

Advertising Guide 2023

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Contact Sales for full contract terms and conditions.

OUR TARGETED AUDIENCE

pcea.net

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

FOCUS

The Printed Circuit Engineering Association's (PCEA) family of media products focuses on five core constituencies, which substantively overlap:

- ✓ PRINTED CIRCUIT ENGINEERS
- ✓ DESIGNERS
- ✓ FABRICATORS
- ✓ ASSEMBLERS
- ✓ SUPPLIERS

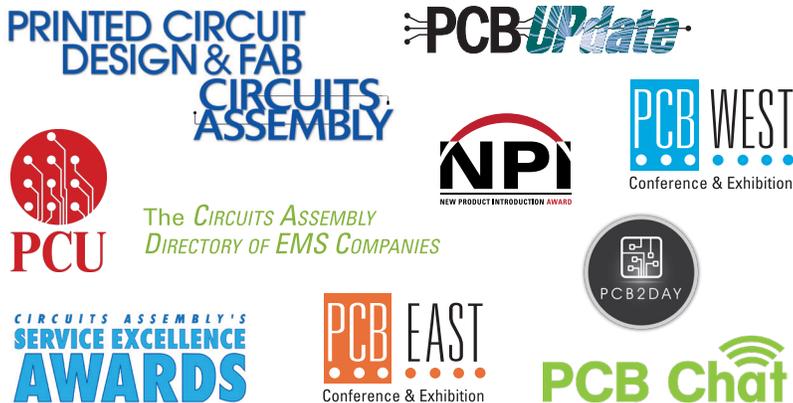
In short, **anyone related to printed circuit development and engineering**. Their sizes range from small- to mid-size regional companies to the largest multinational electronics companies in the world. Our readers are corporate managers, executives, engineers and engineering managers. We have subscribers in **more than 110 countries around the world!**

LEAD

We provide electronics industry professionals with the **news, insights and best practices** to keep in tune with today's printed circuit engineering industry trends. Through our magazine, websites, email newsletter, social media networks and live events, we offer real solutions to stay on top of the fast-moving industry and provide a platform where **buyers and sellers can connect and engage**.

AFFECT

Almost **99%** of PCD&F/CIRCUITS ASSEMBLY subscribers are involved in the purchasing decisions for their company.



Our annual magazine reach totals 600,000+!

ANNUAL BRAND REACH	
Industry Professionals	110K
Engagements	2.5M

BRAND GLOBAL TOTAL FOOTPRINT	
Print/Tablet/Mobile	545K+
Online	185K+
Social	450K+
Newsletters	1.4M
Subscribers/Followers	110K+
Annual Engagements	2.5M+

MAGAZINE GLOBAL TOTAL FOOTPRINT	
PCD&F/Circuits Assembly Subscribers	35K

MAGAZINE GLOBAL REACH	
Americas	69%
Asia	16%
Europe/ME	14%
Africa/Oceania	1%

MAGAZINE SUBSCRIBERS JOB FUNCTION*	
PCB Design/Design Engineering	32%
Assembly Engineering	29%
Corporate Management/Engineering Management	21%
Engineering Support/R&D/QA/QC/Test	16%
PCB Production/Manufacturing/Engineering	3%

*Due to rounding, totals exceed 100%.

COLLABORATE, EDUCATE & INSPIRE

PCEA, INC • PO BOX 807, AMESBURY, MA 01913 • pcea.net

MAGAZINE ADVERTISING

Our well-established digital magazine is sent twice monthly via link. In addition, select **BONUS** editions are printed and distributed at key events, placing your message in the hands of decision-makers.

• STATIC ADS

Your full-page or two-page spread appears exactly as provided.
BONUS: See below for added exposure during our **BONUS** print edition months.

• ENHANCED ADS

Engage industry professionals with an enhanced ad. Fully-responsive, your ad comes to life with an enhancement option:

- ✓ **ANIMATION** Animation/movement effects on text/images
- ✓ **CAROUSEL** Images/videos rotate on a loop within the ad
- ✓ **AUDIO/VIDEO** Embedded audio/video codes within the ad

• PREMIUM LANDING PAGE SPONSOR

Share the spotlight with our monthly cover for maximum brand exposure. As the issue's **PREMIUM** landing page sponsor, your message is at the forefront and will be seen by all coming to the digital edition that month. Choose any (or all!) of the enhanced ad options to create a unique ad.



View enhanced ads in motion:
digital.pcea.net/enhancements

EDITORIAL CALENDAR See page 6.

BONUS PRINT EDITION



• BONUS PRINT EDITION

All ads placed in the magazine that month will also appear in our **BONUS** Print Edition, *at no additional fee*. Printed Editions will be distributed at key industry events throughout the year. Ad placement determined by PCEA staff.

• OPTIONAL PREMIUM PRINT AD PLACEMENT

Prefer premium placement of your ad instead? For an additional fee, secure Premium Placement for your ad:

- ✓ **INSIDE FRONT COVER**
- ✓ **INSIDE BACK COVER**
- ✓ **BACK COVER**

NO AD? No problem! Let us create a custom-designed ad based on your art/assets.

COMBO PACKAGES Looking for something different? Combine the power of our brands with a custom-tailored ad package to fit your specific goals and budget.

AD PRICING & SPECS See page 7.

ADVERTISING SALES

Brooke Anglin, Senior Sales Executive • 404-316-9018 • brooke@pcea.net

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WEBSITE ADVERTISING

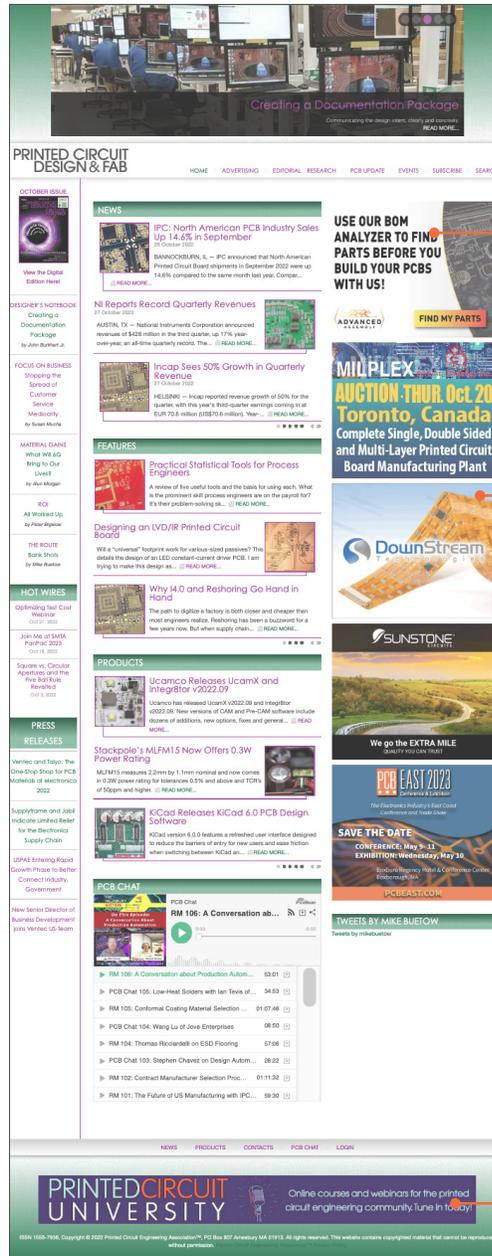
pcdandf.com

circuitsassembly.com

We limit the number of advertisers on our home pages and provide optimal placements on our secondary pages, giving you more exposure. Page impressions/click-through stats provided monthly.

Ads run alongside daily editorial updates:

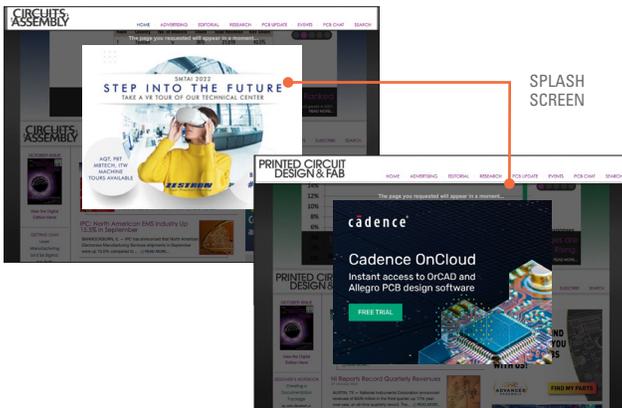
- **SPLASH SCREEN**
 - Pops up before entering either website
 - Appears every 24 hours per device
 - Includes mobile version
- **LARGE TILE/BOOMBOX 1-5**
 - Home page, 5 positions available
 - Large tile ads include leaderboard or tile on secondary pages
- **LARGE BOTTOM BANNER**
 - Bottom banner, all pages
- **LEADERBOARD BANNER**
 - Top banner, secondary pages
- **TILE AD**
 - Secondary pages



LARGE TILE/BOOMBOX 1 STATIC

LARGE TILE/BOOMBOX 3 ANIMATED

Support for Flex, Rigid Flex and Embedded Component Designs
(IMAGES ROTATE)



SPLASH SCREEN



LEADERBOARD BANNER

LARGE BOTTOM BANNER

AD PRICING & SPECS See page 7.

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NEWSLETTER ADVERTISING

Qualified subscribers receive PCEA's three times weekly e-newsletter which includes fresh news and timely information. Deliver your company's message directly to the market, multiple times a week!

Sent weekly on Monday, Wednesday & Friday:

- **LEADERBOARD BANNER**
 - Top banner of email
 - Includes mobile version
- **MINI-SKYSCRAPER**
 - Either side as space allows
- **TOP BANNER**
 - First banner after Tech News
- **BANNERS 2-4**
 - Next banners separating news
 - Ask for details
- **TILE AD**
 - Either side as space allows
- **TEXT AD**
 - 25-word text ad included with all paid ads
 - Between banners 1-2 or 3-4

PRESS RELEASES pr@pcea.net

PCB Update ad positions are **exclusive to a single advertiser!**

The screenshot shows a newsletter layout with the following ad positions labeled:

- LEADERBOARD BANNER:** Located at the very top of the newsletter, above the main header.
- MINI-SKYSCRAPER:** Located on the right side of the newsletter, between the 'Futureproof your AOI' and 'THE LEAD' sections.
- TOP BANNER:** Located at the top of the main content area, below the 'Futureproof your AOI' section.
- BANNERS 2-4:** Located in the middle of the newsletter, between the 'Tech News' and 'Business News' sections.
- 25-WORD TEXT AD:** Located in the middle of the newsletter, between the 'Business News' and 'Getting Lean' sections.
- BANNER 2:** Located on the right side of the newsletter, between the 'HDP' and 'WISE EDITORWARE' sections.
- TILE AD:** Located on the right side of the newsletter, between the 'WISE EDITORWARE' and 'APCT' sections.
- BANNER 3:** Located on the right side of the newsletter, between the 'APCT' and 'HOT WIRES' sections.

AD PRICING & SPECS See page 7.

ADVERTISING SALES

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EDITORIAL CALENDAR

digital.pcea.net

TOPICS Stay on top of the fast-moving electronics industry with our regular, ongoing coverage of:

- Additive Manufacturing
- AI
- 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
- Power integrity/
signal integrity
- Procurement/
supply chain management
- Screen/stencil printing
- Soldering
- Standards
- Tech teardowns
- Test/inspection
- Training
- QA/QC
- Wet processing
(plating, etching)

2023 ISSUE	EDIT DEADLINE	AD MATERIALS DEADLINE	FEATURED MARKET	BONUS PRINT EDITION*
January	Nov. 30	Dec. 19	Electric Vehicles	
February	Jan. 3	Jan. 19	Computing	
March	Feb. 1	Feb. 16	NPI Awards, Military/Aerospace	
April	Mar. 1	Mar. 21	RF/Microwave	
May	Apr. 3	Apr. 7	AR/VR	PCB EAST, SMTA Atlanta
June	May 3	May 18	EMS	
July	Jun. 2	Jun. 20	IoT/IIoT	
August	Jul. 3	Jul. 19	PCB	
September	Aug. 3	Aug. 17	Semiconductors	PCB WEST
October	Sept. 1	Sept. 11	Medical	SMTAI
November	Oct. 3	Oct. 18	5G and Beyond	PCB Carolina, Productronica
December	Nov. 3	Nov. 15	SEA Awards, Industrial/Smart Manufacturing	

*Subject to change.

PRESS RELEASES pr@pcea.net

EDITORIAL CONTENT

Tyler Hanes, Managing Editor • 205-258-0067 • tyler@pcea.net

MAGAZINE

digital.pcea.net

STATIC ADS	SIZE	1X MONTH	ARTWORK
Full page	8 in x 10.875 in	\$995	✓ JPG or PNG Preferred other formats will be corrected ✓ INK RGB only ✓ NO TRANSPARENCIES ✓ ENHANCED ADS May require additional art, see optimal specs below
Two-page spread	8 in x 10.875 in	\$1,995	✓ IMAGES Link/fully-embed ✓ NOT RESPONSIBLE For art not built to specs ✓ FONTS Outline/fully-embed ✓ BONUS PRINT MONTHS Require additional art, see specs below

ENHANCED AD OPTION ASSETS (prices vary, contact Sales for quote)	ARTWORK
Logos	Hi-res AI, EPS, PSD or PNG
All Images:	Hi-res EPS, PSD, PNG, JPG or TIFF
BACKGROUND min. 1500 px wide, SECONDARY min. 600 px wide, CAROUSEL min. 1000 px wide	
Animation	Single HTML animation image/assets
Audio/Video	Suggested 1500 px x 800 px, all settings/auto-play OFF
✓ NATIVE FILES Only InDesign Photoshop or Illustrator ✓ PACKAGE/ZIP To include all assets per enhancement ✓ HI-RES PDF Include for design reference	✓ LARGE FILES Send via DropBox or WeTransfer ✓ SPECIAL INSTRUCTIONS Contact Sales if required ✓ NOT RESPONSIBLE For art not built to specs

PRINT ADS ¹	TRIM	BLEED	1X MONTH ¹	ARTWORK
Full page	8 in x 10.875 in	8.25 in x 11.125 in	FREE w/digital ²	✓ HI-RES PDF Only min. 300 dpi ✓ IMAGES Link/fully-embed ✓ FONTS Outline/fully-embed ✓ INK CMYK only, 320% max ✓ NO TRANSPARENCIES ✓ CROPS/BLEEDS Include
Full page with PREMIUM PLACEMENT			+ \$1,995	✓ 2-PAGE SPREAD Requires 2 separate PDFs, saved separately ✓ SAFETY ZONE Keep all vital matter inside 1/4 in of trim (logo, text, art) ✓ NOT RESPONSIBLE For art not built to specs
Two-page spread	2 FILES: 8 in x 10.875 in	2 FILES: 8.25 in x 11.125 in	FREE w/digital ²	

WEBSITE

circuitsassembly.com pcdandf.com

AD SIZES	DIMENSIONS	MAX SIZE	1X MONTH	ARTWORK
Splash Screen	640 px x 480 px	100K	\$1,600	✓ JPG or GIF Only static or animated
(also provide mobile version)	336 px x 280 px	45K	(included)	
Large Tile*/Boombbox 1, 2 or 3	336 px x 280 px	80K	\$1,500	✓ ASSETS No loop limits
Large Tile*/Boombbox 4 or 5	336 px x 280 px	80K	\$1300	
Large Bottom Banner	900 px x 100 px	110K	\$1,200	*NOTE: Large tile ads include leaderboard or tile on secondary pages.
Leaderboard Banner	728 px x 90 px	45K	\$850	
Tile Ad	125 px x 125 px	1K	\$750	

¹ Four-color print on select months.
² Ad placement determined by PCEA staff.

NEWSLETTER

pcbupdate.com

AD SIZES	DIMENSIONS	MAX SIZE	1X MONTH	ARTWORK
Leaderboard Banner	728 px x 90 px	45K	\$1,600	✓ JPG or GIF Only static or animated
(also provide mobile version)	468 px x 60 px	45K	(included)	
Mini-Skyscraper	125 px x 250 px	32K	\$1,400	✓ ASSETS No loop limits
Top Banner	468 px x 60 px	32K	\$1,200	
Banners 2 or 3	468 px x 60 px	32K	\$1,000	*NOTE: PCB Update ad positions are exclusive to a single advertiser.
Banner 4	468 px x 60 px	32K	\$850	
Tile Ad	125 px x 125 px	15K	\$1,000	
Text Ad (with all paid ads)	25 words	N/A	(included)	

SUBMITTING ARTWORK

EMAIL

Brooke Anglin brooke@pcea.net

DEADLINES

See Editorial Calendar or contact Sales.

INCLUDE

- Advertiser name & Contact info
- Month(s) of insertion
- Ad selected
- All assets required per above
- Unique URL if other than URL within ad

NOTE

- You will be notified if additional materials are required.
- Not responsible for art not built to specs.

ADVERTISING SALES

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OUR TEAM

pcea.net

The Printed Circuit Engineering Association[®] (PCEA) is an international network of engineers, designers, fabricators, assemblers, and anyone related to printed circuit development. Our mission is to promote printed circuit engineering as a profession by encouraging and facilitating the exchange of information and the integration of new design concepts through education, certification, communications, seminars, and workshops. This is facilitated by a network of local, regional, virtual PCEA-affiliated chapters and the support of our sponsors.

PRESIDENT..... **MIKE BUETOW**
mike@pcea.net
617-327-4702

VICE PRESIDENT, SALES & MARKETING..... **FRANCES STEWART**
frances@pcea.net
o: 678-817-1286
m: 770-361-7826

SENIOR SALES EXECUTIVE..... **BROOKE ANGLIN**

- Magazine Advertising (digital, print)
- Online Advertising (website, newsletter)
- PCEA Corporate Memberships

 brooke@pcea.net
404-316-9018

SHOW SALES/SPONSORSHIPS..... **FRANCES STEWART**
frances@pcea.net
o: 678-817-1286
m: 770-361-7826

MANAGING EDITOR..... **TYLER HANES**
tyler@pcea.net
205-258-0067

CONTENT/CONTRIBUTIONS..... **TYLER HANES**
tyler@pcea.net
205-258-0067

PRESS RELEASE INQUIRIES.....pr@pcea.net

EVENT MANAGEMENT

- Event Logistics..... **JACQUELINE BRESS**
jacqueline@pcea.net
404-955-7675
- Speaking Opportunities..... **MIKE BUETOW**
mike@pcea.net
617-327-4702

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