OUR TARGETED AUDIENCE

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+!

<table>
<thead>
<tr>
<th>ANNUAL BRAND REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Professionals ........................................... 110K</td>
</tr>
<tr>
<td>Engagements .......................................................... 2.5M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND GLOBAL TOTAL FOOTPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print/Tablet/Mobile .................. 545K+</td>
</tr>
<tr>
<td>Online ........................................ 185K+</td>
</tr>
<tr>
<td>Social .......................................... 450K+</td>
</tr>
<tr>
<td>Newsletters ................................. 1.4M</td>
</tr>
<tr>
<td>Subscribers/Followers ................. 110K+</td>
</tr>
<tr>
<td>Annual Engagements .................. 2.5M+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAGAZINE GLOBAL TOTAL FOOTPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>PCD&amp;F/Circuits Assembly Subscribers .......... 35K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAGAZINE GLOBAL REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas .................. 69%</td>
</tr>
<tr>
<td>Asia ....................... 16%</td>
</tr>
<tr>
<td>Europe/ME .................. 14%</td>
</tr>
<tr>
<td>Africa/Oceania ............. 1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAGAZINE SUBSCRIBERS JOB FUNCTION*</th>
</tr>
</thead>
<tbody>
<tr>
<td>PCB Design/Design Engineering ............. 32%</td>
</tr>
<tr>
<td>Assembly Engineering ................... 29%</td>
</tr>
<tr>
<td>Corporate Management/Engineering Management ... 21%</td>
</tr>
<tr>
<td>Engineering Support/R&amp;D/QA/QC/Test .......... 16%</td>
</tr>
<tr>
<td>PCB Production/Manufacturing/Engineering ... 3%</td>
</tr>
</tbody>
</table>

*Due to rounding, totals exceed 100%.
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.

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
WEBSITE ADVERTISING

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:

- **SPASH 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

AD PRICING & SPECS See page 7.

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

**AD PRICING & SPECS** See page 7.

**ADVERTISING SALES**
Brooke Anglin, Senior Sales Executive • 404-316-9018 • brooke@pcea.net
## EDITORIAL CALENDAR

### 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

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

*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

### Static Ads

<table>
<thead>
<tr>
<th>Size</th>
<th>1x Month</th>
<th>Artwork</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td></td>
<td>$995</td>
</tr>
<tr>
<td>Two-page spread</td>
<td></td>
<td>$1,995</td>
</tr>
</tbody>
</table>

**Enhanced Ad Option Assets** (prices vary, contact Sales for quote)

- 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

## Website

### Ad Sizes

<table>
<thead>
<tr>
<th>Splash Screen</th>
<th>640 px x 480 px</th>
<th>100K</th>
<th>$1,600</th>
<th>JPEG or GIF Only static or animated</th>
</tr>
</thead>
<tbody>
<tr>
<td>(also provide mobile version)</td>
<td>336 px x 280 px</td>
<td>45K</td>
<td>(included)</td>
<td></td>
</tr>
<tr>
<td>Large Tile/Boombox 1, 2 or 3</td>
<td>336 px x 280 px</td>
<td>80K</td>
<td>$1,500</td>
<td>Assets No loop limits</td>
</tr>
<tr>
<td>Large Tile/Boombox 4 or 5</td>
<td>336 px x 280 px</td>
<td>80K</td>
<td>$1,300</td>
<td></td>
</tr>
<tr>
<td>Large Bottom Banner</td>
<td>900 px x 100 px</td>
<td>110K</td>
<td>$1,200</td>
<td></td>
</tr>
<tr>
<td>Leaderboard Banner</td>
<td>728 px x 90 px</td>
<td>45K</td>
<td>$850</td>
<td>Large tile ads include leaderboard or tile on secondary pages.</td>
</tr>
<tr>
<td>Tile Ad</td>
<td>125 px x 125 px</td>
<td>1K</td>
<td>$750</td>
<td></td>
</tr>
</tbody>
</table>

## Newsletter

<table>
<thead>
<tr>
<th>Leaderboard Banner</th>
<th>728 px x 90 px</th>
<th>45K</th>
<th>$1,600</th>
<th>JPEG or GIF Only static or animated</th>
</tr>
</thead>
<tbody>
<tr>
<td>(also provide mobile version)</td>
<td>468 px x 60 px</td>
<td>45K</td>
<td>(included)</td>
<td></td>
</tr>
<tr>
<td>Mini-Skyscraper</td>
<td>125 px x 250 px</td>
<td>32K</td>
<td>$1,400</td>
<td>Assets No loop limits</td>
</tr>
<tr>
<td>Top Banner</td>
<td>468 px x 60 px</td>
<td>32K</td>
<td>$1,200</td>
<td></td>
</tr>
<tr>
<td>Banners 2 or 3</td>
<td>468 px x 60 px</td>
<td>32K</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Banner 4</td>
<td>468 px x 60 px</td>
<td>32K</td>
<td>$850</td>
<td></td>
</tr>
<tr>
<td>Tile Ad</td>
<td>125 px x 125 px</td>
<td>15K</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Text Ad (with all paid ads)</td>
<td>25 words</td>
<td>N/A</td>
<td>(included)</td>
<td></td>
</tr>
</tbody>
</table>

## Submission 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**

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

SHOW SALES/SPONSORSHIPS..........................................................................................FRANCES STEWART
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o: 678-817-1286
m: 770-361-7826

MANAGING EDITOR...........................................................................................................TYLER HANES
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205-258-0067

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

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

EVENT MANAGEMENT........................................................................................................JACQUELINE BRESS
jacqueline@pcea.net
404-955-7675

• Event Logistics

• Speaking Opportunities

EVENT MANAGEMENT........................................................................................................MIKE BUETOW
mike@pcea.net
617-327-4702