

www.assemblymag.com

# ASSEMBLY

*Serving the \$10 Billion Assembly Market*



## 2010 INTEGRATED MEDIA PLANNER

Print • Online • Digital • Custom



Aerospace • Appliance • Automotive • Medical • Electronic

# PUBLISHER AND EDITOR MESSAGES

## Message from the Publisher



2009 has been a challenging year for the overall economy, and in particular for those of us involved in assembly. When will the turnaround begin? One thing is certain: Our economy will rebound. Most economists predict that we will see an upward trend in 2010 and beyond.

Meanwhile the folks responsible for assembly lines everywhere are busy evaluating where they will need to be during this anticipated period of real opportunity. As they upgrade and rebuild their assembly lines, will they consider your products and the solutions you provide? Are they aware of your complete line of product offerings?

2010 will be a critical year for those of us marketing products and solutions to assembly line decision makers. We at ASSEMBLY stand ready to help you bring your message of quality to the key decision makers in all things assembly. With over 56,000 audited subscribers\* of our magazine and 14,478 unique browsers\*\* to our website each month along with E-newsletters, custom webinars, ASSEMBLY TV, ASSEMBLY Radio, Blogs, white paper postings, custom publishing services, and The ASSEMBLY Summit, we will provide you a complete line of select media options to carry your message cost-effectively to the assembly decision makers.

This media kit was designed to showcase all of our products as well as provide relevant market information and statistics. Your regional ASSEMBLY business manager will be most happy to review the information presented here and assist you in planning your custom marketing effort.

In fact the entire staff at ASSEMBLY stand ready to help you reconnect to your customers both old and new to ensure that your company and the products you bring to market gain the recognition and share of market they deserve during this upcoming turnaround period and beyond.

I very much appreciate your business and look forward to seeing you out in the marketplace.

Cordially,

**Tom Esposito**  
ASSEMBLY *Publisher*

## Message from the Editor



What do Liberty, SC, West Point, GA, Newport News, VA, Thornton, CO, Plattsburgh, NY, and Manistee, MI, have in common? In 2009, these cities welcomed new assembly plants for, respectively, cardiac pacemakers, Kia automobiles, printer cartridges, solar panels, buses and wind turbines. These six facilities alone represent a total investment of more than \$2 billion in buildings and equipment.

If you didn't advertise in ASSEMBLY...if you didn't contribute a case history...if your engineers weren't quoted in our technical articles...if they didn't present at our conferences or speak in our webcasts, you likely missed a share of that money. What's more, you missed an opportunity to educate and inform 56,000 engineering, purchasing and management subscribers\* responsible for designing and assembling products.

Whatever's going on in assembly, engineers count on us to keep them ahead of the curve. If that's your mission, too, you need to be part of ASSEMBLY magazine: in print, on the web, and at our live events. I look forward to working with you to serve the manufacturing community.

Sincerely,

**John Sprovieri**  
ASSEMBLY *Editor*

## Table of Contents

The Marketplace .....	3
Circulation .....	4
Buying Influence & Editorial Excellence.....	5
Editorial Calendar.....	6
Online Products.....	8
Buyers Guide & ATE expo .....	10
Special Issues & Opportunities .....	10
AD Points and Advertising Rates .....	11
Publishing & Editorial Staff.....	Back Cover

\*June 2009 BPA Worldwide Circulation Statement, Average Total Qualified January - June 2009: 56,106.

\*\*BPA Interactive, average unique browsers for January 2009 - June 2009.

## New Supplements Coming in 2010

### Wire Processing

A supplement to ASSEMBLY magazine

Wire Processing is a special section of ASSEMBLY Magazine devoted to the technology for assembling and testing wire harnesses for everything from cars to computers, airplanes to appliances. This supplement will be distributed in April, August and October to 11,371 ASSEMBLY subscribers who have purchasing influence for wire processing equipment\*.

#### Rates -

**1x:** \$1,895 for Full-page, \$1,195 for 1/2-page, \$895 for 1/4-page

**3x:** \$1795 for Full-page, \$1,095 for 1/2 page, \$795 for 1/4-page

### PCA Quarterly

PCA Quarterly is a special section devoted to the printed circuit assembly sector. This supplement to ASSEMBLY Magazine and CircuiTree, filled with business and technical information concerning the printed circuit assembly market, will be published in March, June, September and December, and reach 23,600 qualified buyers of PCB products and equipment\*.

#### Rates -

**1x:** \$3,210 for full-page, \$2,250 for 1/2-page, \$1,090 for 1/4-page

**4x:** \$2,910 for full-page, \$1,995 for 1/2-page, \$949 for 1/4-page

## The \$10 Billion ASSEMBLY Market\*:

- 39,894 companies with assembly operations
- Facilities that buy assembly equipment and tools
- Facilities that design and build their own assembly systems
- Integrators who design and build assembly systems and services
- 14,587 companies that build in-house assembly systems/machines



## Be Productive & Profitable

Let **ASSEMBLY** help you reach key buyers of\*:

- Adhesives, Tapes, Sealants and Dispensing Equipment
- Assembly Workstations, Benches, Seating and Lighting
- Automated Assembly Machines and Systems
- Barcode Systems, Printers and Readers
- Contract Assembly Services
- Conveyors, Material Handling and Parts Feeding Equipment
- Data Acquisition Equipment and Instrumentation
- Fasteners and Precision Formed Parts
- Green Manufacturing and Services
- Machine Vision Systems and Noncontact Sensors
- Motion Control, Positioning and Indexing Equipment
- New Energy Services and Equipment
- Packaging Equipment
- PC Board Assembly Equipment
- Power and Hand Tools
- Production Equipment, Presses, Forming and Threading Machines
- Robots, End Effectors and Pick-and-Place Machines
- Test and Inspection Equipment
- Welding/Brazing/Soldering Equipment and Supplies
- Wire Processing and Terminating Machines

\*Publisher's Own Data, June 2009.

# Qualified Circulation\*

**98.2% of the 56,111 qualified subscribers receive **ASSEMBLY** by personal request!**

## Five Market Coverage\*\*

**ASSEMBLY offers coverage in all of these markets.**

Automotive.....	16,860
Aerospace .....	10,421
Appliance.....	9,408
Electronics.....	13,257
Medical.....	10,008

## Subscriber Functions\*

**Over half of ASSEMBLY subscribers have managerial functions.**

Corporate Management .....	14,387
Design Management .....	2,680
Design Engineering .....	9,185
Manufacturing Management .....	14,033
Manufacturing Engineering.....	14,014
Purchasing .....	1,812

**ASSEMBLY points you in the right direction for a solid return on investment.**

## U.S. OEM Manufacturing Sectors\*

**ASSEMBLY covers product assembly in all sectors of manufacturing.**

Wood Product & Furniture Related Product Mfg. ....	520
Plastics & Rubber Products Mfg.....	2,979
Primary Metal Mfg.....	791
Fabricated Metal Product .....	11,061
Machinery Mfg. ....	10,482
Computer & Electronic Product Mfg.....	10,237
Electrical Equipment, Appliance & Component Mfg. ....	5,509
Transportation Equipment Mfg.....	9,011
Engineering and/or Consulting.....	973
Misc Mfg. ....	3,500
Research & Development .....	415
Contract Manufacturing .....	633

## Major Manufacturing Companies\*\*

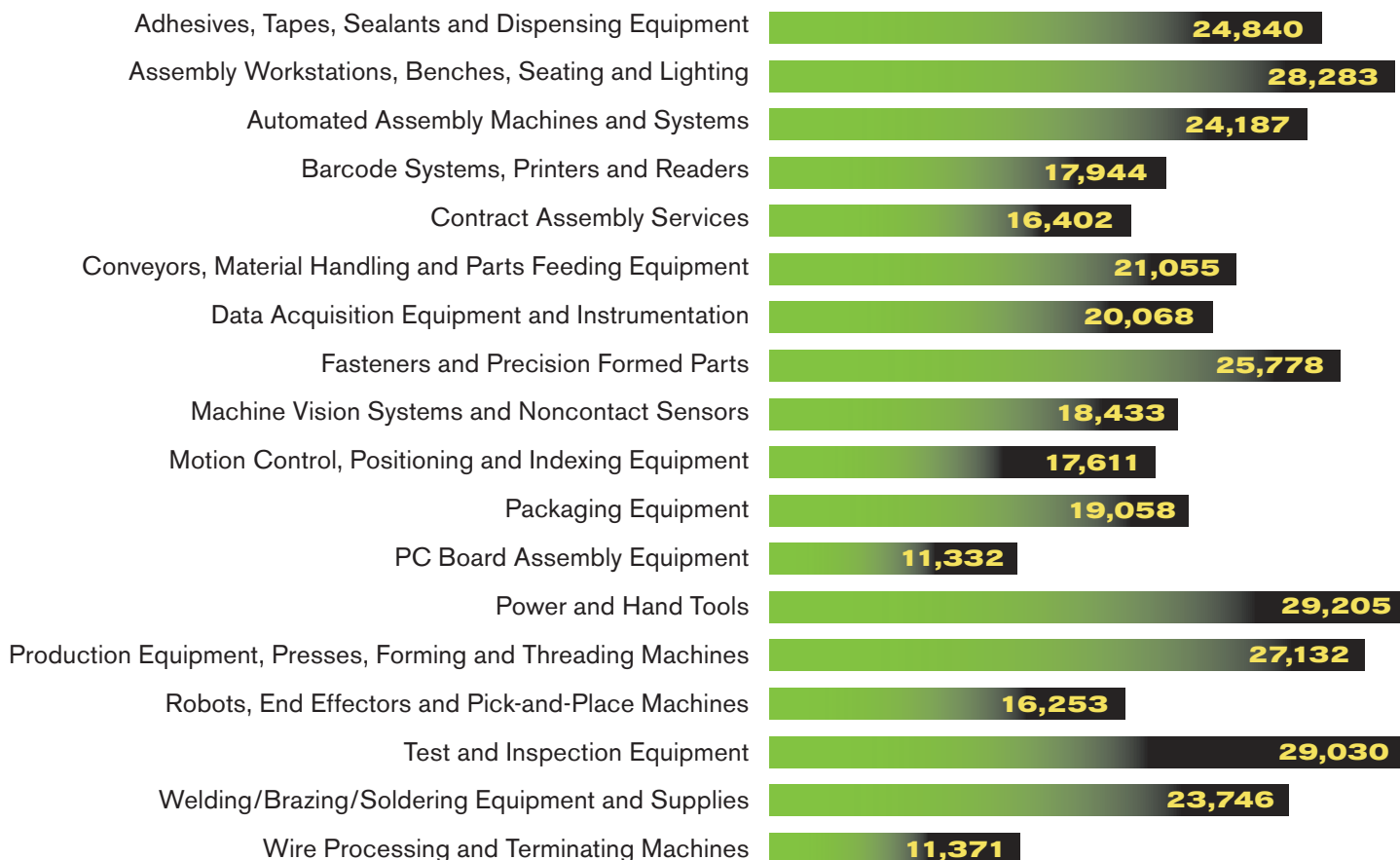
**The companies you need to reach in the assembly market.**

Becton Dickinson	IBM
Boeing	Intel
Boston Scientific	John Deere
Carrier	Lockheed Martin
Caterpillar	Medtronic
Eaton	Motorola
Ford	Northrop Grumman
Freightliner	Raytheon
General Electric	Square D
General Motors	Toyota
Harley Davidson	3M
Honda	Whirlpool
Honeywell	Xerox

**And Thousands More!**

\*June 2009 BPA Worldwide Circulation Statement. \*\*Publisher's Own Data, June 2009. The total number of responses exceeds the number of qualified subscribers because respondents may select multiple responses to the industry question.

**ASSEMBLY delivers your ad to manufacturing engineers, design engineers and manufacturing and corporate managers who recommend, specify and/or buy the products you sell:\***



**ASSEMBLY's 56,111\*\* industry professionals are the voice of the assembly market.\***

\*Publisher's Own Data, June 2009. This is an analysis of 48,101 or 85.7% of respondents who recommend, specify, and/or buy the products indicated. Since any one respondent may have checked more than one response, the totals may exceed the total circulation. \*\*June 2009 BPA Worldwide Circulation Statement.

## ASSEMBLY Editors



### JOHN SPROVIERI

John Sprovieri, Editor, has been with ASSEMBLY magazine since February, 1997. John was formerly with a national medical news magazine, and has written for *Pathology Today* and the *Green Bay Press-Gazette*. John holds a B.A. in journalism from Northwestern University, Medill School of Journalism. [sprovierij@bnpmedia.com](mailto:sprovierij@bnpmedia.com)



### ADAM CORT

Adam Cort has been an editor and journalist for more than 15 years, working for newspapers, magazines and in book publishing. He taught general science and human biology during two years with the U.S. Peace Corps in Western Samoa. Adam is a graduate of the University of Michigan. [corta@bnpmedia.com](mailto:corta@bnpmedia.com)



### AUSTIN WEBER

Austin Weber has been Senior Editor for ASSEMBLY Magazine since September 1999. He has more than 21 years of b-to-b publishing experience and has written about a wide variety of manufacturing and engineering topics. Austin is a graduate of the University of Michigan. [webera@bnpmedia.com](mailto:webera@bnpmedia.com)



### DON HEGLAND

Don Hegland, Editorial Director Emeritus, has been with ASSEMBLY since 1985, with 36 years of experience in trade magazine publishing. He holds a M.S. degree in physics from Iowa State University with prior work in solid-state physics research with NASA.

# ASSEMBLY 2010 EDITORIAL CALENDAR

ISSUE: AD CLOSE:	JANUARY 12/3/2009	FEBRUARY 1/7/2010	MARCH 2/4/2010	APRIL 3/5/2010	MAY 4/6/2010	JUNE 5/5/2010
<b>PRIMARY FEATURE</b>	<b>Medical Device Assembly</b>	<b>Alternative Energy Industry Report</b>	<b>Assembly Planbook</b>	<b>Defense Contractor Industry Report</b>	<b>Robots &amp; Vision Systems</b>	<b>Appliance Assembly</b>
<b>Additional Features</b>	<ul style="list-style-type: none"> <li>• Riveting</li> <li>• Dispensing</li> <li>• Conveyors</li> </ul>	<ul style="list-style-type: none"> <li>• Electronics Assembly</li> <li>• Screwdriving</li> <li>• Welding</li> </ul>	<ul style="list-style-type: none"> <li>• Small Parts Assembly</li> <li>• Large Parts Assembly</li> <li>• Automate Now!</li> </ul>	<ul style="list-style-type: none"> <li>• Wire Processing</li> <li>• Adhesives</li> <li>• Fasteners</li> </ul>	<ul style="list-style-type: none"> <li>• Automated Assembly</li> <li>• Presses</li> <li>• Leak Testing</li> </ul>	<ul style="list-style-type: none"> <li>• Power Tools</li> <li>• Plastics Assembly</li> <li>• Workstations</li> </ul>
<b>Web Exclusive Feature</b>	Brazing	Vision Systems	Packaging	Motion Control	Sensors	Soldering
<b>Technology Columns</b>	<ul style="list-style-type: none"> <li>• Automation Profiles</li> <li>• Parts Feeding</li> <li>• Quality in Assembly</li> <li>• Fastening</li> <li>• Lean Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>• Automation Profiles</li> <li>• Parts Feeding</li> <li>• Quality in Assembly</li> <li>• Adhesives</li> <li>• Hegland on Assembly</li> </ul>	<ul style="list-style-type: none"> <li>• Automation Profiles</li> <li>• Parts Feeding</li> <li>• Quality in Assembly</li> <li>• Automated Assembly</li> <li>• Lean Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>• Automation Profiles</li> <li>• Parts Feeding</li> <li>• Quality in Assembly</li> <li>• Welding</li> <li>• Hegland on Assembly</li> </ul>	<ul style="list-style-type: none"> <li>• Automation Profiles</li> <li>• Parts Feeding</li> <li>• Quality in Assembly</li> <li>• Fastening</li> <li>• Lean Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>• Automation Profiles</li> <li>• Parts Feeding</li> <li>• Quality in Assembly</li> <li>• Adhesives</li> <li>• Hegland on Assembly</li> </ul>
<b>Assembly in Action</b>	<ul style="list-style-type: none"> <li>• Welding</li> <li>• Robots</li> <li>• Wire Processing</li> </ul>	<ul style="list-style-type: none"> <li>• Riveting</li> <li>• Packaging</li> <li>• Motion Control</li> </ul>	<ul style="list-style-type: none"> <li>• Dispensing</li> <li>• Plastics Assembly</li> <li>• Sensors</li> </ul>	<ul style="list-style-type: none"> <li>• Vision Systems</li> <li>• Conveyors</li> <li>• Pneumatics</li> </ul>	<ul style="list-style-type: none"> <li>• Workstations</li> <li>• Soldering</li> <li>• Adhesives</li> </ul>	<ul style="list-style-type: none"> <li>• Fasteners</li> <li>• Conveyors</li> <li>• Auto ID</li> </ul>
<b>Assembly Products</b>	<ul style="list-style-type: none"> <li>• Soldering</li> <li>• Adhesives</li> <li>• Assembly Machines</li> </ul>	<ul style="list-style-type: none"> <li>• Fasteners</li> <li>• Modular Framing</li> <li>• Leak Testing</li> </ul>	<ul style="list-style-type: none"> <li>• Electronics Assembly</li> <li>• Screwdriving</li> <li>• Presses</li> </ul>	<ul style="list-style-type: none"> <li>• Robots</li> <li>• Wire Processing</li> <li>• Power Tools</li> </ul>	<ul style="list-style-type: none"> <li>• Welding</li> <li>• Conveyors</li> <li>• Dispensing</li> </ul>	<ul style="list-style-type: none"> <li>• Process Monitoring</li> <li>• Vision Systems</li> <li>• Riveting</li> </ul>
<b>Special Issues</b>		<b>ASSEMBLY</b> <i>China Edition</i>	<b>HOW-TO GUIDE</b> <b>PCA Quarterly</b>	<b>Wire Processing Supplement</b>	<b>ASSEMBLY</b> <i>China Edition</i>	<b>PCA Quarterly</b>
<b>Marketing Opportunities &amp; Extra Values</b>	Buy 1 Ad, Get Another January Ad FREE	<b>FREE Case History</b>	2-pg spread in How-to Guide only \$3,000 net	<b>Lead Advantage</b>		Advertise in BOTH the Buyers Guide and Company Profile
<b>Additional Marketing Tools</b>	E-Newsletters E-Inserts	E-Newsletters Product Review	E-Newsletters	E-Newsletters E-Inserts	E-Newsletters Product Review	E-Newsletters
<b>Bonus Distribution</b>	MD&M / ATX West Feb. 9 – 11 Anaheim, CA		IPC/APEX April 6 – 9 Las Vegas  SAE World Congress April 13 – 15 Detroit	ATX / Quality South April 28 – 29 Charlotte, NC  Wire Processing Technology Expo May 12 – 13 Milwaukee	MD&M / ATX East June 8 – 10 New York  AUTOMATICA June 8 – 11 Munich	

BUYERS GUIDE 5/17/2010	JULY 6/4/2010	AUGUST 7/7/2010	SEPTEMBER 8/4/2010	OCTOBER 9/7/2010	NOVEMBER 10/7/2010	DECEMBER 11/4/2010
<b>ASSEMBLY Buyers Guide</b>	<b>State of the Profession Report</b>	<b>Medical Device Assembly</b>	<b>Aerospace Assembly</b>	<b>Assembly Plant of the Year</b>	<b>Automotive Assembly</b>	<b>Capital Equipment Spending Report</b>
<ul style="list-style-type: none"> <li>Shows and Conferences</li> <li>Trade Associations and Professional Societies</li> </ul>	<ul style="list-style-type: none"> <li>Dispensing</li> <li>Screwdriving</li> <li>Robot End Effectors</li> </ul>	<ul style="list-style-type: none"> <li>Riveting</li> <li>Motion Control</li> <li>Material Handling</li> </ul> <b>ASSEMBLY TECHNOLOGY EXPO</b> <b>Pre-Show Issue</b>	<ul style="list-style-type: none"> <li>Automated Assembly</li> <li>Adhesives</li> <li>Presses</li> </ul> <b>ASSEMBLY TECHNOLOGY EXPO</b> <b>Show Issue</b>	<ul style="list-style-type: none"> <li>The Assembly Top 50</li> <li>Robots</li> <li>Fasteners</li> </ul>	<ul style="list-style-type: none"> <li>Welding</li> <li>Vision Systems</li> <li>Torque Control</li> </ul>	Plastics Assembly Sensors Process Monitoring  <b>ASSEMBLY TECHNOLOGY EXPO</b> <b>Post-Show Issue</b>
<b>2010 Buyers Guide</b>	Electronics Assembly	Assembly Software	Parts Marking	Workstations	Wire Processing	Conveyors
	<ul style="list-style-type: none"> <li>Automation Profiles</li> <li>Parts Feeding</li> <li>Quality in Assembly</li> <li>Automated Assembly</li> <li>Lean Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>Automation Profiles</li> <li>Parts Feeding</li> <li>Quality in Assembly</li> <li>Welding</li> <li>Hegland on Assembly</li> </ul>	<ul style="list-style-type: none"> <li>Automation Profiles</li> <li>Parts Feeding</li> <li>Quality in Assembly</li> <li>Fastening</li> <li>Lean Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>Automation Profiles</li> <li>Parts Feeding</li> <li>Quality in Assembly</li> <li>Adhesives</li> <li>Hegland on Assembly</li> </ul>	<ul style="list-style-type: none"> <li>Automation Profiles</li> <li>Parts Feeding</li> <li>Quality in Assembly</li> <li>Automated Assembly</li> <li>Lean Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>Automation Profiles</li> <li>Parts Feeding</li> <li>Quality in Assembly</li> <li>Welding</li> <li>Hegland on Assembly</li> </ul>
	<ul style="list-style-type: none"> <li>Adhesives</li> <li>Leak Testing</li> <li>Motion Control</li> </ul>	<ul style="list-style-type: none"> <li>Power Tools</li> <li>Robots</li> <li>Modular Framing</li> </ul>	<ul style="list-style-type: none"> <li>Plastics Assembly</li> <li>Sensors</li> <li>Soldering</li> </ul>	<ul style="list-style-type: none"> <li>Presses</li> <li>Motion Control</li> <li>Plastics Assembly</li> </ul>	<ul style="list-style-type: none"> <li>Conveyors</li> <li>Dispensing</li> <li>Test Equipment</li> </ul>	<ul style="list-style-type: none"> <li>Soldering</li> <li>Vision Systems</li> <li>Fasteners</li> </ul>
	<ul style="list-style-type: none"> <li>Sensors</li> <li>Fasteners</li> <li>Conveyors</li> </ul>	<ul style="list-style-type: none"> <li>Workstations</li> <li>Plastics Assembly</li> <li>Dispensing</li> </ul>	<ul style="list-style-type: none"> <li>Conveyors</li> <li>Vision Systems</li> <li>Packaging</li> </ul>	<ul style="list-style-type: none"> <li>Welding</li> <li>Assembly Machines</li> <li>Electronics Assembly</li> </ul>	<ul style="list-style-type: none"> <li>Brazing</li> <li>Robots</li> <li>Presses</li> </ul>	<ul style="list-style-type: none"> <li>Wire Processing</li> <li>Adhesives</li> <li>Power Tools</li> </ul>
			<b>ASSEMBLY China Edition</b> <b>Wire Processing Supplement</b>	<b>PCA Quarterly</b>	<b>Wire Processing Supplement</b>	<b>ASSEMBLY China Edition</b>
With the June issue and get a FREE 1/2 page ad in the Buyers Guide	<b>Lead Advantage</b> <b>FREE Case History</b>			<b>Lead Advantage</b> <b>FREE Direct Mailer</b>	<b>FREE Case History</b>	
<b>*FREE ad in ATE Expo Show Directory when you advertise in all triple-play issues: Aug., Sept., &amp; Dec.</b>						
<b>Free link from ASSEMBLY Online to your web site for every advertiser in the Buyers guide</b>	E-Newsletters <a href="#">Product Review</a>	E-Newsletters <a href="#">E-Inserts</a>	E-Newsletters <b>ASSEMBLY TECHNOLOGY EXPO</b> Show Directory	E-Newsletters <a href="#">E-Inserts</a>	E-Newsletters <a href="#">Product Review</a>	E-Newsletters
	<b>China Assembly Forum</b> July 2010 Beijing, China	<b>IMTS</b> Sept. 13 – 18 Chicago	<b>ATEXPO</b> Sept. 28 – 30 Rosemont, IL	<b>SAE Commercial Vehicle Exhibition</b> Oct. 12 – 14 Rosemont, IL <b>MD&amp;M Minneapolis</b> Oct. 13 – 14 Minneapolis	<b>FABTECH International</b> Nov. 2 – 4 Atlanta, GA	

## Integrate Your Media

**ASSEMBLY** offers multiple online products to help you meet your marketing goals. Let us point you in the right direction.

As a collaborative effort between BPA Worldwide and Nielsen Online, ASSEMBLY website traffic is independently collected, filtered, measured, audited and reported, which conforms to the IAB recommended guidelines.



### Premium Sponsorships **AD**

\$10,285 net/year

- ▶ Banners on home page and all pages within the site
- ▶ Sponsor link buttons with logo on home page and all pages within site
- ▶ Full year active showroom sponsorship
- ▶ Product Review on site all year
- ▶ White Paper posting online for one year
- ▶ Industry website review link

### Showroom Sponsorships **AD**

\$1,595 net/year

- ▶ **Increase your online exposure with your own Showroom page.**

Your Showroom includes a 100-word company profile, product description, special ad message, logo and link to your website.

### Digital Edition

\$1,168 net each

The ASSEMBLY Digital Edition is e-mailed to over 6,400\* manufacturing professionals and posted online to provide additional reach to prospects.

#### Sponsorship Benefits:

- Receive a pop-up ad on top of the issues's front cover - exclusive brand exposure
- Your logo appears at the top of every page
- All links and logos are hyperlinked to your website
- Electronic tracking capability for views and clicks

\*Publisher's Own Data, June 2009.

### Video – ASSEMBLY TV

\$1,154 net/year

Short video clips are displayed within the ASSEMBLY website, demonstrating a new product or service, providing educational information and more.

#### White Paper

\$439 net/year

This library of information, organized by topic, is crawled by our Google-powered search engine, allowing searchers to find relevant information about particular products.

#### Custom E-newsletters

ASSEMBLY can develop customized content and targeted distribution for new single-sponsored E-newsletters. Please contact us for a quote.

#### Blog

\$538 net/year

The ASSEMBLY editorial staff and subscribers both have an opportunity to comment on the latest in assembly and manufacturing. Your tile ad will be posted along side these comments for a full year.

#### ASSEMBLY Radio - Podcasts

\$1,099 net each

Allow ASSEMBLY readers to hear directly from you! Record an interview, give educational information, promote a new product and more.

# AD

**NEW!**

## ASSEMBLY DISCOUNT POINTS

Combine your print ads with online ads to receive special discounts!

See discounted rates on page 9.



### E-Newsletters

# AD

- ▶ Exclusive Sponsorship – \$2,297 net
- ▶ Premier Product Feature – \$1,257 net
- ▶ Tile ad – \$879 net
- ▶ Banner ad – \$1,320 net
- ▶ Product Spotlights – \$953 net

**Ask about our Gold Plated E-Newsletter Lead Generator Package!**

### Latest in Assembly News Delivered to More Than 17,000 Opt-in Subscribers\*

The ASSEMBLY E-Newsletter delivers important and useful news twice each month to engineers and managers responsible for productive and profitable assembly operations. It is the ideal place to promote a specific product, prompt readers to connect to your website, offer your most recent white paper, and invite prospects to workshops or seminars.

### Webinars

# AD

\$7,667 net/year

### Educate Customers, Build Brands and Generate Sales Opportunities

Since 2006, ASSEMBLY produced over 13 Webinars that generated an average of 300 lead opportunities per event.\* Our staff experts will take care of all the promotion, registration and Webinar management. As a sponsor, all you have to do is sit back and enjoy the benefits. Contact your sales rep to learn how you can schedule your customized Webinar program.

\*Publisher's Own Data, June 2009.

### Product Reviews

You have a product or service that you want to highlight! Showcase it in a 1/6 page ad that includes your company name, 50-word description, 4-color photo and your website URL, with a hyperlink to your website from ASSEMBLY's.

**Rates (Gross/Net per ad)**

1X – \$817/\$695    4X – \$705/\$599

# AD

### E-Inserts

Promote your product or service in multiple media formats. Your E-Insert is a postcard that will be:

- Bound into the print edition
- E-mailed to our opt-in e-mail list
- Posted on assemblymag.com for 3 months

**Rate** (includes color)

\$1,764Gross/\$1,500 Net per E-Insert

### Classified Ads

Use ASSEMBLY's classified section to advertise business and career opportunities, consulting services, equipment for rent, used equipment, equipment wanted, equipment repair, and financing available†.

†Classified ads are accepted at the discretion of the publisher and are limited to the categories listed. Non-classified categories include new equipment ads.

## 2010 BUYERS GUIDE

**Your premier resource for reaching decision makers in the \$10 billion assembly market.**

Published in mid-June, the ASSEMBLY Buyers Guide places your product front and center with crucial buying influences in the assembly market.

**PLUS**—the Buyers Guide is maintained online, so buyers can find you in print **and** on the web!

- Reach over 56,000 Assembly Professionals.\*
- Year-Long Shelf Life – Buyers keep and use the ASSEMBLY Buyers Guide for reference to find suppliers all year long.\*\*
- The Buyers Guide Serves the \$10 Billion Assembly Market.\*\*

**Place an ad in BOTH the June issue and the Buyers Guide to get a FREE 1/2 page Company Profile in the Buyers Guide.**

\*June 2009 BPA Worldwide Circulation Statement. \*\*Publisher's own data

## ASSEMBLY TECHNOLOGY EXPO

September 21 – 24, 2010 • Rosemont, IL

### ASSEMBLY TECHNOLOGY EXPO

Drive Traffic to Your ATE expo Booth with an Ad in **ASSEMBLY**

Get on attendees "must-see" list and presell your products to prospects by advertising in the September Show issue. The issue goes out to subscribers **before** the show, and is distributed to attendees **on-site** at the show.

#### ATE expo Official Show Directory

Double your exposure with an ad in the ATE expo Show Directory, same size as your ad in September, for only 20% of your September ad gross cost!

### ASSEMBLY's ATE expo Triple-Play Show Package

Qualify for the Triple-Play Show Package by advertising in:

- August (Pre-Show Issue)
- September (Show Issue)
- December (Post-Show Issue)

**And receive:**

- FREE Ad in the ATE expo Show Directory
- FREE ASSEMBLY TV website video for 2 months
- FREE 1/6 page ad in the October issue
- FREE product release in the September issue Showcase (ATE expo exhibitors ONLY)

NOTE: Advertising in the ATE expo Official Show Directory is ONLY available to exhibitors in ATE expo.

### China Edition

**February, May, August, November**

ASSEMBLY magazine publishes a quarterly Chinese language edition, which includes China-specific editorial, that mails to 3,500 high-level decision makers at companies based in China.\*\* All advertisers in the English editions have the opportunity to be included in the corresponding Chinese editions for only \$450 net; non-advertisers: \$1,150, full-page – \$900, 1/2-page.

### Bonus Case History

**February, July, November**

Your company has case histories to share with ASSEMBLY readers. Here is your opportunity to present those success stories in your own words. Your case history will be a 1/2 page consisting of your 250 words and one image plus your company contact information. The Case History is FREE if you place a 1/3 page ad or larger.

### How-To-Guide Special Supplement



**March**

Write a How-To-Guide article and establish your reputation as an industry expert. March advertisers can purchase this 2-page 4c spread for \$3,000 net.

### Custom Media Division

BNP Media's Custom Media Division creates personalized media solutions. How about creating a video, coffee table book or webinar? Let us do all the work for you, from start to finish. Contact Steve Beyer for more information at (630) 699-7625 or [beyers@bnpmedia.com](mailto:beyers@bnpmedia.com). <http://custommedia.bnpmedia.com>

### Clear Seas Research

For more information, contact John Thomas at 248-786-1659 or [thomasj@clearseasresearch.com](mailto:thomasj@clearseasresearch.com).



## NEW! Earn Discounts While MAXIMIZING Your Marketing Message!

ASSEMBLY provides powerful marketing opportunities to maximize your investment and achieve your goals. Marketing messages appearing in multiple b-to-b media, working in tandem, are more effective than a single-medium messaging approach.

**ASSEMBLY offers you a new discount program for adding multiple products to your advertising program!** Simple and flexible, **ASSEMBLY Discount Points (AD Points)** is designed to help you make the most of your advertising investment:

- Each item listed below earns **1 AD Point**
- Accumulate points by purchasing multiple products
- The more points you earn, the bigger discount you'll receive!

### AD 2010 Discount Rate Structure (NET)

PRINT* 4 color	Base Rate	5 Points 15% Discount	9 Points 25% Discount	14 Points 35% Discount	21 Points 40% Discount
Full Page	\$8,436	\$7,171	\$6,327	\$5,483	\$5,062
2/3-Page	\$6,566	\$5,581	\$4,925	\$4,268	\$3,940
1/2 Page Island	\$6,184	\$5,256	\$4,638	\$4,020	\$3,710
1/2-Page	\$4,790	\$4,072	\$3,593	\$3,114	\$2,874
1/3-Page	\$3,884	\$3,301	\$2,913	\$2,525	\$2,330
1/4-Page	\$2,695	\$2,250	\$1,950	\$1,610	\$1,560

\*Every display ad regardless of size earns one point. Subtract \$750 for B/W rates.

ONLINE	Base Rate	5 Points 15% Discount	9 Points 25% Discount	14 Points 35% Discount	21 Points 40% Discount
Premium Sponsorship	\$10,285	\$8,742	\$7,714	\$6,685	\$6,171
Showroom Sponsorship	\$1,595	\$1,356	\$1,196	\$1,037	\$957
Webinar	\$7,667	\$6,517	\$5,750	\$4,984	\$4,600
E-News Exclusive Sponsorship	\$2,297	\$1,952	\$1,723	\$1,493	\$1,378

### Collect More AD Points

Product Reviews<sup>1</sup>: 4x = \$599 Net

How-to Guide<sup>1</sup>: \$3,000 Net

<sup>1</sup>Items earn 1 AD Point each. No discounts can be applied to these products.

**Special Position Rates** – 10% premium

**Agency Commission** – Net rates already include a 15% agency discount.

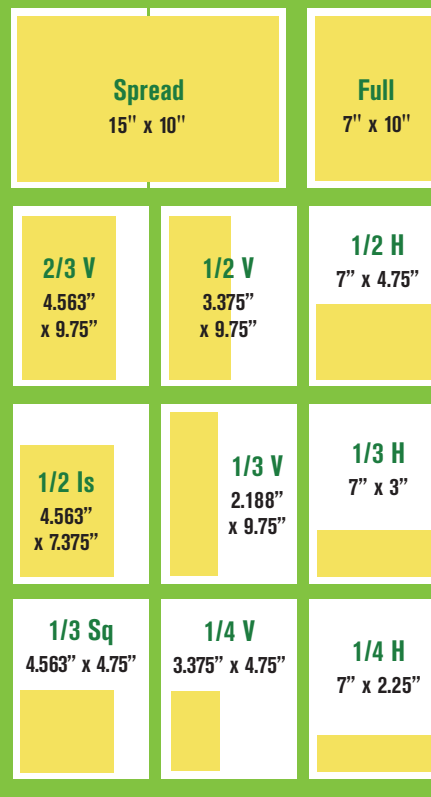
**Specs available online**

**Payment Terms** – Invoices are payable in U.S. Funds only, net 30 days. 1-1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the

Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

### Print Advertising Unit Sizes

Pages are two columns of 3 5/16" or three columns of 2 3/16".



### Additional Product Rates (NET)

- E-News Premier Product Feature: \$1257 each
- E-News Product Spotlights: \$953 each
- E-News Banner ad: \$1320 each
- E-News Tile ad: \$879 each
- Video – ASSEMBLY TV: \$1,154/year
- Digital Edition Sponsorship: \$1,168 each
- White Paper: \$439 net/year
- Blog: \$538/year
- ASSEMBLY Radio/Podcast: \$1099 net each
- E-Inserts: \$1,500 per e-insert
- China Edition: \$450 for advertisers in the corresponding English editions; non-advertisers: \$1,150, full-page – \$900, 1/2-page
- Product Reviews: \$695, 1x
- ATEXpo: 20% of your September ad gross cost
- Wire Processing Supplement: **1x**: \$1,895 for full-page, \$1,195 for 1/2-page, \$895 for 1/4-page; **3x**: \$1795 for full-page, \$1,095 for 1/2-page, \$795 for 1/4-page
- PCA Quarterly: \$3,210, full-page – \$2,250, 1/2-page – \$1,090, 1/4-page
- Classified Ads (per inch): 1x • \$170, 3x • \$165, 6x • \$160, 9x • \$140, 12x • \$130, 18x • \$120, 24x

### SEND YOUR AD MATERIALS TO:

**Lisa Webb** at 57283 Silver Maple Dr.,  
Washington, MI 48094  
webbl@bnpmedia.com • (586) 677-9805  
http://upload.bnpmedia.com

## Corporate Offices



### **BNP Media**

2401 W. Big Beaver Rd.  
Suite 700  
Troy, MI 48084  
www.bnpmedia.com

*BNP Media helps people succeed in business with superior information.*

### **Tom Esposito**

#### **Publisher**

600 Willowbrook Lane, Ste. 610  
West Chester, PA 19382  
(610) 436-4220 ext. 8530  
Fax: (610) 436-6277  
espositot@bnpmedia.com

## Editorial Staff

1050 IL Route 83, Ste. 200  
Bensenville, IL 60106

### **John Sprovieri**

#### **Editor**

sprovierij@bnpmedia.com

### **Austin Weber**

#### **Senior Editor**

webera@bnpmedia.com

### **Adam Cort**

#### **Senior Editor**

corta@bnpmedia.com

### **Donald E. Hegland**

#### **Editorial Director Emeritus**

## List Rental Contacts

*For postal information contact:*

### **Rob Liska**

(800) 223-2194 ext. 726  
robert.liska@edithroman.com

*For email information contact:*

### **Shawn Kingston**

(800) 409-4443 ext. 828  
shawn.kingston@epostdirect.com

You can see all our list rental datacards by visiting:  
[www.bnpmedia.com/listrental](http://www.bnpmedia.com/listrental)

# ASSEMBLY

1050 IL Route 83, Ste. 200  
Bensenville, IL 60106

## Regional Marketing Managers

### **Bill DeYoe**

#### **Associate Publisher**

109 Willow Springs Trail  
Mt. Holly, NC 28120  
(704) 822-6434  
Fax: (704) 822-6834  
deyoeb@bnpmedia.com

**AL, DC, DE, FL, GA, KY,  
MD, Eastern MI, MS,  
NC, Western NY, OH,  
Western PA, SC, TN,  
VA, WV, Canada, Europe**

### **Barbara Grim**

1288 Centerton Rd.  
Pittsgrove, NJ 08318  
(856) 358-4800  
Fax: (856) 358-0900  
grimb@bnpmedia.com

**CT, MA, ME, NH, NJ,  
Eastern NY, Eastern PA,  
RI, VT, Quebec**

### **Tina Vulgaris**

1050 IL Route 83, Ste. 200  
Bensenville, IL 60106  
(630) 694-4392  
Fax: (248) 786-1443  
vulgarist@bnpmedia.com

**AR, IA, IL, IN, KS, LA,  
Western MI, MN, MO,  
ND, NE, OK, SD, TX, WI**

### **Chris Wilson**

2401 W. Big Beaver Rd.  
Suite 700  
Troy, MI 48084  
(248) 244-8264  
Fax: (248) 283-6528  
wilsonc@bnpmedia.com

**AK, AZ, CA, CO, ID, HI, MT,  
NM, NV, OR, UT, WA, WY**

### **Vito Laudati**

#### **Inside Sales**

1050 IL Route 83, Suite 200  
Bensenville, IL 60106  
(630) 694-4018  
Fax: (248) 283-6618  
laudativ@bnpmedia.com

*Send insertion orders and  
advertising materials to:*

### **Lisa Webb**

#### **Production Manager**

57283 Silver Maple Dr.  
Washington, MI 48094  
(586) 677-9805  
Fax: (248) 244-2299  
webbl@bnpmedia.com

# ASSEMBLY