

2024 Media Guide

circuit insight

Electronics Assembly Knowledge, Vision & Wisdom

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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 MMIX 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 migration 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 MMIX 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.](#)

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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](#)

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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.



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- Readership from 170+ countries
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Why Advertise With Circuit Insight?

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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 and includes process knowledge, technology, best practices and industry trends. Circuit Insight delivers excellent technical programs and articles every week 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. Broadcasts are 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.

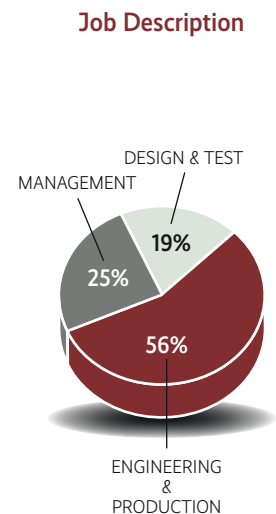
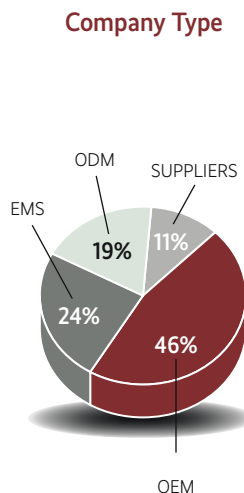
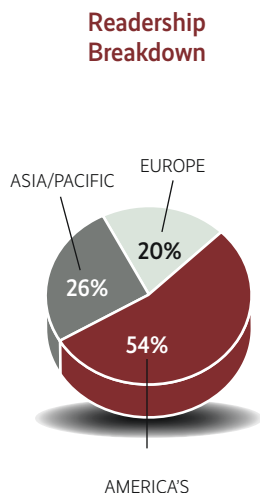
Analytical Data

The Circuit Insight e-mail newsletter has a subscriber list over 50,000 industry professionals. Circuit Insight reaches 150,000 unique visitors from 170+ countries each year.

Top 10 markets by geographic readership:

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

Readership Data



Sponsorship Advertising Opportunities

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Circuit Insight advertising sponsorships include banner ads and text ads. 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.

3-month campaign - \$1,150/month

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.

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KIC				
September 2023 Advertiser Report				
This report includes views and clicks for ads running at Circuit Insight. Return to the main page.				
All Reports				
Sep 2023, Aug 2023, Jul 2023, Jun 2023, May 2023, Apr 2023, Mar 2023, Dec 2022, Nov 2022, 2022, Dec 2021, Nov 2021, Oct 2021, Sep 2021,				
Month	Ad No.	Ad	Views	Clicks
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Sep, 2023	15,696			
Sep, 2023	15,700			

For sponsorship information contact Ken Cavallaro
kcavallaro@circuitnet.com



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Research

- 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
- Solder-Joint Reliability of a 0.65 mm Pitch Molded Array Package for Automotive

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Latest Industry News

- 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
- Morris Chang says domestic US chip supply chain is impossible

Solder Paste Beyond The Shelf Life?

We have some solder paste that has been in a sealed box at 4 degree Celsius for 8 months. The shelf life is 6 months. Can it be used?

Board Talk

4:10

Solder Paste Beyond The Shelf Life?

We have some solder paste that has been in a sealed box at 4 degree Celsius for 8 months. The shelf life is 6 months. Can it be used? The Assembly Brothers, Jim Hall and Phil Zarrow, discuss this scenario and share their experiences.

Board Talk

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

Phil Zarrow

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

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 with Phil Zarrow and Jim Hall of ITM Consulting, the Assembly Brothers. I think today we have a material question, is that correct Jim?

Jim

It comes from G.H. We have some solder paste that has been in a sealed box at 4 degree Celsius for more than 8 months. The shelf life is 6 months. Can it be used?

What adverse effect might we expect, if any, using solder paste slightly over the shelf life? Well my brother Phil has very intimate knowledge of the answer to this question. Don't you brother Phil?

Phil

No, don't use it! There's a limit, they have expiration dates for crying out loud! And that means it doesn't keep up anymore!

If you want to do that with your medications, I know I do with mine go beyond the expiration date, go ahead, take your chances and suffer the consequences.

There's a reason there's an expiration date. Having been involved in a lot of solder paste evaluations, I've seen paste that even in a short time, go beyond it's expiration date and just turn to crap - for lack of a better word.

So it might look like it's working but you're really rolling the dice as far as additional defects.

Board Talk

- How to Cost a Board
- Issues With Solder Paste Transfer Efficiency
- Variations in SAC 305 Solder
- How Frequently Should We Rework Profiles?
- Solder Paste Beyond The Shelf Life?
- Issues With Fillets on Via Holes?
- Can Tape Residue Contaminate a Clean Tank?
- Suggested Stencil Wipe Frequency?

[MORE BOARD TALK](#)

Electrical designs without the errors

New engineering solutions use automation, facilitate collaboration and accelerate verification to reduce design costs, shorten cycles and reduce the risk of errors.

Siemens Digital Industries Software

Ask the Experts

- 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
- ESD and Humidification

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