

ADVERTISING GUIDE 2024

The Leading Electronics Industry **NETWORK**

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Contact Sales for full contract terms & 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**

PCB EAST
Conference & Exhibition

PCB WEST
Conference & Exhibition

PCU PRINTED CIRCUIT UNIVERSITY

**PCEA
TRAINING**

**CIRCUITS ASSEMBLY'S
SERVICE EXCELLENCE
AWARDS**

NPI
NEW PRODUCT INTRODUCTION AWARDS

PCB Update

PCB Chat

The *CIRCUITS ASSEMBLY*
DIRECTORY OF EMS COMPANIES

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 Mgmt./Engineering Mgmt.	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** issues are printed and distributed at key events, placing your message in the hands of decision-makers.

Monthly Digital Edition

• DIGITAL 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 DIGITAL ADS

Engage industry professionals with a fully-responsive ad, bringing it to life with any of our enhancement options:

- ✓ **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 Issue

• BONUS PRINT ISSUE

All ads placed in the magazine that month will also appear in our **BONUS** Print Issue, at no additional fee. Printed Issues 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.

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

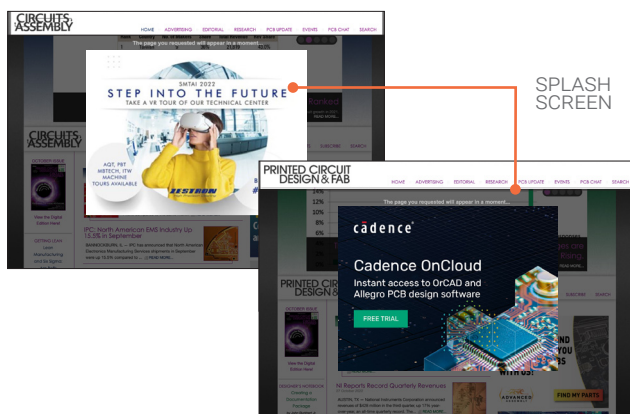
- Bottom banner, all pages

• 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.

Contact Sales for full contract terms & conditions.

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-SKYSRAPER

- 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.

Contact Sales for full contract terms & conditions.

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)

2024 EDITION	EDIT DEADLINE	AD MATERIALS DEADLINE	FEATURED MARKET	BONUS PRINT ISSUE*
January	Dec. 4	Dec. 20	E-Cars	
February	Jan. 4	Jan. 22	High-Rel Electronics	
March	Feb. 2	Feb. 20	NPI Awards, IoT/IIoT	
April	Mar. 1	Mar. 22	RF/Microwave	
May	Apr. 3	Apr. 22	Semiconductors	
June	May 3	May 20	EMS	PCB EAST
July	Jun. 3	Jun. 21	Communications	
August	Jul. 1	Jul. 22	PCB	
September	Aug. 2	Aug. 19	RF/Microwave	
October	Sept. 2	Sept. 20	Medical	PCB WEST, SMTAI
November	Oct. 3	Oct. 21	Wearables	PCB Carolina
December	Nov. 1	Nov. 19	SEA Awards, Power Systems	

**Subject to change.*

PRESS RELEASES pr@pcea.net

EDITORIAL CONTENT

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PCEA ADVERTISING *pricing & specs*

MAGAZINE

digital.pcea.net

MONTHLY DIGITAL STATIC ADS		SIZE	1X MONTH	REQUIRED ARTWORK	
Full Page Digital		8 in. x 10.875 in.	\$995	✓ HI-RES PDF, JPG or PNG No low-res	✓ ENHANCED ADS, LANDING PAGES & PRINT ISSUES Require additional artwork
Two-Page Digital Spread (1 CONSECUTIVE OR 2 FULL PAGES SIDE-BY-SIDE)		1 FILE: 16 in. x 10.875 in. OR 2 FILES: 8 in. x 10.875 in.	\$1,995	✓ CROPS/BLEEDS Do not include	
ENHANCED DIGITAL AD OPTION ASSETS (prices vary, contact Sales for quote)				REQUIRED ARTWORK	
Logos		Hi-Res AI, EPS, PSD or PNG		✓ NATIVE FILES Complete Id, Ps or Ai	✓ LARGE FILES Send via DropBox or WeTransfer
All Images		Hi-Res EPS, PSD, PNG, JPG or TIFF		✓ PACKAGE/ZIP Assets per enhancement	✓ SPECIAL INSTRUCTIONS Contact Sales
MIN. WIDTH:		BACKGROUND 1500 px • SECONDARY 600 px • CAROUSEL 1000 px		✓ HI-RES PDF Include for reference	✓ NOT RESPONSIBLE For art not built to specs
Animation		Single HTML animation image/assets			
Audio/Video		Suggested 1500 px x 800 px, all settings/auto-play OFF			
BONUS PRINT ISSUE ADS ¹		TRIM	BLEED	1X MONTH ¹	REQUIRED ARTWORK
Full Page Print		8 in. x 10.875 in.	8.25 in. x 11.125 in.	FREE w/digital ²	✓ HI-RES PDF 300 dpi
FULL PAGE PRINT WITH PREMIUM PLACEMENT				+ \$1,995	✓ 2-PAGE SPREAD Save each separately
Two-Page Print Spread (2 FULL PAGES SIDE-BY-SIDE ONLY)		2 FILES: 8 in. x 10.875 in.	2 FILES: 8.25 in. x 11.125 in.	FREE w/digital ²	✓ IMAGES Link/embed ✓ SAFETY ZONE Keep inside 1/4 in of trim ✓ NOT RESPONSIBLE For art not built to specs
					✓ FOUNTS Outline/embed ✓ INK CMYK, 320% max ✓ NO TRANSPARENCIES ✓ CROPS/BLEEDS Include

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

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 Static or animated
(ALSO PROVIDE MOBILE VERSION)	336 px x 280 px	45K	INCLUDED	✓ ASSETS No loop limits
Large Tile*/Boombox 1, 2 or 3	336 px x 280 px	80K	\$1,500	
Large Tile*/Boombox 4 or 5	336 px x 280 px	80K	\$1300	*NOTE:
Large Bottom Banner	900 px x 100 px	110K	\$1,200	Large tile ads include additional leaderboard or tile ad on secondary pages.
Leaderboard Banner	728 px x 90 px	45K	\$850	
Tile Ad	125 px x 125 px	1K	\$750	

SUBMITTING ARTWORK

EMAIL

sales@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	✓ JPG or GIF Static or animated
(ALSO PROVIDE MOBILE VERSION)	468 px x 60 px	45K	INCLUDED	✓ ASSETS No loop limits
Mini-Skyscraper	125 px x 250 px	32K	\$1,400	
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	

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KEY CONTACTS

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.

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