Assembly?

[MORE BOARD TALK](#)

Ask the Experts

Separate wash systems for leaded and non-lead boards?

Removal of Coatings from PCBs

Components Falling Off During Reflow

Requirement for Toe Fillets

Requirements for Installing Leaded vs. Lead-free Press Fit Connectors

Seeking IPC and J-STD Definitions

Challenge Wetting Solder to Brass Pins

What is Causing Solder Joint Cracking?

[MORE ASK THE EXPERTS](#)

Step Stencil Setup

When shifting from standard solder paste stencils to step stencils, should we change the pressure or attack angle? Phil Zarrow and Jim Hall, The Assembly Brothers, answer this

Board Talk

4:48

Step Stencil Setup

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Board Talk

Board Talk is presented by Phil Zarrow and Jim Hall of ITM Consulting. Process Troubleshooting, Failure Analysis, Process Audits, Process Set-up, CEM Selection/Qualification, SMT Training/Seminars, Legal Disputes

Phil Zarrow

With over 25 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

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.

Transcript

Phil

Welcome to Board Talk. You're here with Phil Zarrow and Jim Hall, the Assembly Brothers, talking about SMT process materials and all of that fun stuff.

Jim

Today's question is from M.K. When shifting from standard solder paste stencils to step stencils, should we change the pressure or attack angle?

I assume that would mean squeeze angle.

Phil

So, some shifty guy's stepping on somebody's stencils. That's not a very good best practice, is it? Well the answer is maybe yes, maybe no. As in the case of anything you're going to be basically setting up the to do, you have to do a design of experiment to ascertain the optimum settings on your printer.

And whether that's going to be any different or not depends. That sounds like somebody who's not doing their DOE properly. Doesn't it, Jim? One setup does all type of thing.

Jim

Phil, I think it's somebody else looking for the silver bullet, and in this situation, when using step stencil, just do this, and everything will be perfect. Wouldn't it be wonderful if the world was like that, but unfortunately, it ain't.

You should be checking pressure and attack angle, speed, and everything with every different stencil you use. Few people do that because their stencils are very similar in terms of geometries and size of apertures and so forth, but technically, you should

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