

2023 Media Guide

circuit insight
Electronics Assembly Knowledge, Vision & Wisdom

HOME RESEARCH SUPPLIERS SUBSCRIBE

Reflow Oven Zone Separation Challenges
Some of the zones or our oven profiler are competing to get to the correct temperature. How do I prevent the oven from having competing zones? Jim Hall and Phil Zarrow, The Assembly Brothers, answer this question.
Board Talk

Technology for Optical Co-Packaging
A practical approach is to use optical transceiver submodules and to attach them onto the package substrate by soldering is discussed in this paper.
Production Floor

Technical Papers

- The Essential Guide to Large-Volume Thermal Interface Materials (TIM) Dispensing
- Reduction of voids in solder joints with vacuum
- Selective Soldering High Thermal Mass and Fine-Pitch Components
- Not All 3D Inspection Is Created Equal
- Essential Tools For High Accuracy Thermal Profiling
- Inductive Soldering for High Thermal Demand Applications
- X-Ray Supports Solder Paste Development
- Functional Test of RF Boards with HMCX Connectors
- Data Exchange in Electronics Manufacturing
- Benefits of Manual X-ray Inspection

Solder Joint Blow Holes
After switching our PCB finish from Pb free HASL to ENIG, blow holes started occurring in the solder joints of the through-hole LEDs. The PCBs and LEDs are from ...
Ask the Experts

Train With The Masters - Electronics Training and IPC Certifications
Train with some of the industries most experienced educators from basic Solder Training to IPC Certifications and much more. Online and In-Person.
EPTAC

Not All 3D Inspection Is Created Equal
People think a 3D image means 3D inspection. Not true. So many "3D Systems" started as 2D and still use 2D inspection. It's just flat.
Read more.
Koh Young America, Inc.

The 21st Century's AI Arms Race Unfolds
Data science, machine learning, and artificial intelligence have been rising in prominence. Companies focused on leveraging AI to are everywhere.
Technology Briefing

Selective Soldering Design for Reliability Using SIR Test Method
The purpose of this research is to develop a test method designed to evaluate the electrochemical reliability of the selective soldering process at the assembly site.
Analysis Lab

Low Temp Lead Free Solder Paste
Cost and environmental impact can be reduced with low temp lead free soldering. AIM NC273LT facilitates a low temp process by eliminating common issues including solder balls and reduced wetting.
AIM

Robotic Component Tinning Services
Video demonstrates precision robotic hot solder dip when tin and gold mitigation is required. Processing of components is completed in full compliance with GEIA-0006 and J-STD-001 specs.
Circuit Technology Center

Functional Test of RF Boards
This paper focuses on the functional test on RF boards with HMCX connectors and reviews innovative technologies and products which are important for "Future Technology".
INGUN

Technology Corner

- About XIMEA company video
XIMEA GmbH
- Making Ovens Smarter
KIC
- A Full-Line of Programming Solutions
BPM Microsystems
- Light-Cure Conformal Coatings
Dymax Corporation
- Component Rework Services
Circuit Technology Center Inc.

MORE TECHNOLOGY CORNER

VOIDS in SMT Solder Joints – Trends in Automotive Electronics
There is a need for a more extensive coverage of voiding in standards where customer specifications often contain requirements for voiding in SMT solder joints.
Production Floor

Maximum possible storage capacity.
Automatic configuration any time, for any reel thickness.
JUKI
STORE UP TO 3600 7"-8MM REELS
ISM ULTRAFLEX 3600

Analysis of Mechanism About Data Retention Characteristic in TANOS Structure
The long-term evaluation of TANOS structure is investigated and the prediction of retention characteristic can be evaluated through the accelerated tests.
Analysis Lab

Die Attach Epoxy with High Tg
Master Bond EP17HTS-DA is a one part electrically conductive die attach epoxy that resists high temperatures. It is silver filled with a high Tg of 140-150°C.

- 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?

2023 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.

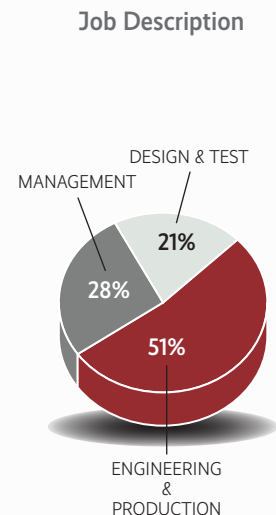
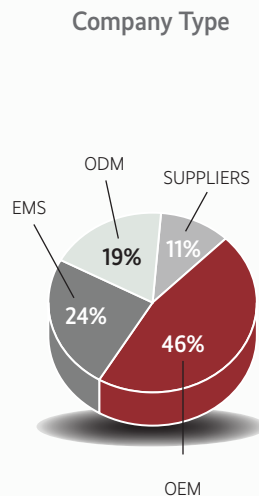
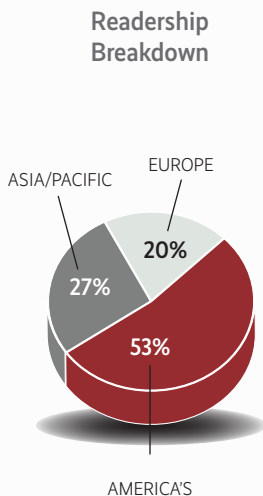
Analytical Data

The Circuit Insight e-mail newsletter has a subscriber list over 50,000 industry professionals. Circuit Insight reaches 150,000 unique visitors from 160+ countries each year.

Top 10 markets by geographic readership:

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

Readership Data





Sponsorship Advertising Opportunities

2023 Media Guide

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 sponsorship includes 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.

6-month campaign - \$1,000/month

12-month campaign - \$900/month

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 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</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

The screenshot shows the Circuit Insight website interface. At the top left is the 'circuit insight' logo. To the right are navigation links: HOME, RESEARCH, SUPPLIERS, SUBSCRIBE. The main content area is divided into several columns:

- Research:** A list of articles including 'Dispensing EMI Shielding Materials: An Alternative to Sputtering', 'Corrosion and Contaminant Diffusion Multi-Physics Model', 'The Role of Organic Amines in Soldering Materials', 'Filling of Microvias and Through Holes by Electrolytic Copper Plating', 'Design Variables of Thermoforming Process on Printed Electronic Traces', 'Behavior of Materials in the Manufacturing Environment', 'Hot Air BGA Rework Process Improvement with a Touchless Temperature-Dependent Live-Feedback Process', and 'Solder-Joint Reliability of a 0.65 mm Pitch Molded Array Package for Automotive'. A 'MORE RESEARCH' button is at the bottom.
- Board Talk:** A featured article titled 'Solder Paste Beyond The Shelf Life?' with a video player. Below the video is the article text and a '4:10' duration indicator. A 'Text Ad' label points to a Siemens Digital Industries Software advertisement on the right side of this section.
- Ask the Experts:** A section with various topics like 'Requirements for Installing Loaded vs. Lead-free Press Fit Connectors', 'Spotting After DI Water Cleaning', 'Challenge Wetting Solder to Brass Pins', 'Components Falling Off During Reflow', 'Exposed Copper Risk', 'ESD Grounding - 1 Meg Ohm Resistor', 'Solder Paste Life on the Stencil', and 'ESD and Humidification'. A 'MORE ASK THE EXPERTS' button is at the bottom.
- Latest Industry News:** A list of news items including '10 Lessons From the Legacy of Steve Jobs', 'Laptops alone can't bridge the digital divide', 'Huawei spinoff Honor launches first smartphone overseas, complete with U.S. tech', 'Sensor, Actuator & Discrete Sales Surge in 2021', 'Could Zinc Gel Chemistry Outperform Flow Batteries?', 'US, China sparring over Taiwan heats up anew', 'Semiconductor Sector Shows Signs of Cooling', and 'Morris Chang says domestic US chip supply chain is impossible'.

Additional elements include a 'Banner Ad' label pointing to a '87 Repair and Rework Guides Free Online' advertisement, and another 'Banner Ad' label pointing to a Juki advertisement for ISM ULTRAFLEX 3600.