

## 2025 Media Guide

### circuit insight

Electronics Assembly Knowledge, Vision & Wisdom

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#### ROHS: 10 Years Later - IT Equipment Corrosion Issues Remain

This paper will describe the common modes of corrosion-related hardware failures in the past 10 years and the means of negating their detrimental effects.

**Analysis Lab**

#### Shelf Life Before Conformal Coating

Prior to conformal coating, how long can we keep assemblies in an open condition before they will be impacted by moisture absorption? Jim Hall and Phil Zarrow, The Assembly Brothers, discuss the impact that this will have on their process.

**Board Talk**

#### Technical Papers

- Recent Advances in Final Finishes Push Past the Limits of Conventional Electrolytes
- Smart pit Employment in Electronic Cleaning
- Mastering the EV Revolution with Expertise in High-Voltage & E-Mobility
- Reflow Oven and Wave Soldering Machine Maintenance Cleaning
- 20 SPI and a 20 AOI now Integrated in your SMT Production Machine
- Solder Paste Printing: Cleaning Compatibility Assessment of Jettable and Screen-Printable Pastes
- An Essential Guide to Optimize Selective Soldering Processing
- Is My Printed Circuit Board Wash Concentration in Check?
- Ultraminiature Soldering: Techniques, Technologies, and Standards
- X-Ray Inspection Verifies Quality of Complex PCBs

#### PCBA Transport Between Facilities

We need to transport PCB assemblies between separate facilities for testing and added processing. The facilities are approx 10 miles apart so trucks are used ...

**Ask the Experts**

#### Silver Filled Epoxy for Die Attach

Master Bond EP3HTS-TC is a one part, NASA low outgassing rated epoxy, with excellent thermal conductivity that features a thixotropic paste consistency.

**Master Bond**

#### Reduce Lead Time and Improve Supply Chain.

If value-add lead times are causing delay in Supply Chain, contact Altmetad. Our quick-turn solutions provide an alternative source for value-add needs.

**Altmetad Inc.**

#### Miniaturization with Help of Reduced Component to Component Spacing

This paper covers layout, assembly and material selections to reduce component to component spacing down to 4-5mil from today's mainstream of 6-8mil.

**Production Floor**

#### Researchers Incorporate Machine Learning Into Brain-Computer Interface

Researchers incorporated machine learning into the brain-computer interface. This solution can understand the needs of a subject and self-calibrate.

**Technology Briefing**

#### Process Control of Rework Used in High Reliability World

Understanding the rework equipment and proper use can impact the success of a solder reflow process while maintaining heat sensitive requirements.

**Analysis Lab**

#### "Ask the Experts" Program by Circuitnet

Do you have a question or process issue in PCB assembly? The Circuitnet "Ask the Expert's" program has over 100 panel members waiting to answer your question. Submit question now.

**Circuitnet Media LLC**

**Ask the Experts**

#### Thermally Conductive

Silicone Compound Master Bond Mastersil 323AO-LO is a low outgassing silicone elastomer with a self-priming feature. It is electrically insulative and thermally conductive.

**Master Bond**

#### Embedded Passive Technology

This paper summarizes the selection of resistor embedded materials, evaluations of resistive material and duplication of a complex digital design.

**Materials Tech**

AIM is Solder Plus Support With AIM, you get superior solder products backed by expert support. Our engineers are ready to help anytime, anywhere. That's the AIM difference.

**AIM Solder**



#### Wireless Network Transmits Data from Microelectronic Chips

A research team has developed a wireless communication network that can transmit, receive and decode data from thousands of microelectronic chips.

**Technology Briefing**



#### 87 Repair and Rework Guides Free Online



#### Ultrasonics as an Option for Electronics Assembly Cleaning

Ultrasonic cleaning parameters including frequency, power, time, temperature and chemistries results demonstrate developments in technology.

**Production Floor**

#### Plan Ahead for BGA Device Upgrades

BGA Socket Adapter Systems convert surface mount device packages to through-hole (pinned) assemblies, making it easy to plug and unplug SMT devices in the field or the test lab.

**Advanced Interconnections Corp.**

#### Reliability of Polymeric Encapsulation Materials on SnAgCu Solder Joints

This study determined the processability, mechanical and temperature cycle reliability of SAC BGA solder joints reinforced by encapsulation using SJEI.

**Analysis Lab**

#### Capital Expenses Significantly Reduced by Eliminating Dispensed Adhesives and Underfills

Learn how you can potentially save \$300K-\$900K in capital expense with our PLACE-N-BOND Underfills. Click here.

**Altmetad Inc.**

#### Turning Wood Into Plastic

A lab was working on an exotic dashboard concept where they needed to shape and bend wood. What was the solution?

**Mysteries of Science**



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- Readership from 170+ countries
- Promote your technology and services with an advertising sponsorship



## Why Advertise With Circuit Insight?

## 2025 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 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.

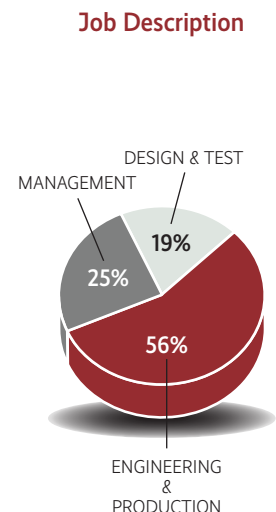
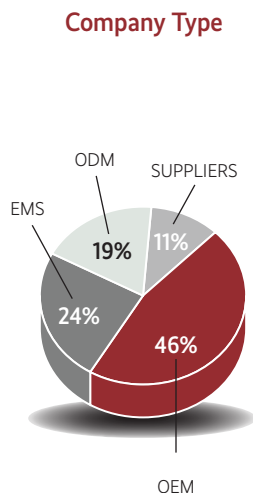
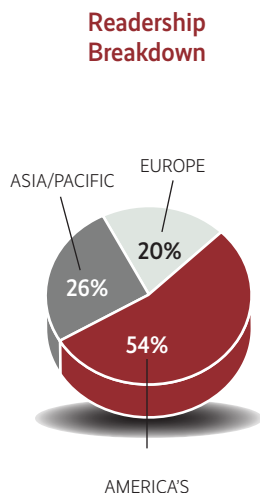
### Analytical Data

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

## 2025 Media Guide



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.

For sponsorship information contact Ken Cavallaro  
kcavallaro@circuitnet.com

### 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

### Electronic Coating Technologies

#### September 2024 Advertiser Report

This report includes views and clicks for ads running at Circuit Insight. [Return to the main page.](#)

#### All Reports

[Sep 2024](#), [Jul 2024](#), [Jun 2024](#), [Apr 2024](#), [Mar 2024](#), [Feb 2024](#), [Nov 2022](#), [Oct 2022](#), [Jul 2022](#), [Jun 2022](#)

Month	Ad No.	Ad	Views	Clicks
Sep, 2024	16,265			
Sep, 2024	16,359	<b>Protect Your Critical Electronics</b> ECT provides protective materials & application services to manufacturers with electronic assembly, quality & delivery challenges. One place, one solution. Partner with us. <b>Electronic Coating Technologies</b> 		
Sep, 2024	16,267	<b>Superior Electronics are One Solution Away</b> ECT contract manufacturing, coating & material distribution services help companies solve electronic assembly, quality & delivery issues from start to finish. <b>Electronic Coating Technologies</b> 		



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### Research

**RoHS: 10 Years Later - IT Equipment Corrosion Issues Remain**

**Miniaturization with Help of Reduced Component to Component Spacing**

**BVA: Molded Cu Wire Contact Solution**

**Jetting Fine Lines onto 2D and 3D Electronic Packages**

**Fatigue and Shear Properties of High Reliable Solder Joints**

**Connector Design for Wearables**

**Ultrasonics as an Option for Electronics Assembly Cleaning**

**Reliability of Polymeric Encapsulation Materials on SnAgCu Solder Joints**

[MORE RESEARCH](#)

### Board Talk

**Shelf Life Before Conformal Coating**

**Will Typical No Clean Paste Pass an SIR Test?**

**Cleaning Reballled BGA Components**

**Consensus for Baking Prior to Rework?**

**Reflow For Rigid Flex**

**What is Causing Dimples in Blind Via Pads?**

**Problems With Starved "J" Lead Joints**

**Proper Exhaust Pressure for Reflow Ovens?**

[MORE BOARD TALK](#)

### Will Typical No Clean Paste Pass an SIR Test?

Will a typical no clean paste pass an SIR test? Is it really clean enough for a conformal coating and 20 years of service?

**Board Talk**

[3:41](#)

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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 50 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. Coming to you today from the ITM Consulting Failure Analysis cave, atop Mount Rialto, and inside Mount Rialto. And we are here to talk about electronics assembly, materials, equipment, components, practices and procedures, among other things. What is today's question, Jim?

**Jim**

The question comes from D.H. Will a typical no clean paste pass an SIR test? Is it really clean enough for a conformal coating and 20 years of service? That is actually two questions, isn't it?

Well, for the SIR test, yes. All no clean fluxes are tested for SIR per IPC spec. I think it is 650.

**Phil**

I think it actually goes back to Bellcorp too, doesn't it?

**Jim**

I'm not sure, Phil. But they will pass. Although there has been some recent experimental data published that shows that the value of the SIR, although it will pass, will vary with the specific reflow profile.

You may want to check that out if you have specific concerns. But the general spec is 1 x 10 to the ninth ohms during the SIR test. And they all have to pass that for a generic profile. What about cleanliness, Phil?

### 20 Channel touchscreen thermal profiler

ECD has simplified the complex. Touchscreen M.O.L.E. EV20 enables multiple thermal measurements for high-density, high-value PCBs. Instant verification, no PC. Check it out. ECD

### Ask the Experts

**PCBA Transport Between Facilities**

**ENIG Solderability Issues**

**Question About ESD Ionizer Guns**

**Adhesion Problems with Conformal Coating**

**Production Floor Temperature and Humidity Loggers**

**Bottom Side Chip Bonding**

**Components Falling Off During Reflow**

**Trays for MLS Baking**

[MORE ASK THE EXPERTS](#)

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