

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
PRIMARY FEATURE	Medical Device Assembly	Alternative Energy Industry Report	Assembly Planbook	Defense Contractor Industry Report	Robots & Vision Systems	Appliance Assembly
Additional Features	<ul style="list-style-type: none"> • Riveting • Dispensing • Conveyors 	<ul style="list-style-type: none"> • Electronics Assembly • Screwdriving • Welding 	<ul style="list-style-type: none"> • Small Parts Assembly • Large Parts Assembly • Automate Now! 	<ul style="list-style-type: none"> • Wire Processing • Adhesives • Fasteners 	<ul style="list-style-type: none"> • Automated Assembly • Presses • Leak Testing 	<ul style="list-style-type: none"> • Power Tools • Plastics Assembly • Workstations
Web Exclusive Feature	Brazing	Vision Systems	Packaging	Motion Control	Sensors	Soldering
Technology Columns	<ul style="list-style-type: none"> • Automation Profiles • Parts Feeding • Quality in Assembly • Fastening • Lean Manufacturing 	<ul style="list-style-type: none"> • Automation Profiles • Parts Feeding • Quality in Assembly • Adhesives • Hegland on Assembly 	<ul style="list-style-type: none"> • Automation Profiles • Parts Feeding • Quality in Assembly • Automated Assembly • Lean Manufacturing 	<ul style="list-style-type: none"> • Automation Profiles • Parts Feeding • Quality in Assembly • Welding • Hegland on Assembly 	<ul style="list-style-type: none"> • Automation Profiles • Parts Feeding • Quality in Assembly • Fastening • Lean Manufacturing 	<ul style="list-style-type: none"> • Automation Profiles • Parts Feeding • Quality in Assembly • Adhesives • Hegland on Assembly
Assembly in Action	<ul style="list-style-type: none"> • Welding • Robots • Wire Processing 	<ul style="list-style-type: none"> • Riveting • Packaging • Motion Control 	<ul style="list-style-type: none"> • Dispensing • Plastics Assembly • Sensors 	<ul style="list-style-type: none"> • Vision Systems • Conveyors • Pneumatics 	<ul style="list-style-type: none"> • Workstations • Soldering • Adhesives 	<ul style="list-style-type: none"> • Fasteners • Conveyors • Auto ID
Assembly Products	<ul style="list-style-type: none"> • Soldering • Adhesives • Assembly Machines 	<ul style="list-style-type: none"> • Fasteners • Modular Framing • Leak Testing 	<ul style="list-style-type: none"> • Electronics Assembly • Screwdriving • Presses 	<ul style="list-style-type: none"> • Robots • Wire Processing • Power Tools 	<ul style="list-style-type: none"> • Welding • Conveyors • Dispensing 	<ul style="list-style-type: none"> • Process Monitoring • Vision Systems • Riveting
Special Issues		ASSEMBLY <i>China Edition</i>	HOW-TO GUIDE PCA Quarterly	Wire Processing Supplement	ASSEMBLY <i>China Edition</i>	PCA Quarterly
Marketing Opportunities & Extra Values	Buy 1 Ad, Get Another January Ad FREE	FREE Case History	2-pg spread in How-to Guide only \$3,000 net	Lead Advantage		Advertise in BOTH the Buyers Guide and Company Profile
Additional Marketing Tools	E-Newsletters E-Inserts	E-Newsletters Product Review	E-Newsletters	E-Newsletters E-Inserts	E-Newsletters Product Review	E-Newsletters
Bonus Distribution	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
ASSEMBLY Buyers Guide	State of the Profession Report	Medical Device Assembly	Aerospace Assembly	Assembly Plant of the Year	Automotive Assembly	Capital Equipment Spending Report
<ul style="list-style-type: none"> Shows and Conferences Trade Associations and Professional Societies 	<ul style="list-style-type: none"> Dispensing Screwdriving Robot End Effectors 	<ul style="list-style-type: none"> Riveting Motion Control Material Handling ASSEMBLY TECHNOLOGY EXPO Pre-Show Issue	<ul style="list-style-type: none"> Automated Assembly Adhesives Presses ASSEMBLY TECHNOLOGY EXPO Show Issue	<ul style="list-style-type: none"> The Assembly Top 50 Robots Fasteners 	<ul style="list-style-type: none"> Welding Vision Systems Torque Control 	Plastics Assembly Sensors Process Monitoring ASSEMBLY TECHNOLOGY EXPO Post-Show Issue
2010 Buyers Guide	Electronics Assembly	Assembly Software	Parts Marking	Workstations	Wire Processing	Conveyors
	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Automated Assembly Lean Manufacturing 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Welding Hegland on Assembly 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Fastening Lean Manufacturing 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Adhesives Hegland on Assembly 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Automated Assembly Lean Manufacturing 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Welding Hegland on Assembly
	<ul style="list-style-type: none"> Adhesives Leak Testing Motion Control 	<ul style="list-style-type: none"> Power Tools Robots Modular Framing 	<ul style="list-style-type: none"> Plastics Assembly Sensors Soldering 	<ul style="list-style-type: none"> Presses Motion Control Plastics Assembly 	<ul style="list-style-type: none"> Conveyors Dispensing Test Equipment 	<ul style="list-style-type: none"> Soldering Vision Systems Fasteners
	<ul style="list-style-type: none"> Sensors Fasteners Conveyors 	<ul style="list-style-type: none"> Workstations Plastics Assembly Dispensing 	<ul style="list-style-type: none"> Conveyors Vision Systems Packaging 	<ul style="list-style-type: none"> Welding Assembly Machines Electronics Assembly 	<ul style="list-style-type: none"> Brazing Robots Presses 	<ul style="list-style-type: none"> Wire Processing Adhesives Power Tools
			ASSEMBLY China Edition Wire Processing Supplement	PCA Quarterly	Wire Processing Supplement	ASSEMBLY China Edition
With the June issue and get a FREE 1/2 page ad in the Buyers Guide	Lead Advantage FREE Case History			Lead Advantage FREE Direct Mailer	FREE Case History	
*FREE ad in ATE Expo Show Directory when you advertise in all triple-play issues: Aug., Sept., & Dec.						
Free link from ASSEMBLY Online to your web site for every advertiser in the Buyers guide	E-Newsletters Product Review	E-Newsletters E-Inserts	E-Newsletters ASSEMBLY TECHNOLOGY EXPO Show Directory	E-Newsletters E-Inserts	E-Newsletters Product Review	E-Newsletters
	China Assembly Forum July 2010 Beijing, China	IMTS Sept. 13 – 18 Chicago	ATEXPO Sept. 28 – 30 Rosemont, IL	SAE Commercial Vehicle Exhibition Oct. 12 – 14 Rosemont, IL MD&M Minneapolis Oct. 13 – 14 Minneapolis	FABTECH International Nov. 2 – 4 Atlanta, GA	