WHO WE ARE

Up Media Group provides electronics industry designers, fabricators, assemblers and suppliers with the **news, insights and best practices** to keep in tune with today’s industry trends. Through our magazine, websites, trade shows, email newsletter and social media networks, UPMG offers professionals real solutions to stay **on top of the fast-moving industry** and provides a platform where buyers and sellers can connect and engage. For more than 37 years, we have published the two leading technical journals for their respective fields, *Printed Circuit Design & Fab* and *Circuits Assembly*.

WHO WE REACH

UPMG focuses on these core constituencies: **printed circuit engineers, designers, fabricators, assemblers, and their suppliers.** Their sizes range from small to mid-size regional companies to the largest multinational electronics companies in the world. Our readers are corporate managers, executives, engineers and engineering managers. We have subscribers in more than 110 countries around the world!

WHAT WE DO

We help **match your products and services with strategic decision-makers.** Our aggregate audience for the UP Media brands and shows is more than 110,000 industry professionals worldwide, including qualified buyers and influencers. Our total engagement level over the past 12 months exceeds 2.5 million!
UPMG focuses on four core constituencies, which substantively overlap: printed circuit engineers, designers, fabricators, assemblers, and their suppliers. Their sizes range from small to mid-size regional companies to the largest multinational electronics companies in the world. Our readers are corporate managers, executives, engineers and engineering managers. We have subscribers in more than 110 countries around the world!

UP Media Group provides electronics industry designers, fabricators, assemblers and suppliers with the news, insights and best practices to keep in tune with today’s electronics industry trends. Through our magazine, websites, email newsletter, and social media networks, UPMG offers professionals real solutions to stay on top of the fast-moving industry and provides a platform where buyers and sellers can connect and engage.

Almost 99% of PCD&F/CIRCUITS ASSEMBLY subscribers are involved in the purchasing decisions for their company. Our annual magazine reach totals 546,000!

Tap into the right mix of UPMG’s influential media platforms to reach our target audience of strategic decision-makers with the authority to recommend or buy your products and services.

**MAGAZINE GLOBAL REACH**

<table>
<thead>
<tr>
<th>Region</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>69%</td>
</tr>
<tr>
<td>Europe/ME</td>
<td>14%</td>
</tr>
<tr>
<td>Asia</td>
<td>16%</td>
</tr>
<tr>
<td>Africa/Oceania</td>
<td>1%</td>
</tr>
</tbody>
</table>

**MAGAZINE SUBSCRIBERS BY JOB FUNCTION**

- PCB Design/Design Engineering: 33%
- Engineering/Support/R&D/DE/OC/Tool: 16%
- Assembly/Engineering: 39%
- Corporate Management/Engineering/Management: 25%
- PCB Production/Manufacturing Engineering: 5%

*Due to rounding, total exceeds 100%.

**MAGAZINE GLOBAL TOTAL FOOTPRINT**

- PCD&F Subscribers: 37.1K
- Circuits Assembly Subscribers: 37.2K

**ANNUAL BRAND REACH**

<table>
<thead>
<tr>
<th>Audience</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Professionals</td>
<td>110,000</td>
</tr>
<tr>
<td>Engagements</td>
<td>2.5M</td>
</tr>
</tbody>
</table>

**BRAND GLOBAL TOTAL FOOTPRINT**

- Print/Tablet/Mobile: 545K+
- Online: 185K+
- Social: 450K+
- Newsletters: 1.4M
- Subscribers/Followers: 110K+
- Annual Engagements: 2.5M+
UP Media Group is the leading vehicle for social media marketing in the printed circuit industry, with 30,000 followers across a diverse set of platforms:

On **LinkedIn**, UPMG moderates groups titled EMS – Electronics Manufacturing Services, Circuits Assembly, PCD&F, PCB West, and SMT Processing, with a combined member list of more than 23,000 industry professionals. All are open and designed to spur dialogue on PCB manufacturing and related issues.

On **Twitter**, editor in chief Mike Buetow (@mikebuetow) and vice president of sales and marketing Frances Stewart (@francesstewart5) are active in sharing their latest updates and thoughts with thousands of followers. Also follow our two event sites: @PCBWest and @pcb2day.

We also feature **Facebook** pages for Circuits Assembly magazine and Printed Circuit Design & Fabrication magazine, and PCB West, with about 4,000 followers. These channels are opportunities to extend your reach. Leverage the personal audience of our industry-leading publications to get your message to potential new customers.

Our **Hot Wires** blog includes our own editors, plus experts on board design, soldering materials, soldering, Lean manufacturing, DfM issues, and more.

Our **PCB Chat** podcast series reaches more than 250,000 people a year. Listen in to UP Media Group editorial director Mike Buetow as he hosts roundtables and interviews with industry experts to discuss the critical issues of the day to designers and manufacturers.

**SOCIAL MEDIA GLOBAL TOTAL FOOTPRINT**

- **Followers** .................................................. 30K+
- **Annual Engagements** ................................. 450K+

**SPONSORSHIPS**

Frances Stewart, VP Sales & Marketing • 678-817-1286 • fstewart@upmediagroup.com
OUR BRANDS

PRINT Printed Circuit Design & Fabrication/Circuits Assembly magazine covers electronics design, fabrication and assembly. It is published and mailed every month.

DIGITAL Our PCD&F/CA magazine digital edition reaches all our non US-subscribers and those US subscribers who prefer digital, and is viewable on any device. Its enhancements include additional URL links from ads and editorial content, social media links, embedded videos and RSS feeds.

Our websites, pcdandf.com and circuitsassembly.com, offer daily editorial content, advertising and dedicated "keywords" that link directly to an external website.

The PCB UPdate e-newsletter delivers news and technical content thrice-weekly.

PCB Chat, our exclusive podcast series, features recorded interviews with leading industry engineers and executives.

EVENTS UPMG’s signature show event is PCB West, the leading conference and exhibition for PCB engineers, designers, fabricators and assemblers. Also, 2021 marks the return of PCB East, a Boston-area conference and exhibition.

EDUCATION PCB2DAY is a series of webinars and two-day workshops on electronics design and manufacturing.

New this year: Our very own online training curriculum, Printed Circuit University, offering electronics education through on-demand presentations from experts in printed circuit design, fabrication and assembly.

AWARDS PROGRAMS UPMG’s awards programs include the Service Excellence Awards, which recognize the top EMS companies and electronics assembly suppliers based on actual customer feedback.

The NPI Awards recognize the leading new products for electronics assembly and fabrication during the past 12 months.

DATABASES The Circuits Assembly Directory of EMS Companies lists more than 3,300 EMS facilities worldwide.

BRAND PRESENCE

PRINT

Magazine Printed Circuit Design & Fab/Circuits Assembly

DIGITAL

Magazine digital.upmediagroup.com
Websites circuitsassembly.com pcdandf.com
E-Newsletter pcbupdate.com pcbchat.com

EVENTS

PCB West pcbwest.com
PCB East pcbeast.com

EDUCATION

PCB2Day pcb2day.com
Printed Circuit University pcu@upmediagroup.com

AWARDS PROGRAMS

Service Excellence Awards circuitsassembly.com
NPI Awards circuitsassembly.com pcdandf.com

DATABASES

Directory of EMS Companies circuitsassembly.com
PCB West Conference & Exhibition

The largest conference and exhibition for printed circuit board design, assembly and fabrication in the Silicon Valley.

Celebrating 30 years, PCB West (pcbwest.com) has been the meeting place for the PCB supply chain. This event encompasses the entire PCB industry and brings engineers, designers, fabricators, assemblers, and managers together to take advantage of unique opportunities to improve skills, increase knowledge and network with peers, colleagues, and experts. PCB West will return to the Silicon Valley August 31 – September 3, 2021.

The highly acclaimed PCB West attracts industry professionals and leading suppliers from around the world. With more than 2,500 designers, fabricators, assemblers, and engineers registering, and more than 100 companies exhibiting each year, PCB West will feature a four-day technical conference and a one-day exhibition. From high-reliability military/aerospace to cutting-edge IoT and wearables, there is something for everyone involved in the electronics supply chain.

what are they saying?

“PCB West is the greatest conference of its type. I’m amazed how many engineers and board designers who’ve told me they owe their career to PCB West, that without it they would not have the knowledge to truly understand printed circuit board design. I can’t imagine not being there.”

Rick Hartley, RH Enterprises

“More than a show, it’s a multifunction event that really brings together users and vendors at all levels. I know that attendees and exhibitors alike both greatly appreciate the borderless aspect.”

Ken Taylor, Polar Instruments

“There is always a lot of activity during PCB West. This trade show is extremely interactive and very relevant to what we do. Our team has meaningful conversations with the attendees ... in short, this is a really good trade show!”

Amit Bahl, Sierra Circuits

“PCB West gives the attendees a forum that is stacked with industry recognized experts in many PCB manufacturing disciplines, including high-speed PCB design, manufacturing PCBs, troubleshooting, flexible circuitry and more. All in all, a great place to learn about all things PCB!”

Mark Finstad, Flexible Circuit Technologies

“There are PCB West is second to none when it comes to pure design. The content at PCB West for professional development is the hottest thing for a designer: PCB West is the show of the year that you want to attend.”

Steven Chavez, IPC CID and CID+ Instructor, president Printed Circuit Engineering Association

“APCT has been coming to PCB West for many years. With all the different trade shows to choose from, marketing dollars must be spent wisely. To be seen at the best trade show in the heart of the Silicon Valley is critical. PCB West has been a terrific investment of our time and energies.”

Tony Torres, APCT Inc.

THE LEADING EVENT FOR THE PCB INDUSTRY

• A comprehensive four-day conference, offering several affordable packages
• Targeted conference sessions for all levels of experience & training, from novice designer & engineer to seasoned pro
• Certificate program for professional development hours
• Exhibit hall featuring the industry’s leading suppliers & services in a one-day targeted exhibition
• Live streaming of conference content to expand international audience reach
• Live streaming of exhibitor demos directly from the show floor
• Free technical sessions PLUS networking events – to attract exhibition attendees

what are they saying?

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Tony Torres, APCT Inc.
PCB East Conference & Exhibition

The original conference and exhibition for printed circuit board design, fabrication and assembly on the East Coast, PCB East is returning to the Greater Boston Area June 15 - 17, 2021.

In response to customer demand, PCB East returns to Boston for 2021 for the first time since 2009! The three-day technical conference takes place May 10-12 in Marlborough, MA. The event includes a one-day exhibition on June 16.

PCB East is a much-needed opportunity for the design community to get together and check out the latest technology. The show includes a range of suppliers from the ECAD, PCB design service, fabrication and assembly supply chain.

As Covid-19 has slowed national travel, locally focused events like PCB East have become vital networking and selling opportunities.

LOCATION AMENITIES:
• A comprehensive two-day conference
• Targeted conference sessions for all levels of experience & training, from novice designer & engineer to seasoned pro
• Certificate program for professional development hours
• Exhibit hall featuring the industry's leading suppliers & services in a one-day targeted exhibition
• Free technical sessions PLUS networking events – to attract exhibition attendees

“Join leading industry companies from the Greater Boston area and surrounding environs as PCB EAST returns!”

Booth Sales/Sponsorships

Frances Stewart, VP Sales & Marketing • 678-817-1286 • fstewart@upmediagroup.com
Flexible, Affordable Electronics Education

Welcome to the only e-learning, online resource for the printed circuit design and engineering community, offering a virtual campus of webinars and presentations from experts in printed circuit design, fabrication and assembly.

PCU is an affordable way to develop expertise in printed circuit engineering. Company discounts available.

“Designing PCBs which will pass EMC the first time is something that motivates me in my job, and one can learn a lot from Rick Hartley, Dan Beeker, Eric Bogatin, Susy Webb and Lee Ritchey. [With] webinars on-demand, if you don’t understand something, you can just play it again.” – Josko Marasovic

speakers

SALES
Frances Stewart, VP Sales & Marketing • 678-817-1286 • fstewart@upmediagroup.com

PCU PRINTED CIRCUIT UNIVERSITY
pcu@upmediagroup.com

NEW THIS YEAR

PROFESSIONAL DEVELOPMENT

- Tuition-based content
- Informational & educational
- Not commercial
- Most comprehensive, online training
- Choose from more than 50 classes
- Receive certificate of number of hours trained
- In accordance with ISO 9001 & corporate quality assurance & quality management requirements
AWARDS PROGRAMS

Service Excellence Awards

Founded in 1991, the annual Service Excellence Awards is the industry’s best-recognized customer satisfaction program, and the only one based on actual feedback from one’s customers. Through participation in the awards program, EMS companies, electronics assembly suppliers, reps or agents and/or distributors, and non-manufacturing service providers show their commitment to customer service. What better way to prove to prospects that your customers love what you do?

Winners are honored at an awards ceremony coinciding with IPC Apex Expo, are featured in the post-event print and digital magazine, and provided the opportunity to promote their award in Circuits Assembly at a winners-only price for advertising – and through feature editorial profiles.

For a list of categories, visit:
circuitsassembly.com/ca/editorial/service-excellence-award

giving back

Proceeds have supported the SMTA Charles Hutchins Scholarship grand and IPC Educational Foundation, with more than $100,000 awarded to date.

New Product Introduction (NPI) Awards

The NPI Awards, which debuted in 2008, recognize the leading new products for electronics assembly and fabrication during the past 12 months. Awards are selected by an independent panel of practicing industry engineers and are presented by Circuits Assembly and PCD&F coinciding with the IPC Apex Expo trade show.

For more information, visit:
circuitsassembly.com/ca/editorial/npi-award
pcdandf.com/pcdesign/index.php/editorial/npi-award
ISSUED Mailed the first week of each month, 12 times per year.

DEADLINES See Editorial Calendar for materials deadlines on page 17.

BONUS All print edition ads will appear in our digital edition at no additional charge. Ads are positioned in a similar order to how they appear in print.

COMBINATION PACKAGES Reach more prospects and build sales by combing the power of our brands to create custom advertising best-suited for your clients. Contact us for a customized program.

REPRINTS Electronic reprints include a PDF file with:
- The issue cover, including your company’s marketing copy, if desired.
- Your article in full color and fully formatted as it appeared in the print/digital issue, plus a lifetime license to distribute the article!

Contact Brooke Anglin for digital or print reprints information or pricing: banglin@upmediagroup.com

PRINT EDITION RATES (four-color, net per month)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>$6,100</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$5,200</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$5,000</td>
</tr>
<tr>
<td>Full page</td>
<td>$4,800</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,995</td>
</tr>
<tr>
<td>1/2 island</td>
<td>$3,500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,100</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,500</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,925</td>
</tr>
</tbody>
</table>

Discounts available for frequency: 5% for 3x contract, 10% for 6x contract, 15% for 12x contract. Contract period is 12 months.

CONTRACT TERMS & CONDITIONS

COMMISSION 15% to agencies on gross space rate. Agency commission of 15% will not be allowed on any bills past 60 days or longer. Advertiser and agency are jointly and severally liable for all charges. Must receive confirmation on new agency appointments from the advertising account.

PAYMENT TERMS UP Media Group, Inc. terms of sale are net payable 30 days from the date of invoice. Costs and fees to collect past due balances will be the responsibility of the advertiser and agency. Cancellations after insertion order closing date are subject to a 25% cancellation fee of net account. See upmediagroup.com for Publisher’s Terms.

PREPAY DISCOUNT A 10% discount is extended to all prepaid programs. Payments can be made by credit card, check, or wire transfer. Combination package programs. Reach more prospects and build sales by combining the power of our print, online, digital and face-to-face media products. Contact us for discounted rates.

FREQUENCY DISCOUNTS To qualify for multiple insertion discounts, the advertiser must fulfill contract schedules within 12 months of initial insertion. If the contract is not completed within that time period, the advertiser will be billed for the rate differential of actual insertions against the insertions contracted for.

COMBINATION PACKAGES Contact us for discounted, bundled rates.

ADVERTISING SALES
Brooke Anglin, Senior Sales Associate • 404-316-9018 • banglin@upmediagroup.com
PRINT EDITION AD SPECS

All ad submissions must be built to specifications.

REQUIREMENTS

- Export to high-res PDF, meeting PDF/X-4 print standards with min. 300 dpi at final size. No JPG, PNG, TIFF, EPS.
- Placed images must be hi-res (300 dpi at final size), linked & flatten in its native app before exporting.
- Outline & fully-embed all fonts. Use only Type fonts. No TrueType or Multiple Master.
- CMYK ink mix only. No Pantone, registration, RGB or spot colors accepted.
- Total ink density at 320% or less.
- No transparencies. Flatten all artwork before exporting.

AD SIZE | PRINT EDITION AD SPECS (all in inches, unless noted)
---|---
Full spread | TRIM: 16 x 10.875 (406 x 276 mm) BLEED: 16.25 x 11.125 (413 x 283 mm)
Full page | TRIM: 8 x 10.875 (203 x 276 mm) BLEED: 8.25 x 11.125 (210 x 283 mm)
2/3 vertical | 4.625 x 10 (117 x 254 mm)
1/2 island | 4.5 x 7.5 (114 x 191 mm)
1/2 horizontal | 7 x 4.875 (178 x 124 mm)
1/2 horizontal spread | 14.75 x 4.875 (375 x 124 mm)
1/2 vertical | 3.375 x 10 (86 x 254 mm)
1/3 vertical | 2.25 x 10 (57 x 254 mm)
1/3 square | 4.625 x 4.875 (117 x 124 mm)
1/4 vertical | 3.375 x 4.875 (86 x 124 mm)

PRINT EDITION GUIDELINES

- Include crop marks & bleeds (not necessary in fractional ads)
- Export & submit full spreads as individual files
- Note measurements:
  - Safety (1/4" inside)
  - Trim
  - Bleed (1/8" past)

Please keep all vital matter (logos, text) within safety zone.

EMAIL
Brooke Anglin banglin@upmediagroup.com

INCLUDE
- Advertiser name
- Month of insertion
- Ad size
- Contact info

NOTE
- You will be notified if ad is approved or if additional materials are required.
- We are not responsible for art not built to specifications nor transparency effects needing to be flattened prior to printing.
ISSUED Subscribers receive links on the first of month and mid-month.

DEADLINES Contact Sales to confirm deadlines.

BONUS AD “AS-IS” IN PRINT All print ads are included in the digital edition “as-is” (no enhancement) for no additional fee. Ads will appear against a background image that spans the screen, have one clickable URL (in ad or as specified) and will be positioned in a similar order as to how they appear within print.

DIGITAL AD ENHANCEMENTS Enhanced ads offer more dynamic options to drive conversion and exposure to your brand. See below for examples. Not all options are shown.

Contact Sales for pricing on enhanced digital ads or for a customized proposal.

DIGITAL AD ENHANCEMENT OPTIONS

Responsive Ad. Print ads are converted to digital format using a background image or color that spans the screen, includes logo, marketing copy, & one custom call-to-action button.

Animation Added. All Responsive Ad elements, plus single HTML animation or intro movement effects added.

Slider Added. All Responsive Ad elements, plus up to five additional images that rotate/slide on a loop within the ad. Images may also contain separate marketing copy.

Audio/Video Added. All Responsive Ad elements, plus embedded audio/video codes via tech platforms (Vimeo, YouTube, Wistia)

Fully-Customized Ad. No ad? No problem! Let us produce a custom-designed digital ad for you, based on your art/assets. This Responsive Ad includes an edge-to-edge format, multiple call-to-action URLs/links, multiple images and/or slider images, and added video/audio (via your embed code).

Landing Page Sponsor. Sponsor our monthly publication landing page featuring your company as the digital edition host. Get maximum visibility adjacent to the magazine cover, plus add a custom message, slider images, or embed audio/video. Sponsors are also featured within the downloadable PDF format.

DIGITAL ADVERTISING ONLY

Place a full-page ad in the digital-only edition for only $850!

Contact sales for pricing on enhancements, including landing page sponsorship.
DIGITAL EDITION AD SPECS

All ad submissions must be built to specifications.

**REQUIREMENTS**

- Required materials vary according to enhancement; see below for specific asset needs.
- Submit only original design files: Photoshop, InDesign or Illustrator
- Package & zip file to include all embedded links & fonts.
- Include hi-res PDF of original ad.
- If unique URL is not specified, URL within ad will be used.

---

**ENHANCEMENT** | **SUBMIT** *(in addition to original art file & hi-res PDF)*
---|---
Responsive Ad | Unique URL* link
Animation Added | Single HTML animation image, call-to-action button copy, unique URL* link. **OPT:** additional copy, background image, secondary image
Slider Added | Up to 5 images, call-to-action button copy, unique URL* link. **OPT:** additional copy for each slider image, background image, secondary image
Audio/Video Added | Audio/Video embed code, call-to-action button copy, unique URL* link. **OPT:** additional copy, background image, secondary image
Fully-Customized Ad | Contact us for details.
Landing Page Sponsor | Contact us for details.

*If unique URL is not specified, URL within ad will be used.

---

**DIGITAL ENHANCEMENT GUIDELINES**

**Graphics** Hi-Res Images Only

- Note sizes for best quality:
  - Background image (min. 1500 px wide)
  - Secondary images (min. 600 px wide)
  - Slider images (min. 1000 px wide)

- Note formats:
  - Logos
    - ai/eps/psd/png
  - Other images
    - jpg/png/psd/eps/tif

**Audio/Video**

- 1500 px x 800 px suggested
- Most platforms supported (Vimeo, YouTube)
- All player settings must be turned off (auto-play)

---

**SUBMITTING ARTWORK**

**EMAIL**
Brooke Anglin banglin@upmediagroup.com
Original files should be sent via WeTransfer (a free service)

**INCLUDE**
- Advertiser name
- Chosen digital enhancement
- Original art file, packaged & zipped
- Additional materials according to enhancement choice
- Unique URL if other than URL within ad itself
- Hi-res PDF of ad
- Contact info

**NOTE**
- You will be notified if ad is approved or if additional materials are required.
- We are not responsible for art not built to specifications.
LANDING PAGE AD SPECS

All ad submissions must be built to specifications.

REQUIREMENTS

- Submit only original design files: Photoshop, InDesign or Illustrator
- Package & zip artwork to include all links & fonts.
- Include hi-res PDF of original ad.
- If URL is not specified, URL within the ad will be used.

INSTANT OPTIONS

- Background Image
  Minimum size 1500 px wide. Hi-res only.
- Secondary Images
  Minimum 600 px wide. Hi-res only.
- Animation Added
  Note where to use single HTML animation or intro movement.
- Slider Images
  Minimum size 1000 px wide. Hi-res only. Note marketing copy on each, if desired.
- Audio/Video Added
  1500 px x 800 px suggested. Most platforms supported (Vimeo, YouTube). All player settings must be turned off (auto-play).
- Multiple URL Links / Call-to-Action Button Copy
  Unique URL links (If not specified, URL within ad will be used.)
- Added Marketing Copy
  Note any additional marketing copy with desired location.

LANDING PAGE SPONSOR GUIDELINES

Online

- Customizeable space (white space below) with any or all options below
- Note stationary placements (shown below):
  - Current month cover image
  - View current issue button
  - Sponsorship notification

Illustrative example only.

In Print

BONUS!

- Background image
- Secondary images
- Animation added
- Slider images (can add copy to each)
- Audio/video added
- Multiple URL/call-to-action button copy
- Added marketing copy

Sponsorship is noted in downloadable PDF, immediately after cover page. We will overlay messaging at 0.25”-0.5” horizontal line.

SUBMITTING ARTWORK

- Email Brooke Anglin banglin@upmediagroup.com
- Original files should be sent via WeTransfer (a free service)

INCLUDE

- Advertiser name
- Original art file, packaged & zipped
- Additional materials according to desired options
- Unique URL if other than URL within ad itself
- Hi-res PDF of ad for proper design intent
- Hi-res PDF for Downloadable PDF sponsorship
- Contact info

NOTE

- You will be notified if ad is approved or if additional materials are required.
- We are not responsible for art not built to specifications.
MARKETPLACE ADVERTISING

ISSUED Included in all print edition and digital editions.

DEADLINE See Editorial Calendar for materials deadlines on page 17.

DETAILS Available in three sizes (1/9-page, 2/9-page and 1/3-page), these ads are a cost-effective way for your company to reach the entire global PCD&F/CIRCUITS ASSEMBLY audience.

The Marketplace section is listed in the table of contents.

Contact Sales to reserve your Marketplace Ad.

MARKETPLACE ADVERTISING SPECS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/3 horizontal</td>
<td>7 x 3 (177 x 76 mm)</td>
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<tr>
<td>2/9 horizontal</td>
<td>4.625 x 3 (117 x 76 mm)</td>
</tr>
<tr>
<td>1/9 vertical</td>
<td>2.25 x 3 (57 x 76 mm)</td>
</tr>
</tbody>
</table>

All measurements in inches unless noted.

MARKETPLACE ADVERTISING RATES

<table>
<thead>
<tr>
<th>SIZES/FREQUENCY</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/3 horizontal</td>
<td>$1,110</td>
<td>$1,050</td>
<td>$1,000</td>
<td>$900</td>
</tr>
<tr>
<td>2/9 horizontal</td>
<td>$800</td>
<td>$750</td>
<td>$700</td>
<td>$650</td>
</tr>
<tr>
<td>1/9 vertical</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
</tr>
</tbody>
</table>

MARKETPLACE ADVERTISING

SUBMITTING ARTWORK

EMAIL
Brooke Anglin  banglin@upmediagroup.com

INCLUDE
- Advertiser name
- Month of insertion
- Ad size
- Linking URLs
- Contact info

NOTE
- You will be notified if ad is approved or if additional materials are required.
- We are not responsible for art not built to specifications nor transparency effects needing to be flattened prior to printing.
WEBSITE ADVERTISING

ISSUED  Ongoing

DEADLINES  See Editorial Calendar for materials deadlines on page 17.

DETAILS  We’ve limited the marketing on our pcdandf.com and circuitsassembly.com websites to prime home page position. This means improved readability for our visitors and more exposure for you. We also offer splash screen advertising during specific intervals. Sites are optimized for mobile devices using HTML5.

STATISTICS  Page impressions and click-through stats provided monthly.

ACCEPTED FORMATS  Animated GIF, static GIF or JPG

WEBSITE ADVERTISING SPECs
(for both pcdandf.com & circuitsassembly.com)

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>DIMENSIONS (PIXELS)</th>
<th>MAXIMUM SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Tile/Boombox</td>
<td>336 x 280</td>
<td>80k</td>
</tr>
<tr>
<td>Large Bottom Banner</td>
<td>900 x 100</td>
<td>110k</td>
</tr>
<tr>
<td>Leaderboard Banner</td>
<td>728 x 90</td>
<td>45k</td>
</tr>
<tr>
<td>Tile Ad</td>
<td>125 x 125</td>
<td>15k</td>
</tr>
<tr>
<td>Splash Screen</td>
<td>640 x 480</td>
<td>100k</td>
</tr>
<tr>
<td>(also provide mobile version size)</td>
<td>336 x 280</td>
<td>45K</td>
</tr>
</tbody>
</table>

All sizes have NO LOOP LIMITS.

WEBSITE ADVERTISING RATES
(all rates net per month)

<table>
<thead>
<tr>
<th>AD FORMAT</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Splash Screen</td>
<td>$1,600</td>
</tr>
<tr>
<td>*Large Tile/Boombox 1, 2 or 3</td>
<td>$1,500</td>
</tr>
<tr>
<td>*Large Tile/Boombox 4 or 5</td>
<td>$1,300</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

*Large tile ads include leaderboard or tile on secondary page.

SUBMITTING ARTWORK

EMAIL  Brooke Anglin  banglin@upmediagroup.com

INCLUDE  - Advertiser name
         - Month of insertion
         - Ad size
         - Linking URL
         - Contact info

NOTE  - You will be notified if ad is approved or if additional materials are required.

ADVERTISING SALES
Brooke Anglin, Senior Sales Associate  •  404-316-9018  •  banglin@upmediagroup.com
NEWSLETTER ADVERTISING

ISSUED Monday, Wednesday & Friday

DEADLINES No later than the 25th of the month prior to month of publication

DETAILS Mobile-friendly also accessible at pcbupdate.com

STATISTICS Page impressions and click-through stats provided monthly.

ACCEPTED FORMATS Animated GIF, static GIF or static JPG

We no longer accept Flash.

Send press releases to pr@upmediagroup.com.

---

**PCB UPDATE NEWSLETTER ADVERTISING SPECS**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>DIMENSIONS (PIXELS)</th>
<th>MAXIMUM SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>728 x 90</td>
<td>45K</td>
</tr>
<tr>
<td>(also provide mobile version size)</td>
<td>468 x 60</td>
<td>45K</td>
</tr>
<tr>
<td>Mini-Skyscraper</td>
<td>125 x 250</td>
<td>32K</td>
</tr>
<tr>
<td>Tile Ad</td>
<td>125 x 125</td>
<td>15K</td>
</tr>
<tr>
<td>Top Banner, Banners 2, 3 and 4</td>
<td>468 x 60</td>
<td>32K</td>
</tr>
<tr>
<td>Text Ad</td>
<td>25 words</td>
<td>N/A</td>
</tr>
</tbody>
</table>

---

**PCB UPDATE NEWSLETTER ADVERTISING RATES**

(all rates net per month)

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>RATE</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>$1,600</td>
</tr>
<tr>
<td>Mini-Skyscraper</td>
<td>$1,400</td>
</tr>
<tr>
<td>Top Banner</td>
<td>$1,200</td>
</tr>
<tr>
<td>Tile Ad</td>
<td>$1,000</td>
</tr>
<tr>
<td>Banner 2 or 3</td>
<td>$1,000</td>
</tr>
<tr>
<td>Banner 4</td>
<td>$850</td>
</tr>
</tbody>
</table>

Note: PCB Update ad positions are exclusive to a single advertiser. All banners, mini-skyscrapers, and tiles include 25-word text ad.

---

**SUBMITTING ARTWORK**

**EMAIL**
Brooke Anglin  banglin@upmediagroup.com

**INCLUDE**
- Advertiser name
- Month of insertion
- Ad size
- Linking URL
- 25-word text ad
- Contact info

**NOTE**
- You will be notified if ad is approved or if additional materials are required.

---

PCB UPDATE NEWSLETTER ADVERTISING RATES

(all rates net per month)

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<td>Banner 4</td>
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Note: PCB Update ad positions are exclusive to a single advertiser. All banners, mini-skyscrapers, and tiles include 25-word text ad.
<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Edit Deadline</th>
<th>Advertising Materials Deadline</th>
<th>Featured Market</th>
<th>Special/Bonus Distribution*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>January</td>
<td>Nov. 23</td>
<td>Dec. 14</td>
<td>Automotive</td>
<td>IPC Apex Expo, Design-2-Part (Grapevine)</td>
</tr>
<tr>
<td></td>
<td>February</td>
<td>Dec. 18</td>
<td>Jan. 14</td>
<td>Military/Aerospace</td>
<td></td>
</tr>
<tr>
<td></td>
<td>March</td>
<td>Jan. 20</td>
<td>Feb. 17</td>
<td>Wearables</td>
<td>IPC Apex Expo, Design-2-Part (Atlanta, Plano)</td>
</tr>
<tr>
<td></td>
<td>April</td>
<td>Feb. 19</td>
<td>Mar. 15</td>
<td>Communications</td>
<td>Design-2-Part (San Jose, SMTConnect)</td>
</tr>
<tr>
<td></td>
<td>May</td>
<td>Mar. 19</td>
<td>Apr. 14</td>
<td>Medical</td>
<td>Design-2-Part (Schaumburg, Minneapolis)</td>
</tr>
<tr>
<td></td>
<td>June</td>
<td>Apr. 20</td>
<td>May 14</td>
<td>EMS</td>
<td>PCB EAST, Design-2-Part (Santa Clara, Nashville)</td>
</tr>
<tr>
<td></td>
<td>July</td>
<td>May 20</td>
<td>Jun. 14</td>
<td>IoT/IIoT</td>
<td>SemiCon West</td>
</tr>
<tr>
<td></td>
<td>August</td>
<td>Jun. 21</td>
<td>Jul. 12</td>
<td>PCs/Computing</td>
<td>DesignCon, Nepcon South China</td>
</tr>
<tr>
<td></td>
<td>September</td>
<td>Jul. 20</td>
<td>Aug. 9</td>
<td>PCBs</td>
<td>PCB WEST Preview</td>
</tr>
<tr>
<td></td>
<td>October</td>
<td>Aug. 20</td>
<td>Sept. 14</td>
<td>Smart Manufacturing</td>
<td>PCB WEST</td>
</tr>
<tr>
<td></td>
<td>November</td>
<td>Sept. 20</td>
<td>Oct. 13</td>
<td>Industrial</td>
<td>Productronica, SMTAI, TPCA Show</td>
</tr>
<tr>
<td></td>
<td>December</td>
<td>Oct. 20</td>
<td>Nov. 12</td>
<td>AR/VR</td>
<td>HKPCA Show</td>
</tr>
</tbody>
</table>

*Subject to change.

**REGULAR COVERAGE**

- CAD tools
- CAM
- Cleaning
- Component assembly/placement
- Components/packaging
- Design tips
- Documentation
- Drilling/routing
- EMC/EMI
- ESD
- Flex circuits
- Industry 4.0/smart factories
- Laminates/materials
- Layout/placement/routing
- Lean manufacturing
- Library management
- Procurement/supply chain management
- Screen/stencil printing
- Soldering
- Power integrity/signal integrity
- Wet processing (plating, etching)
- Tech teardowns
- Test/inspection
- QA/QC

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