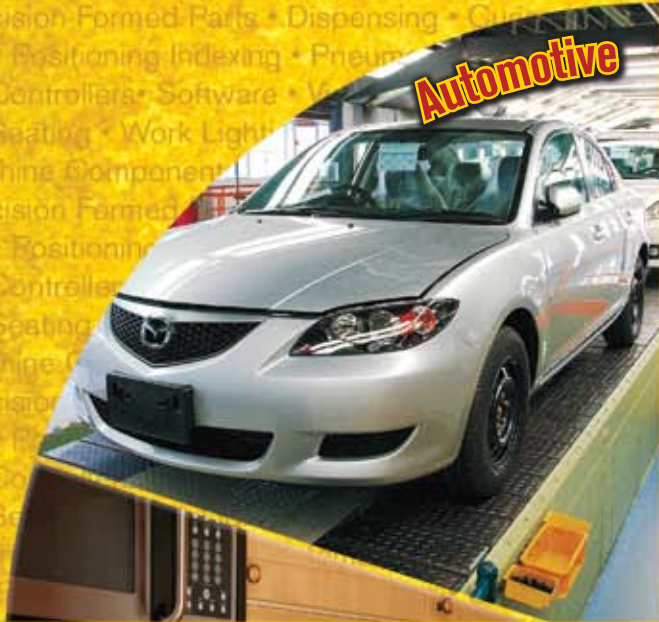


# ASSEMBLY MAGAZINE



The Only Magazine that Serves the \$10 Billion Assembly Market



## 2008 Integrated Media Planner

Print • Online • Digital • Webinar • Custom

[www.assemblymag.com](http://www.assemblymag.com)

# **ASSEMBLY**

MAGAZINE



**Expanding Your  
Brand Through  
Integrated Media**



## Welcome to ASSEMBLY Magazine

ASSEMBLY launched many new products last year in conjunction with our 50th anniversary. Not wanting to lose momentum, our editorial and sales staff met and came up with equal, if not better, ideas for 2008 while maintaining all of our “regular” services that you’ve loved for 50 years, including

industry sales leads, editorial excellence, response boosters, and more.

It’s my privilege to give you this overview of the very lucrative assembly market, and ASSEMBLY Magazine’s position as the leading journal covering it. **This 2008 Integrated Media Planner details a variety of integrated media marketing tools designed to help you deliver a strong message directly to manufacturing engineers, design engineers and manufacturing and corporate managers.** This is what we have been delivering for years, but the products are now packaged together to help provide a greater value to you. In combination with our targeted circulation numbers and editorial calendar, ASSEMBLY provides one well-rounded medium to deliver your ad campaign.

In regards to editorial, our world-class editorial team remains committed to providing our readers with information to help them design, build, and manage their assembly operations faster, better, and at less cost. And of course, a critical part of that is having the right products and services – that’s where you come in! ASSEMBLY’s 60,000 plus subscribers\* represent the greatest concentration of buying power in this market.\*\* If you have a product or service they need, you’ve come to the right place.

We will continue to work with you to construct an integrated media program that fits your marketing and budget needs, providing a maximum return on your investment. You can increase your call to action by 40% with the use of one of our integrated media packages.\* **Our NEW integrated media packages, with a mixture of print, online, and digital products reaching over 349,000 users combined<sup>1</sup>**, will be aligned with your marketing objectives. Don’t hesitate to contact us with questions on how we can help you build your advertising campaign and reach your goals!

Cordially,

**Tom Esposito**  
Publisher

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\*December 2007 BPA Circulation Statement. \*\*Publisher’s Own Data, June 2007. \*Forrester Research Study, B2B Digital Marketing Shift, 2005. <sup>1</sup>60,201 print from June 2007 BPA Circulation Statement, 23,493 digital from Publisher’s Own Data, 265,442 annual website visits from June 2007 Net Tracker data (BPA does not audit ASSEMBLY online/digital data).



## The \$10 Billion ASSEMBLY Market:

- ✓ 37,287 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
- ✓ 29,867 companies that build in-house assembly systems/machines\*\*

**ASSEMBLY magazine is your way to reach key assembly equipment buyers in North America who seek vendors of these products featured in our annual Buyers Guide issue:\*\***

- Adhesives, Coatings, Tapes and Sealants
- Assembly Hardware and Machine Components
- Automated Assembly Machines and Systems
- Auto ID, Bar Coding, Product Marking and Labeling Equipment
- Brazing, Soldering and Welding Equipment
- Cleaning Equipment and Supplies
- Contract Assembly and Assembly-Related Services
- Conveyors and Handling Systems
- Dispensing and Curing Equipment
- Electrical, Electronic and Fiber Optics Components and Supplies
- Fasteners and Precision Formed Parts
- Forming and Riveting Machines
- Inspection Equipment: Acoustic, Optical and X-Ray
- Motion Control, Positioning and Indexing Equipment
- Parts Feeders and Positioning Equipment
- PCB Assembly Machines, Equipment and Tools
- Pneumatic and Hydraulic Equipment and Components
- Power and Hand Tools and Accessories
- Presses and Seal and O-Ring Installation Machines
- Production Machines and Equipment
- Programmable Controllers, Software, Machine
- Controls and Data Acquisition Devices
- Robots and Robot Accessories
- Solder, Solder Paste and Flux, Brazing Alloys and Flux
- Test, Measurement, Calibration and Motion Analysis Equipment
- Vision Systems, Sensors and Guarding Devices
- Wire Processing Machines and Tools
- Workstations, Seating, Work Lighting and Accessories

\*\*Pulisher's Own Data, January 2008.

## Circulation Qualification\*

**100% of ASSEMBLY's subscribers have personally requested to receive the publication!**

### Five Market Coverage\*\*

ASSEMBLY offers coverage in all of these markets.

Automotive.....	23,501
Aerospace .....	13,770
Appliance.....	12,810
Electronics.....	17,315
Medical.....	13,281

### Subscriber Titles/ Functions\*

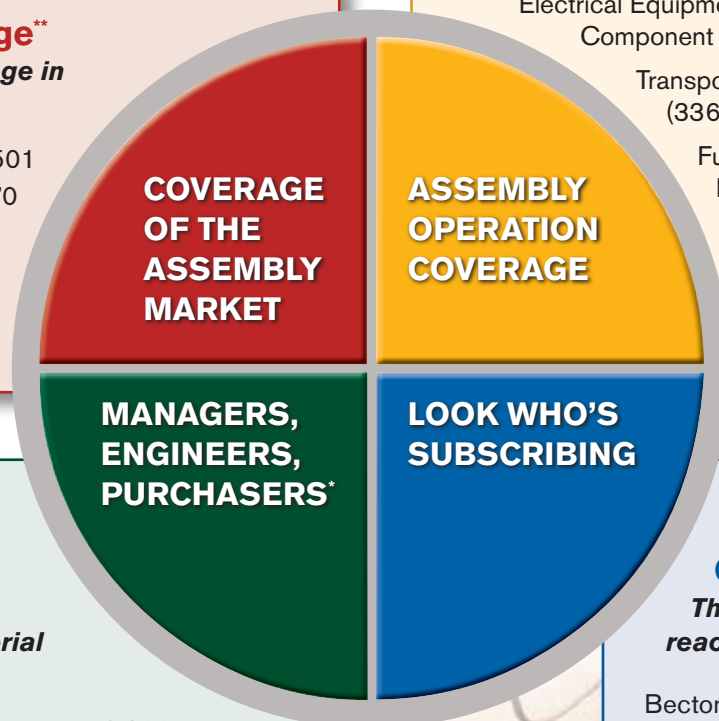
Over half of ASSEMBLY subscribers hold managerial titles.

Corporate Management .....	13,899
Design Management .....	3,700
Design Engineering .....	9,303
Manufacturing Management.....	13,900
Manufacturing Engineering.....	17,766
Purchasing.....	1,632

### U.S. OEM Manufacturing Sectors\*

ASSEMBLY covers all sectors in assembly manufacturing. (NAICS Codes)

Wood Product Mfg. (321) .....	295
Plastics & Rubber Products Mfg. (326) .....	2,404
Primary Metal Mfg. (331) .....	436
Fabricated Metal Product (332).....	8,560
Machinery Mfg. (333).....	17,934
Computer & Electronic Product Mfg. (334) .....	10,423
Electrical Equipment, Appliance & Component Mfg. (335) .....	5,738
Transportation Equipment Mfg. (336).....	9,457
Furniture & Related Product Mfg. (337) .....	953
Misc Mfg. (339) .....	3,348
Professional, Scientific, & Technical Services (541) .....	652



### Major Manufacturing Companies\*\*

The companies you need to reach in the assembly market.

Becton Dickinson	Intel
Boeing	Lockheed Martin
Ford	Medtronic
General Electric	Motorola
General Motors	Toyota
IBM	Whirlpool

**And Thousands More!**

**ASSEMBLY helps you put the pieces together for a solid return on investment.**

\*December 2007 BPA Statement. \*\*Publisher's Own Data, January 2008. The total number of responses exceeds the number of circulation, because respondents may select multiple responses to the industry question.

## **ASSEMBLY** MAGAZINE

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

Adhesives, Tapes, Sealants, and Dispensing Equipment .....	<b>29,107</b>
Assembly Workstations Benches, Seating and Lighting .....	<b>30,232</b>
Automated Assembly Machine and Systems.....	<b>27,461</b>
Bar Code Reader Systems, Printers and Readers.....	<b>21,236</b>
Contract Assembly Services .....	<b>18,834</b>
Conveyors and Parts Handling Equipment .....	<b>20,442</b>
Data Acquisition Equipment and Instrumentation .....	<b>22,396</b>
Fasteners and Precision Formed Parts .....	<b>27,977</b>
Machine Vision Systems and Non-Contact Sensors .....	<b>21,284</b>
Motion Control, Positioning and Indexing Machines .....	<b>15,059</b>
Packaging Equipment .....	<b>30,677</b>
PC Board Assembly Equipment .....	<b>28,058</b>
Power and Hand Tools Production .....	<b>20,250</b>
Production Equipment, Presses, Forming and Threading Machines.....	<b>30,463</b>
Robots, End Effectors and Pick-and-Place Machines .....	<b>25,172</b>
Test and Inspection Equipment.....	<b>15,699</b>
Welding, Brazing and Soldering Equipment and Supplies .....	<b>19,860</b>
Wire Processing and Terminating Machine.....	<b>14,358</b>

**60,208\* Assembly Market Professionals.  
The Largest Circulation in the Market.\*\***

\*December 2007 BPA Statement. This is an analysis of 49,760 or 83% 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. \*\*Publisher's Own Data, January 2008.

## China Edition

February, May, August, November

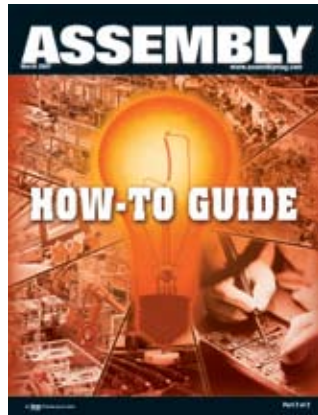
ASSEMBLY Magazine publishes a special quarterly Chinese language edition that mails to 3,500 high-level decision makers from companies based in China.\*\* The issues will include additional China-specific editorial guaranteeing interest of Chinese executives. All advertisers in the English editions have the opportunity to be included in the corresponding Chinese editions for only \$400 net/\$460 gross.



## How-To-Guide Special Supplement

March

Write a How-To-Guide article and establish your reputation as an industry expert. This is your chance to educate ASSEMBLY subscribers on a "how-to" topic of your choice. You'll have exclusive rights to your topic. Get this eye-catching 2 page spread for only \$3,000 net/\$3,450 gross.



## A Century of General Motors

July

To celebrate General Motors' 100th anniversary, this special supplement to the July 2008 issue will focus on the people, products, and processes of the past, present, and future of General Motors. Join us in saluting General Motors – advertise in the July issue and earn 50% off on space in the General Motors supplement. Plus, receive bonus distribution at the ATExo 2008 event.



## Assembly Plant of the Year

November

All manufacturers strive to reduce assembly costs, increase productivity and shorten time to market. Our objective is to honor the plant that is exceptional in applying world-class processes to achieve these goals.



## View From the Top

December

Where do you think the assembly market is headed? Here's a forum for one of your top executives to express his or her opinions and concerns about the future of assembly. Any December advertiser can buy a space in this special section for only \$1,000 net /\$1,150 gross. The format is a 1/2 page, including a color photo of the writer, and his or her name and company affiliation.

*Please note that no other information will be permitted.*

## ASSEMBLY Editors



### DON HEGLAND

Don Hegland has been Editor of ASSEMBLY since 1985, with 33 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. [heglannd@bnpmedia.com](mailto:heglannd@bnpmedia.com)



### AUSTIN WEBER

Austin Weber has been Senior Editor for ASSEMBLY Magazine since September 1999. He has more than 18 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)



### JOHN SPROVIERI

John Sprovieri has been Senior Editor for 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 12 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)

\*\*Publisher's Own Data, June 2007.

# ASSEMBLY 2008 Editorial Calendar

MAGAZINE

ISSUE: Ad Close:	JANUARY 12/3/2007	FEBRUARY 1/7/2008	MARCH 2/5/2008	APRIL 3/5/2008	MAY 4/4/2008	JUNE 5/5/2008
<b>Primary Feature Article</b>	<b>Medical Device Assembly</b>	<b>Consumer Electronics Assembly</b>	<b>Assembly Planbook 2008</b>	<b>Industry Report - Quality in Assembly</b>	<b>Robots &amp; Vision Systems</b>	<b>Appliance Assembly</b>
<b>Additional Feature Articles</b>	<ul style="list-style-type: none"> <li>• Adhesives</li> <li>• Workstations</li> <li>• Riveting</li> </ul>	<ul style="list-style-type: none"> <li>• Screwdriving</li> <li>• Auto ID</li> <li>• Plastics Assembly</li> </ul>	<ul style="list-style-type: none"> <li>• Automation Versus Offshore</li> <li>• Benchmarking to Boost Profits</li> <li>• Assembly's Future: Man or Machine?</li> <li>• Staffing Your Assembly Line</li> <li>• Software Exposes Inefficiency</li> <li>• Beyond Lean</li> <li>• Bridging the Knowledge Gap</li> </ul>	<ul style="list-style-type: none"> <li>• Ultrasonics</li> <li>• Conveyors</li> <li>• Dispensing</li> </ul>	<ul style="list-style-type: none"> <li>• Leak Testing</li> <li>• Electronics Assembly</li> <li>• Wire Processing</li> </ul>	<ul style="list-style-type: none"> <li>• Design for Assembly</li> <li>• Parts Feeding</li> <li>• Automated Assembly Systems</li> </ul>
<b>Special Issues, Marketing Opportunities and Extra Values</b>	<b>Buy 1 Ad, Get Another January Ad FREE</b>	<b>ASSEMBLY China Edition</b>	<b>How-to Guide</b>	<b>Lead ADvantage</b>	<b>ASSEMBLY China Edition</b>	
<b>Quality in Assembly</b>	☒	☒	☒	☒	☒	☒
<b>Lean in Assembly</b>	☒	☒	☒	☒	☒	☒
<b>Assembly in Action</b>	Screwdriving Inspection PCB Assembly	Brazing Robots Adhesives	Welding Conveyors Packaging	Wire Processing Assembly Machines Power Tools	Parts Feeding Ultrasonics Dispensing	Robots Fastening Power Tools
<b>Assembly Products</b>	Ultrasonics Power Tools Pneumatics	Workstations Sensors Fasteners	Presses Vision Systems Plastic Parts	Soldering Motion Control Test Equipment	Conveyors Brazing Modular Structural Profiles	PCB Assembly Leak Testing Motion Control
<b>Additional Marketing Tools</b>	<b>Corporate Connectors</b>	<b>Product Review</b>	<b>E-Cards</b>	<b>Product Review</b>		<b>Corporate Connectors</b>
<b>Bonus Distribution</b>	<b>MD&amp;M/ATX West</b> January 29-31, Anaheim, CA	<b>APEX</b> April 1-3, Las Vegas, NV <b>Plastics USA</b> March 4-6, Chicago, IL <b>Assembly Canada</b> March 26-27, Toronto, Canada	<b>ATX South &amp; AM Expo</b> March 19-20, Charlotte, NC <b>Westec</b> March 31-April 3, Los Angeles, CA <b>SAE World Congress</b> April 14-17, Detroit, MI	<b>Automatica—3rd International Trade Fair for Automation</b> June 10-13, Munich, Germany <b>Quality Expo Detroit</b> June 11-12, Detroit, MI	<b>Wire Processing Tech Expo</b> May 21-22, Milwaukee, WI <b>MD&amp;M/ATX East</b> June 3-5, New York, NY <b>The Vision Show</b> June 10-12, Boston, MA	<b>Advertise in BOTH the Buyers Guide and Company Profile in</b>

BUYERS GUIDE 5/16/2008	JULY 6/5/2008	AUGUST 7/7/2008	SEPTEMBER 8/5/2008	OCTOBER 9/5/2008	NOVEMBER 10/7/2008	DECEMBER 11/4/2008	
<b>ASSEMBLY Buyers Guide</b>	<b>Plastics Assembly</b>	<b>Automotive Assembly</b>	<b>Aerospace Assembly</b>	<b>Material Handling</b>	<b>Assembly Plant of the Year Report</b>	<b>Capital Equipment Spending Report</b>	
<ul style="list-style-type: none"> <li>• Creating and Justifying Capital Equipment Budgets</li> <li>• Trade Associations and Professional Societies</li> <li>• Trade Shows and Conferences</li> <li>• Assembly Glossary</li> <li>• Product Directory</li> <li>• Supplier Directory</li> </ul>	<ul style="list-style-type: none"> <li>• Adhesives</li> <li>• Power Tools</li> <li>• Medical Device Assembly</li> </ul>	<ul style="list-style-type: none"> <li>• Automated Assembly</li> <li>• Welding</li> <li>• Motion Control</li> </ul> <p><b>ASSEMBLY TECHNOLOGY EXPO</b> <b>Pre-Show Issue</b></p>	<ul style="list-style-type: none"> <li>• Flexible Assembly</li> <li>• Robots</li> <li>• Riveting</li> </ul> <p><b>ASSEMBLY TECHNOLOGY EXPO</b> <b>Show Issue</b></p>	<ul style="list-style-type: none"> <li>• Robot End Effectors</li> <li>• Vision Systems</li> <li>• Electronics Assembly</li> </ul>	<ul style="list-style-type: none"> <li>• Torque Control</li> <li>• Parts Marking</li> <li>• Assembly Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Leak Testing</li> <li>• Workstations</li> <li>• Dispensing</li> </ul> <p><b>ASSEMBLY TECHNOLOGY EXPO</b> <b>Post-Show Issue</b></p>	
<b>2008 Buyers Guide</b>  Free link from ASSEMBLY Online to your website for every advertiser in the Buyers Guide	State of the Profession Report General Motors Supplement  <b>Lead ADvantage</b>	<p><b>ASSEMBLY China Edition Triple-Play Show Package*</b> (ATEXpo Exhibitors Only)</p>	<p><b>Triple-Play Show Package*</b> (ATEXpo Exhibitors Only)</p>	<p><b>The Top 50 Report and FREE Direct Mailer</b></p> <p><b>Lead ADvantage</b></p>	<p><b>ASSEMBLY China Edition</b></p>	<p><b>Triple-Play Show Package*</b> (ATEXpo Exhibitors Only)</p>	
	<b>*FREE ad in ATEXpo Show Directory when you advertise in all triple-play issues: Aug., Sept., &amp; Dec.</b>						
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Dispensing Screwdriving Automated Assembly	Inspection Conveyors PCB Assembly	Machine Vision Wire Processing Dispensing	Automated Assembly Dispensing Modular Structural Profiles	Fastening Adhesives Leak Testing	Soldering Presses Assembly Machines	
	Fasteners Workstations Bar Coding	Assembly Machines Soldering Adhesives	Welding Conveyors Sensors	Power Tools Ultrasonics Sensors	Riveting Packaging Motion Control	Parts Feeding Fasteners Wire Processing	
Product Review	E-Cards	Assembly Tech Expo Official Show Directory (ATEXpo Exhibitors Only)	Corporate Connectors	Product Review	E-Cards <b>View From the Top</b>		
Bonus distribution at all major trade shows	IMTS Sept. 8-13, Chicago, IL	Assembly Technology Expo, Quality Expo & National Manufacturing Week Sept. 25-27, Rosemont, IL	MD&M Minneapolis Oct. 25-26, Minneapolis, MN SAE Commercial Vehicle Engineering Conference & Exhibition Oct. 30-Nov. 1, Rosemont, IL				

# Integrate Your Media

ASSEMBLY introduces **Integrated Media Packages** in response to advertisers increased interest in print and electronic media.

COMPONENT	PLATINUM	GOLD	SILVER	BRONZE
Print	13x	12x	8-11x	4-7x
Premium Sponsorships				
Showroom Sponsorships				
E-Newsletter Sponsorships				
White Paper/Case Studies	✓	✓	✓	✓
Digital Edition	✓	✓		
Webinars	✓	✓	✓	
Blog	✓	✓	✓	✓
Video - ASSEMBLY TV	✓			
Premium Buyers Guide Listing	✓	✓	✓	✓
E-Card	✓			
Custom Media	✓	✓		

✓ Check marks indicate earned frequency discounts available. Check with your regional marketing manager for details.

**Increase your call to action by 40%  
with the use of one of our  
integrated media packages.\***

With over 265,000<sup>1</sup> visits annually, the **ASSEMBLY** w



## Premium Sponsorships

**\$8,995 net/\$10,345 gross**  
**Best Value! Most Exposure! One Great Price!**

- 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
- Industry website review link
- Product Review on site all year
- White Paper posting online for one year
- ASSEMBLY TV video for one year only \$1,000 net/\$1,150 gross added to package cost



## Showroom Sponsorships

**\$1,395 net/\$1,605 gross**

**Increase your online exposure with your own Showroom page.** Anytime ASSEMBLY online users click on a supplier company—whether from a banner ad, tile ad or editorial item—they are first directed to the supplier's listing page. Create a favorable first impression. Your Showroom includes a 100-word company profile, product description, special ad message, logo and link to your website.



## E-Newsletters

**Latest in Assembly News - Delivered to Your E-mail Box**

E-Newsletters offer marketers a very unique, timely, and effective promotional opportunity. Over 16,000 e-news subscribers<sup>2</sup> receive up-to-the-minute information on market conditions, technology developments and assembly practices. Engineers will learn what their competition is up to and how to advance their education and their careers.

Exclusive Sponsorship.....	\$1,650 net/\$1,900 gross per email
Premier Product Feature.....	\$1,090 net/\$1,250 gross
Product Spotlights.....	\$825 net/\$950 gross



## White Paper/Case Study

**\$399 net/\$460 gross each**

This library of information, organized by topic, is crawled by our Google-powered search engine, allowing searchers to find relevant information about particular products. Post your white paper for three months in this resource section to make it easy for users to find what they are looking for.

## Website is a great tool to drive traffic to your website.

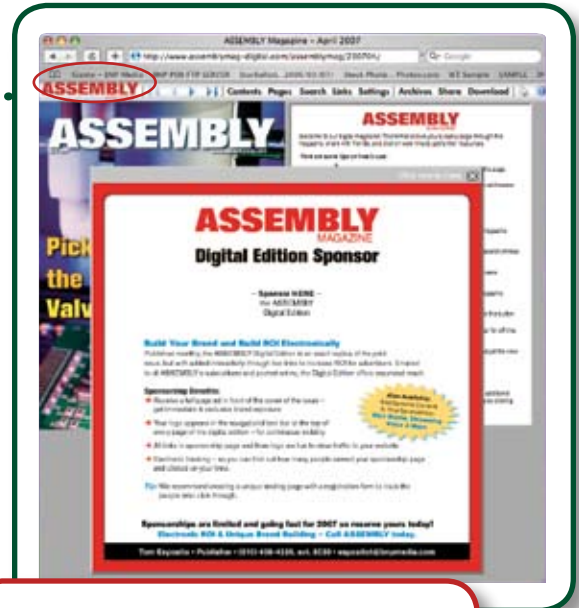
### Digital Edition

**\$1,000 net/\$1,150 gross per month**

Published every month, the ASSEMBLY Digital Edition is an exact replica of the print issue, but with added interactivity through live links to increase ROI for advertisers. E-mailed to over 23,000 e-subscribers<sup>2</sup> and posted online, the Digital Edition offers expanded reach.

### Sponsorship Benefits:

- Receive a pop-up ad on top of the issue's front cover – get immediate & exclusive brand exposure
- Your logo appears at the top of every page of the digital edition – for continuous visibility
- All links in sponsorship page and from logo are live to drive traffic to your website
- Electronic tracking – so you can find out how many people viewed your sponsorship page and clicked on your links.



### Webinars

**Single Sponsorships: \$1,000 net/\$1,150 gross each**

**Exclusive Sponsorship: \$4,000 net/\$4,600 gross each**

These live or recorded events online let you demonstrate your products to a targeted audience. We provide you with exclusive leads, full-page ad in ASSEMBLY, e-newsletter and website promotion, e-mail blast to subscribers, and branding during the entire event, giving you a great return on your investment. Up to four single sponsors or one exclusive sponsor per event.



### Blog

**\$490 net/\$575 gross each**

The ASSEMBLY editorial staff and subscribers both have an opportunity to comment on the latest in assembly and manufacturing. We welcome feedback from engineers, designers, operators, managers or anybody else with something valuable to say about the business of assembly. Anyone can read the postings on our blog site. But, to post a comment of your own, you will need to register – it's FREE! Sponsorships include a tile ad for three months. *Special rates for trade show blogs.* Contact your sales manager for details.



### Video – ASSEMBLY TV

**\$999 net/\$1,150 for 3 months**

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



<sup>1</sup>Net Tracker Data, June 2007. <sup>2</sup>Publisher's Own Data, June 2007.

# Display Advertising Rates

BLACK & WHITE DISPLAY RATES		Bronze	Silver	Gold	Platinum	Diamond
Frequency	1X	4-7X	8-11X	12X	13X	20X
Full Page.....	\$8,060	\$6,820	\$5,750	\$4,780	\$4,570	\$4,480
2/3 Page.....	\$6,470	\$5,400	\$4,600	\$3,800	\$3,630	\$3,570
1/2 Page Island.....	\$6,040	\$5,050	\$4,250	\$3,530	\$3,370	\$3,310
1/2 Page.....	\$4,460	\$3,940	\$3,150	\$2,590	\$2,480	\$2,430
1/3 Page.....	\$3,440	\$2,860	\$2,430	\$2,010	\$1,920	\$1,880
1/4 Page.....	\$2,500	\$2,070	\$1,760	\$1,440	\$1,380	\$1,350

COLOR RATES (No charge for bleed)	
Full page, per page.....	\$ 1,495
1/2-page or smaller.....	\$990

*All rates effective January 2008, issued September 2007.*

**For custom insert rates, contact your regional marketing manager.**



**COVER RATES** – Non-cancelable. All covers at earned black and white rate plus premium and color charge.

- 2nd Cover .....15% premium
- 3rd Cover .....10% premium
- 4th Cover.....20% premium

**SPECIAL POSITION RATES** – Positions specified by advertiser or agency are 10% above black-and-white earned rate.

**COMBINATION RATES** – Advertisers in ASSEMBLY may combine space in other BNP Media publications to earn Power Pak discounts (20X maximum frequency).

**AGENCY COMMISSION** – 15% of gross billing is allowed to recognized agencies on space, color, and position. Back-up charges, printing of inserts, and binding charges are non-commissionable.

**Bleed and Insert Sizes:**

Full page bleed size.....	8.125" x 10.75"
Spread bleed.....	16.25" x 10.75"
Full page insert.....	8.125" x 10.75"
Spread insert size.....	16.25" x 10.75"

**Printing Specifications**

- Binding: Perfect bound
- Printing: Heat-set web-fed offset
- Paper: 80 lb. cover, 45 lb. text
- Screen: 150 line screen recommended for all color negatives

Advertising Unit Sizes (inches)					
Space Unit	Vertical		Horizontal		
	Width	Depth	Width	X	Depth
Spread	–	–	15"	X	10"
1 Page	7"	X 10"	–	–	–
2/3 Page	4.563"	X 9.75"	–	–	–
1/2 Page	3.375"	X 9.75"	7"	X	4.75"
1/2 Island	4.563"	X 7.375"	–	–	–
1/3 Page	2.188"	X 9.75"	7"	X	3"
1/3 Square	–	–	4.563"	X	4.75"
1/4 Page	3.375"	X 4.75"	7"	X	2.25"

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

**Digital Ad Requirements**

**Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions)

**Preferred File formats:** InDesign CS2 or earlier, Quark 6.5 or earlier, Photoshop and Illustrator CS2 or earlier, files accepted, PDF's are accepted, but must contain high resolution images and be font embedded. Please visit [www.bnpmmedia.com/digitalspecs](http://www.bnpmmedia.com/digitalspecs) for correct distiller settings.

**Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

**Colors:** All colors used should be CMYK, unless a spot color has been purchased.

**Electronic Submission:** CDs are accepted. Upload files to ASSEMBLY's FTP site at <http://upload.bnpmmedia.com>. All artwork (photography, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad size:** Crop marks for full page ads should be a trim size [7 7/8" x 10 1/2"]. Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match sizes published in media kit.

**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.

**SEND YOUR AD MATERIALS TO:**

**Lisa Webb**  
 57283 Silver Maple Dr., Washington, MI 48094  
[webbl@bnpmmedia.com](mailto:webbl@bnpmmedia.com)  
 (586) 677-9805

## Product Reviews

Do you have a product or service you'd like to highlight? Here is your chance to showcase yours! These 1/6 page ads include your company name, 50-word description, website URL, and 4-color photo.

**Extra Bonus:** Your Product Review will be placed on ASSEMBLY's website, including a hyperlink to your website, at no additional charge.

### Issue Closing Dates

February .....January 7  
 April .....March 5  
 July .....June 5  
 November .....October 7

### Rates Net/Gross Per Ad

1X .....\$695/\$817  
 4X .....\$599/\$705



## Classified Advertising

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†.

Frequency	1X	3X	6X	9X	12X	18X	24X
Rates (per column inch)	\$175	\$170	\$165	\$160	\$140	\$130	\$120

**Color:** Add \$85

**Blind Box Number:** Add \$30

Frequency calculated on the total number of insertions run within a 12-month period.

### Specifications:

Trim Size of Page: 7.875" x 10.5"  
 One Column: 2.125" wide  
 Two Columns: 4.5" wide  
 Three Columns: 7" wide

### Preferred File Formats:

High resolution PDF's are preferred, with all fonts embedded. InDesign, Quark, Photoshop and Illustrator accepted. Macintosh preferred. IBM-compatible accepted, fonts will be replaced by Mac versions.



†Classified ads are accepted at the discretion of the publisher and are limited to the categories listed.

## Corporate Connectors

Direct influential product assembly professionals to your website with these cost-effective 1/6 page, 4-color ads, in print and posted online. Send us a 40-word company description and web URL, and we'll do the rest.

### Issue Closing Dates

January .....December 3  
 June .....May 5  
 October .....September 5

### Rates Net/Gross Per Ad

1X .....\$695/\$817  
 3X .....\$650/\$750



## E-Cards

Introduce a new product, test a new market, promote your new catalog, spotlight a new feature or benefit, generate low-cost, high-quality leads and more. Your postcard will be posted online at assemblymag.com, distributed to our e-subscribers, plus bound into the issue. If you combine a postcard with a display ad, potential buyers will be able to fill out your card quickly and conveniently, making the response instantaneous.



### Issue Closing Dates

March .....February 5  
 August .....July 7  
 December .....November 4

### Black & White Rates (agency commissionable):

Frequency	Net/Gross Per Ad
1X	\$1607/\$1890
3X	\$1547/\$1820

### Color Rates

Standard 4-color, per card	\$400
Matched color, per card	\$510
4-color, line art only, per card	\$980

### Mechanical Requirements

Trim size 3.5" x 5.25". Keep essential matter .25" inside trim edges. Digital files only.

**ORDER YOUR RESPONSE BOOSTER PACKAGE!**

Melanie Kuchma at: (610) 436-4220 ext 8516  
 or kuchmam@bnpmmedia.com

## Buyers Can Find You in Multiple Ways

**Your #1 resource for IMPACTING purchasing decisions in the \$10 billion assembly market.**

The ASSEMBLY Buyers Guide places your product front and center with crucial buying influences in the assembly market. Now buyers can find you in more ways than one - in Print and Online. Make it easy for prospects and customers to find you by showcasing your products in the ASSEMBLY Buyers Guide.

- Reach over 60,000 Assembly Professionals at Manufacturing Facilities.\*
- Proven Buying Influence – ASSEMBLY audits buying influence so you know you are reaching buyers/specifiers in the industry.\*
- Year-Long Shelf Life – Buyers keep and use the ASSEMBLY Buyers Guide for reference to find suppliers all year long.
- The **ONLY** Buyers Guide Serving the \$10 Billion Assembly Market.

### In Print

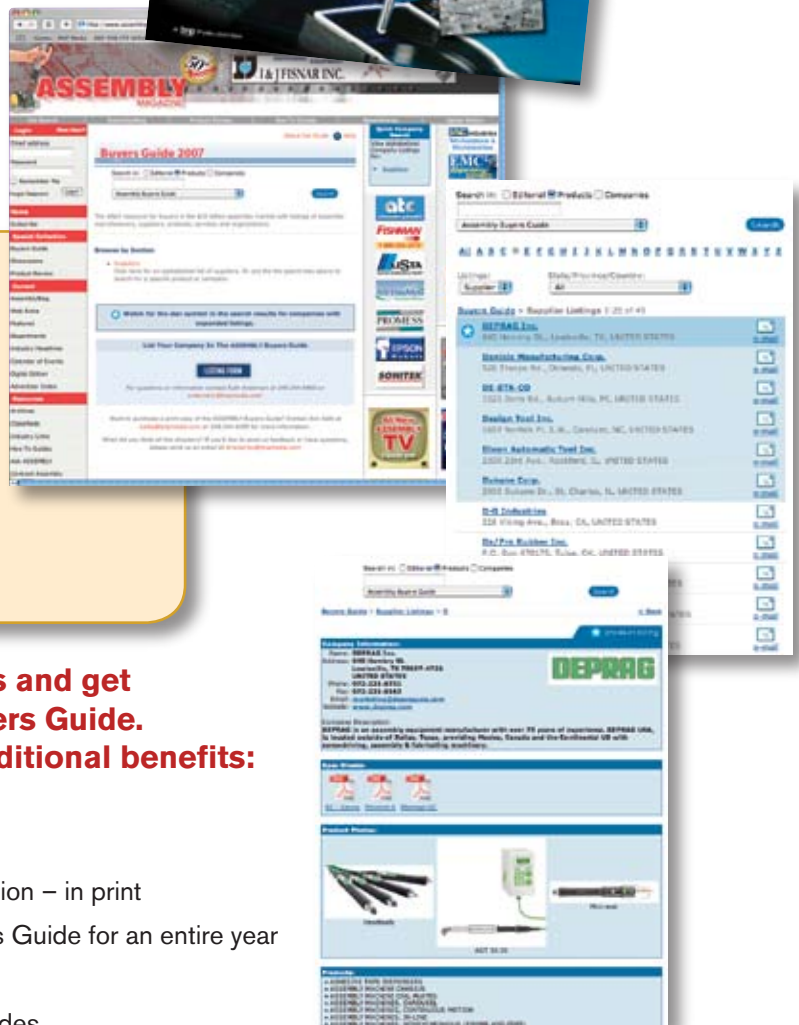
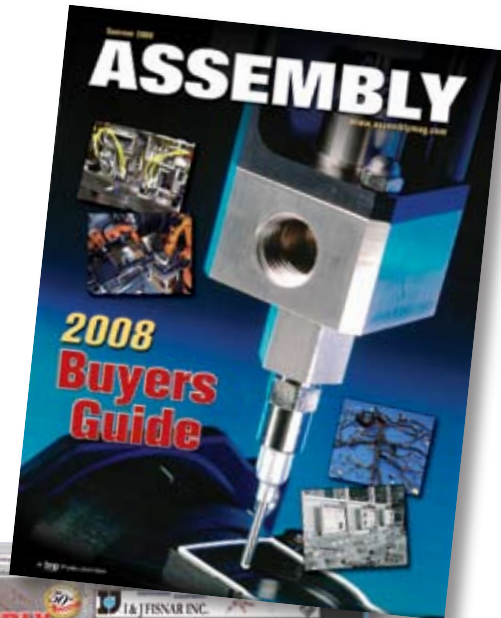
#### Searchable Sections:

- Product Index
- Product Category Listings
- Supplier Sourcebook
- Trade Associations & Professional Societies
- Calendar of Trade Shows & Conferences
- Glossary of Assembly Terminology

### Online

#### www.assemblymag.com/buyersguide

- Automatically tied to BNP Media search on ASSEMBLY and all BNP Media websites.
- Premium packages offer preferred placement in search results with a star designation.
- Features clear, concise, company detail page.



**Place an ad in the June & Buyers Guide issues and get a FREE 1/2 page Company Profile in the Buyers Guide. All Buyers Guide advertisers receive these additional benefits:**

- Unlimited Product listings – in print and online
- 35-word Company Description – online
- Phone Listings in bold with an → in the Product Listing Section – in print
- HOT LINK driving traffic to your website in the online Buyers Guide for an entire year
- Boldface Listings in the Supplier Listing Section – in print
- BIG Discounts on Logo Enhancements and Package Upgrades
- Bonus Distribution at all Major Tradeshows

\*December 2007 BPA Circulation Statement.

## **ASSEMBLY** **TECHNOLOGY EXPO**

September 23-25, 2008  
Rosemont, IL

**Assembly Technology Expo is the largest assembly event of the year!**

Exhibiting gives you the opportunity to demonstrate and describe the merits of your products in person to qualified buyers.

### **Drive Traffic to Your ATEXpo Booth with an Ad in ASSEMBLY**

Pre-sell your company and products to show attendees by placing your ad in September. Distributed to over 60,000 subscribers\* at the beginning of September – potential buyers will see your products prior to the show giving you the ability to make their must-see list.

Plus, your ad will be distributed from multiple locations at the show – **FREE**.

### **ATEXpo Official Show Directory**

Double your exposure by getting the same-size ad in the ATEXpo Official Show Directory. The only way to be in the ATEXpo Official Show Directory is through ASSEMBLY Magazine. This guide is the road map to the show, making it an essential buy.

**Only 20% of your September gross ad cost**



### **ASSEMBLY's ATEXpo Triple-Play Show Package**

Exhibit at ATEXpo and advertise in the August, September, and December issues of ASSEMBLY to receive this package **for FREE**.

#### **1st – Print**

Place your ad in the ATEXpo Show Directory and ASSEMBLY's August, September, and December issues.

#### **2nd – Online**

Your company name and hyperlink to your website will be included in ASSEMBLY's August and September e-newsletters, plus posted online at assemblymag.com's "See these Exhibitors at ATEXpo" webpage

#### **3rd – Direct Mail**

Invite potential customers to stop by your booth with a preshow mailing. You will receive 1,000 direct-mail names to promote your products.

## **Custom Media – Single Source Solutions**

BNP Custom Media has integrated its custom services with ASSEMBLY to create products and resources that lead the industries we serve. We can deliver editorial content from you to your target audience via print, electronic media or live events. Contact Steve Beyer at (630) 699-7625 or beyers@bnpmedia.com for more information.

## **clearseasresearch.com**

Dedicated to providing results-oriented market research and insightful analyses to our clients with a focus on understanding their business and offering exceptional customer service.



**ASSEMBLY**  
MAGAZINE

[www.assemblymag.com](http://www.assemblymag.com)

# ASSEMBLY MAGAZINE

The Only Magazine that Serves  
the \$10 Billion Assembly Market

## Corporate Offices



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www.bnpmedia.com



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HENDERSON

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www.assemblymag.com