

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.

**PRINTED CIRCUIT
DESIGN & FAB
CIRCUITS
ASSEMBLY**



The *CIRCUITS ASSEMBLY*
DIRECTORY OF *EMS COMPANIES*

**CIRCUITS ASSEMBLY'S
SERVICE EXCELLENCE
AWARDS**

PCBUpdate



PCB WEST
Conference & Exhibition



PCB EAST
Conference & Exhibition

PCB Chat

*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
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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.

EDITORIAL CALENDAR See page 6.



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

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

Contact Sales for full contract terms & conditions.

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

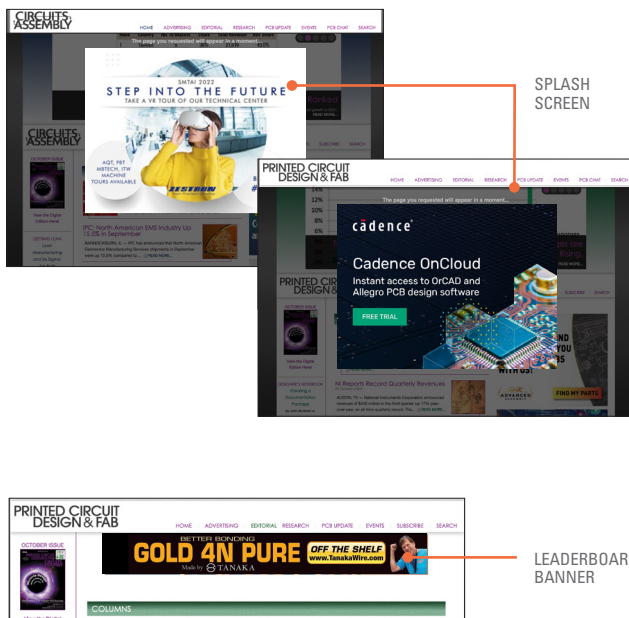
- Bottom banner, all pages

• LEADERBOARD BANNER

- Top banner, secondary pages

• TILE AD

- Secondary pages



SPLASH
SCREEN

LEADERBOARD
BANNER



LARGE TILE/
BOOMBOX 1
STATIC

LARGE TILE/
BOOMBOX 3
ANIMATED

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

LARGE
BOTTOM BANNER

AD PRICING & SPECS See page 7.

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PCEA

NEWSLETTER ADVERTISING

pcbupdate.com

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!**

PCB Update
October 28th, 2022
Subscriber: Advertiser - PCEA - Circuits Assembly - Tel A Friend

Futureproof your AOI
Faster-Taller-Sharper

THE LEAD
A smattering of R&D institutes is compressing the two-year timeline of Moore's Law to six months; they are lightening aircraft by replacing electrical networks with photonics; printing electronics on the wings of drones; amassing data to determine the usable life left in circuit boards; and training robot assemblers for electro-optic devices.

TECH NEWS
Data IO upgrades VerityBoost component programming system.
ITW EAI introduces Syringe Cooling option for Camat Prodigy dispenser.
CIRCUITS ASSEMBLY extended its deadline for entries for its 2023 New Product Introduction Awards for electronics assembly equipment, materials and software suppliers through Oct. 31.
The Kuka Robot Guide makes helps apply the right automation to specific application needs.
As low-melting point solders make their entrance Dr. Ian Tevis, SAFI-Tech's president and co-founder, and Dr. Andy Mackie of Indium, discuss a new supercooling platform and what's next toward bringing it to market on the PCB Chat podcast.
The Printed Circuit Engineering Association (PCEA) seeks abstracts for the upcoming PCB East technical conference, coming to the Boston suburbs next spring.
Michael McInale, CEO of Production Systems Automation (PSA), discusses automation on the latest Reliability Matters podcast.

THE ROUTE
Bank Shots
What the printed circuit manufacturing world would look like if the top 10 customer list included Bank of America, Citigroup and Wells Fargo. How quickly would those financial services firms be able to ramp procurement and quality operations? Where would they be located, and how large would they be?
MIKE BUETOW

BUSINESS NEWS
Plexus reported record revenues of \$1.12 billion for the fourth quarter of its fiscal year, and revenues of \$3.81 billion for the entire 2022 fiscal year.
Asia Metal Industries (AMI), a copper-clad laminate processing equipment supplier, expects annual revenues for 2023 to register double-digit growth despite a slowdown in CCL demand for PC and other consumer applications.
Koh Young named Lean Stream technical sales representative across northern California and Nevada.
Tyline purchased a PBT Works SuperWASH III PCB cleaner.
Pride Industries named Charles Sharp senior vice president and chief financial officer.
Icape appointed Christelle Bonnevie chief industrial officer.

STEP INTO THE FUTURE
SEE A VIEW OF OUR TECHNICAL CENTER
BOOTH #907

USE OUR BOM ANALYZER TO FIND PARTS BEFORE YOU BUILD WITH US!
FIND MY PARTS
www.safitech.com

HDP
Collaborative problem solving in printed board fabrication and assembly technologies since 1993.
FIND OUT MORE

WISE SOFTWARE
#1 Stencil Generation Automation
VisualCAM STENCILS
www.wsl.com

APCT
APCT Offers Extensive Manufacturing Solutions

HOT WIRES
hotwires.net

25-WORD TEXT AD
autolam: Automotive Quality Base-Material Solutions PCB material reliability and quality classifications that meet and exceed the stringent performance requirements of today's and tomorrow's automotive applications.

BANNER 2
autolam: Automotive Quality Base-Material Solutions PCB material reliability and quality classifications that meet and exceed the stringent performance requirements of today's and tomorrow's automotive applications.

BANNER 3
autolam: Automotive Quality Base-Material Solutions PCB material reliability and quality classifications that meet and exceed the stringent performance requirements of today's and tomorrow's automotive applications.

LEADERBOARD BANNER
autolam: Automotive Quality Base-Material Solutions PCB material reliability and quality classifications that meet and exceed the stringent performance requirements of today's and tomorrow's automotive applications.

MINI-SKYSCRAPER
autolam: Automotive Quality Base-Material Solutions PCB material reliability and quality classifications that meet and exceed the stringent performance requirements of today's and tomorrow's automotive applications.

TOP BANNER
autolam: Automotive Quality Base-Material Solutions PCB material reliability and quality classifications that meet and exceed the stringent performance requirements of today's and tomorrow's automotive applications.

TILE AD
autolam: Automotive Quality Base-Material Solutions PCB material reliability and quality classifications that meet and exceed the stringent performance requirements of today's and tomorrow's automotive applications.

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

PCEA ADVERTISING *pricing & specs*



MAGAZINE

digital.pcea.net

STATIC ADS	SIZE	1X MONTH	ARTWORK
Full page	8 in x 10.875 in	\$995	<ul style="list-style-type: none"> ✓ JPG or PNG Preferred other formats will be corrected ✓ INK RGB only ✓ NO TRANSPARENCIES ✓ NOT RESPONSIBLE For art not built to specs
Two-page spread	8 in x 10.875 in	\$1,995	<ul style="list-style-type: none"> ✓ IMAGES Link/fully-embed ✓ ENHANCED ADS May require additional art, see optimal specs below ✓ 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
<ul style="list-style-type: none"> ✓ NATIVE FILES Only InDesign Photoshop or Illustrator ✓ PACKAGE/ZIP To include all assets per enhancement ✓ HI-RES PDF Include for design reference 	<ul style="list-style-type: none"> ✓ 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	<ul style="list-style-type: none"> ✓ HI-RES PDF Only min. 300 dpi ✓ IMAGES Link/fully-embed ✓ NOT RESPONSIBLE For art not built to specs
Full page with PREMIUM PLACEMENT			+ \$1,995	<ul style="list-style-type: none"> ✓ 2-PAGE SPREAD Requires 2 separate PDFs, saved separately ✓ SAFETY ZONE Keep all vital matter inside 1/4 in of trim (logo, text, art)
Two-page spread	2 FILES: 8 in x 10.875 in	2 FILES: 8.25 in x 11.125 in	FREE w/digital ²	<ul style="list-style-type: none"> ✓ IMAGES Link/fully-embed ✓ FONTS Outline/fully-embed ✓ INK CMYK only, 320% max ✓ NO TRANSPARENCIES ✓ CROPS/BLEEDS Include

WEBSITE

circuitsassembly.com pcdandf.com

AD SIZES	DIMENSIONS	MAX SIZE	1X MONTH	ARTWORK
Splash Screen	640 px x 480 px	100K	\$1,600	<ul style="list-style-type: none"> ✓ JPG or GIF Only static or animated
(also provide mobile version)	336 px x 280 px	45K	(included)	
Large Tile*/Boombox 1, 2 or 3	336 px x 280 px	80K	\$1,500	<ul style="list-style-type: none"> ✓ ASSETS No loop limits
Large Tile*/Boombox 4 or 5	336 px x 280 px	80K	\$1,300	
Large Bottom Banner	900 px x 100 px	110K	\$1,200	*NOTE:
Leaderboard Banner	728 px x 90 px	45K	\$850	Large tile ads include leaderboard or tile on secondary pages.
Tile Ad	125 px x 125 px	1K	\$750	

¹ Four-color print on select months.

² Ad placement determined by PCEA staff.

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.

NEWSLETTER

pcbupdate.com

AD SIZES	DIMENSIONS	MAX SIZE	1X MONTH	ARTWORK
Leaderboard Banner	728 px x 90 px	45K	\$1,600	<ul style="list-style-type: none"> ✓ 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	<ul style="list-style-type: none"> ✓ 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:
Banner 4	468 px x 60 px	32K	\$850	PCB Update ad positions are exclusive to a single advertiser.
Tile Ad	125 px x 125 px	15K	\$1,000	
Text Ad (with all paid ads)	25 words	N/A	(included)	

ADVERTISING SALES

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

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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) brooke@pcea.net
- Online Advertising (website, newsletter) 404-316-9018
- PCEA Corporate Memberships

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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