

## 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 sections for 'Vapor Phase - Improvement Under Oxidation Free Soldering Conditions' and 'Great engineering that works like magic' featuring a person's photo. Other articles include 'Discover Facts About Parylene Coating', 'New Methods Extract Lithium from Water', 'Mixed Metals Impact on Reliability', 'Rigid Flex That is Built to Last', 'Improved Reliability of Jet Dispensable Polymeric Coating Material', 'Corrosion Resistant Servers for Free-Air Cooling Data Centers', 'What's the Fuss about F-Gas Regulations?', 'Epoxy for Dam-and-Fill Encapsulation', and 'Hybrid Conformal Coatings Used for Mitigating Whisker Growth'. The website footer is partially visible at the bottom.

- 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

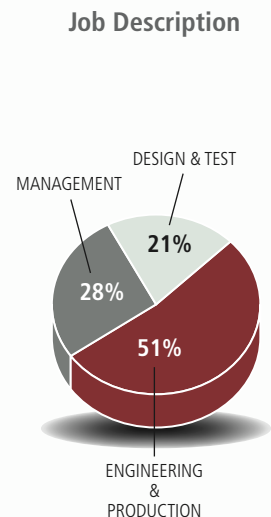
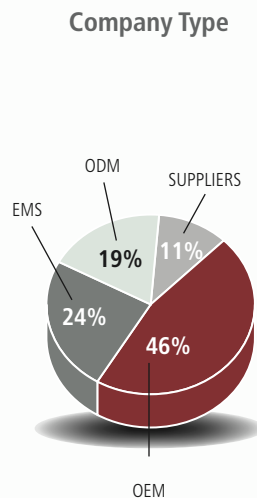
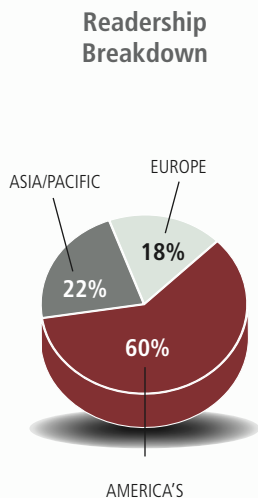
### Analytical Data

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</p> <p>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 &amp; supports up to 88mm thick reels.</p> <p>Juki Corporation</p>	Text
Aug. 2016	9960	<p>JX-350 LED Long Board Machine</p> <p>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.</p> <p>Juki Corporation</p>	Text
Aug. 2016	9959	<p>SMT Placement &amp; Through-Hole Insertion</p> <p>Automate the manual insertion process and achieve higher quality &amp; labor savings. Place SMT Components with the widest range in the Electronics Industry. Learn more.</p> <p>Juki Corporation</p>	Text

For sponsorship information contact [sales@circuitinsight.com](mailto:sales@circuitinsight.com)

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**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**



Top Sponsor Text Ad

### 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

### More Related Programs

**Metal Blades for Smt Printing**  
Bump up the volume of your quality. Build for toughness and durability. Smooth perfected engineering translates to steady results and minimum downtime at leading smt lines worldwide.  
**Transition Automation**



Text Ad

Fast. Smart. Modular. **JUKI**  
**RS-1 has it all.**  
The RS-1 is the machine for you.  
Speed and Flexibility for High Quality Production of any PCB  
**Learn More**

Banner Ad