

www.assemblymag.com

# ASSEMBLY

*Serving the \$10 Billion Assembly Market*

## 2011 Integrated Media Planner

*We cover it all:*

- *Aerospace*
- *Appliance*
- *Automotive*
- *Medical*
- *New Energy*
- *Electronic*

*And more...*

Print • Online • Digital Edition • Custom • Events

# PUBLISHER AND EDITOR MESSAGES

## Message from the Publisher

All indicators suggest business conditions for the assembly market are improving with 2010 as a transition year, and most economists anticipating a solid recovery in 2011.

Assembly line decision makers everywhere are ramping up to meet the demand for increased output and that means real opportunity for product marketers of assembly products and services.

We at ASSEMBLY stand ready to help you succeed in getting your company's message of quality and reliability out to the greatest concentration of buying power ever brought together in the assembly market. With over 56,000 audited subscribers\* and more than 13,900 unique browsers\*\* visiting our website monthly, along with a full menu of e-media products including e-newsletters, blogs, podcasts, videos, Webinars, white paper postings, custom publishing services, The ASSEMBLY Summit Conference, and the new Virtual Trade Show, we provide you a complete line of select media options to carry your message cost-effectively to the assembly market's key decision makers.

This media kit is 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/communications effort.

In fact, the entire staff at ASSEMBLY stands 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

In every industry covered by ASSEMBLY, manufacturers are emerging from the recession and reinvesting in their plants.

In Indiana, Chrysler is investing \$300 million to upgrade its transmission plant. In South Carolina, Boeing is constructing a factory to assemble the 787. In Michigan, Terumo has opened a state-of-the-art facility to make heart implants. In Florida, Lighting Science is spending \$19 million to build an assembly plant for energy-efficient lighting. In Kentucky, GE installed a new line to assemble water heaters—a product it previously made in China. In Texas, China's largest manufacturer of wind turbines is building its first U.S. factory. In Illinois, Caterpillar is spending \$700 million on assembly lines for mining and construction equipment.

Such investment will continue in 2011. According to the U.S. Bureau of Economic Analysis, corporations are sitting on \$1.5 trillion in cash—a record. That cash will be spent on automated assembly systems, screwdrivers, robots, workstations and other assembly technology.

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 missed some sales. What's more, you missed an opportunity to educate 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



### Coming Soon to ASSEMBLY

- Virtual Trade Show in May
- Redesign of ASSEMBLYmag.com and Showrooms
- Digital Edition Rich Media Options
- Additional Issue for Case Histories

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## 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
- Bar Code 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
- PCB 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 2010.



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

- 40,439 companies with assembly operations
- Facilities that buy assembly equipment and tools
- Facilities that design and build their own assembly systems as well as thousands of systems builders/integrators
- Integrators who design and build assembly systems and services
- 11,634 companies that build in-house assembly systems/machines

# Qualified Circulation\*

**“I want ASSEMBLY!” 98.8% of the 56,105 qualified subscribers receive **ASSEMBLY** by direct request!**

## Five Market Coverage\*\*

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

Automotive.....	17,016
Aerospace .....	12,186
Appliance .....	10,497
Electronics.....	14,681
Medical.....	11,584

**ASSEMBLY covers product assembly in ALL sectors of manufacturing!**

## Subscriber Functions\*

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

Corporate Management .....	14,869
Design Management.....	2,556
Design Engineering.....	9,936
Manufacturing Management.....	14,029
Manufacturing Engineering.....	12,881
Purchasing.....	1,834

**ASSEMBLY's pinned down a solid ROI for you.**

## U.S. OEM Manufacturing Sectors\*

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

Wood Product & Furniture Related Product Mfg. ....	823
Plastics & Rubber Products Mfg.....	3,123
Primary Metal Mfg.....	1,662
Fabricated Metal Product .....	11,774
Machinery Mfg. ....	10,000
Computer & Electronic Product Mfg.....	7,122
Electrical Equipment, Appliance & Component Mfg. ....	5,271
Transportation Equipment Mfg.....	8,099
Engineering and/or Consulting.....	1,564
Misc Mfg. ....	4,243
Research & Development .....	630
Contract Manufacturing.....	1,188
Systems Integration .....	245
Energy Product Mfg.....	361

## 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 2010 BPA Worldwide Circulation Statement. \*\*Publisher's Own Data, June 2010.

The total number of responses exceeds the number of qualified subscribers because respondents may select multiple responses to the industry question.

# BUYING INFLUENCE AND EDITORIAL EXCELLENCE

**ASSEMBLY** 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	22,467
Assembly Workstations, Benches, Seating and Lighting	25,425
Automated Assembly Machines and Systems	21,739
Bar Code Systems, Printers and Readers	15,675
Contract Assembly Services	14,570
Conveyors and Materials/Parts/Handling Equipment	21,049
Data Acquisition Equipment and Instrumentation	18,399
Fasteners and Precision Formed Parts	23,518
Machine Vision Systems and Noncontact Sensors	16,520
Motion Control, Positioning and Indexing Equipment	16,348
Packaging Equipment	16,680
PCB Assembly Equipment	10,164
Power and Hand Tools Production	26,801
Production Equipment, Presses, Forming and Threading Machines	24,800
Robots, End Effectors and Pick-and-Place Machines	14,962
Test and Inspection Equipment	26,932
Welding/Brazing/Soldering Equipment and Supplies	21,514
Wire Processing and Terminating Machines	10,305

**ASSEMBLY's 56,105\*\* industry professionals are the voice of the assembly market.\***

\*Publisher's Own Data, June 2010. This is an analysis of 45,051 or 80.3% 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 2010 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.

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### 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.

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### JIM CAMILLO

Jim Camillo is Senior Editor of ASSEMBLY and has nearly 25 years of editorial experience. Before joining ASSEMBLY, Camillo was the editor of *PM Engineer* and *Milling Journal*. Jim has an English degree from DePaul University.

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# ASSEMBLY 2011 EDITORIAL CALENDAR

ISSUE: AD CLOSE:	JANUARY 12/3/2010	FEBRUARY 1/7/2011	MARCH 2/4/2011	APRIL 3/4/2011	MAY 4/6/2011	JUNE 5/5/2011
<b>PRIMARY FEATURE</b>	<b>Medical Device Assembly</b>	<b>Robotics</b>	<b>Assembly Planbook</b>	<b>Automotive Assembly</b>	<b>Alternative Energy Industry Report</b>	<b>Appliance Assembly</b>
<b>Additional Features</b>	<ul style="list-style-type: none"> <li>• Riveting</li> <li>• Dispensing</li> <li>• Vision Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Conveyors</li> <li>• Screwdriving</li> <li>• Welding</li> </ul>	<ul style="list-style-type: none"> <li>• Green Manufacturing</li> <li>• DFMA</li> <li>• High-Mix Assembly</li> </ul>	<ul style="list-style-type: none"> <li>• Sensors</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>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> </ul>	<ul style="list-style-type: none"> <li>• Automation Profiles</li> <li>• Parts Feeding</li> <li>• Quality in Assembly</li> <li>• Adhesives</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>• Automated Assembly</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>• Lean Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>• Automation Profiles</li> <li>• Parts Feeding</li> <li>• Quality in Assembly</li> <li>• Fastening</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>• Lean Manufacturing</li> </ul>
<b>Assembly in Action</b>	<ul style="list-style-type: none"> <li>• Welding</li> <li>• Robots</li> <li>• Motion Control</li> </ul>	<ul style="list-style-type: none"> <li>• Riveting</li> <li>• Curing Systems</li> <li>• Wire Processing</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>• Workstations</li> <li>• Conveyors</li> <li>• Pneumatics</li> </ul>	<ul style="list-style-type: none"> <li>• Vision Systems</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>• Adhesives</li> <li>• Screwdriving</li> <li>• Presses</li> </ul>	<ul style="list-style-type: none"> <li>• Robotics</li> <li>• Conveyors</li> <li>• Power Tools</li> </ul>	<ul style="list-style-type: none"> <li>• Welding</li> <li>• Wire Processing</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>Wire Processing Supplement</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>		<b>FREE Case History</b>	2-pg spread in How-to Guide only \$3,000 net	<b>Lead Advantage</b>	<b>FREE Case History</b> 	
<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>	<b>Robotics, Vision and Motion Control Forums</b> January 19-21 Orlando, FL <b>MD&amp;M / ATX West</b> Feb. 8-10 Anaheim, CA		<b>ATX South</b> March 16-17 Orlando, FL <b>Automate</b> March 21-24 Chicago	<b>SAE World Congress</b> April 12-14 Detroit <b>IPC APEX</b> April 12-14 Las Vegas	<b>Wire Processing Show</b> May 18-19 Milwaukee	<b>ATX Canada</b> June 21-23 Toronto <b>ATX East</b> June 7-9 New York, NY

BUYERS GUIDE 5/17/2011	JULY 6/3/2011	AUGUST 7/6/2011	SEPTEMBER 8/4/2011	OCTOBER 9/6/2011	NOVEMBER 10/6/2011	DECEMBER 11/4/2011	
<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>Defense Contractor Industry Report</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>	<ul style="list-style-type: none"> <li>Automated Assembly</li> <li>Adhesives</li> <li>Presses</li> </ul>	<ul style="list-style-type: none"> <li>Welding</li> <li>Robotics</li> <li>Fasteners</li> </ul>	<ul style="list-style-type: none"> <li>The Assembly Top 50</li> <li>Vision Systems</li> <li>Torque Control</li> </ul>	<ul style="list-style-type: none"> <li>Plastics Assembly</li> <li>Sensors</li> <li>Process Monitoring</li> </ul>	
<b>2011 Buyers Guide</b>	<ul style="list-style-type: none"> <li>Automation Profiles</li> <li>Parts Feeding</li> <li>Quality in Assembly</li> <li>Automated Assembly</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>Lean Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>Automation Profiles</li> <li>Parts Feeding</li> <li>Quality in Assembly</li> <li>Fastening</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>Lean Manufacturing</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> </ul>	<ul style="list-style-type: none"> <li>Automation Profiles</li> <li>Parts Feeding</li> <li>Quality in Assembly</li> <li>Welding</li> <li>Lean Manufacturing</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>Wire Processing</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>Soldering</li> </ul>	<ul style="list-style-type: none"> <li>Welding</li> <li>Assembly Machines</li> <li>Curing Systems</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>Wire Processing Supplement</b>	<b>ASSEMBLY &amp; AUTOMATION TECHNOLOGY EXPO</b> <b>Pre-Show Issue</b> <b>ASSEMBLY China Edition</b>		<b>ASSEMBLY &amp; AUTOMATION TECHNOLOGY EXPO</b> <b>Show Issue</b> <b>PCA Quarterly</b>		<b>Wire Processing Supplement</b>	<b>ASSEMBLY China Edition</b> <b>PCA Quarterly</b>
	<b>Lead Advantage</b> <b>FREE Case History</b>	Free ad in the AATExpo Show Directory when you advertise in both Double-Play Show issues. See page 10 for details.		<b>Lead Advantage</b>		<b>FREE Case History</b>	<b>FREE Looking Forward - 2012 Preview</b>
<b>Free link from ASSEMBLY Online to your web site for every advertiser in the Buyers guide</b>	E-Newsletters E-Inserts	E-Newsletters Product Review	E-Newsletters <b>ASSEMBLY &amp; AUTOMATION TECHNOLOGY EXPO</b> <b>Show Directory</b>	E-Newsletters Product Review	E-Newsletters E-Inserts	E-Newsletters	
			<b>Assembly &amp; Automation Technology Expo</b> Sept. 20-22 Rosemont, IL  <b>SAE Commercial Vehicle Exhibition</b> Sept. 13-14 Rosemont, IL	<b>MD&amp;M Minneapolis</b> Nov. 2-3 Minneapolis	<b>FABTECH International</b> Nov. 13-16 Chicago		

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.



## ASSEMBLY pinpoints the best integrated media products to ensure you meet your marketing goals.

### Digital Edition

The ASSEMBLY Digital Edition is e-mailed to over 4,600\* manufacturing professionals and posted online to provide additional reach to prospects.

ASSEMBLY offers a wide variety of Digital Edition Rich Media options for you to choose from:

- Call Back Card
- Flash Animation
- Article Text View
- Blow-in Card
- Audio
- Belly Bands
- Index Tab
- Cover Sponsor
- Toolbar Button
- Margin Ads
- Business Reply Card
- Full Page Advertiser Links
- Video
- Gatefold & Barn Door

Contact your marketing manager to view examples of each of these options and receive rates.

### Video – ASSEMBLY TV

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

### White Paper

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

### Blog

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 alongside these comments for a full year.

### Custom E-newsletters

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

### ASSEMBLY Radio – Podcasts

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



### Webinars



Educate Customers, Build Brands and Generate Sales Opportunities

Since 2006, ASSEMBLY produced over 19 Webinars that generated an average of 416 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.

According to the American Business Media and Forrester Research, 75% of business decision-makers said they attended 3+ web-based events during the past 12 months.

### NEW! Virtual Trade Show



Virtual events are gatherings of people sharing a common environment on the web to create an interactive experience. Don't miss your opportunity to generate leads. Contact your marketing manager to learn more about the Virtual Trade Show coming in May.

\*BPA Circulation Statement, June 2010.

\*\*Publisher's Own Data, 2010.





## Premium Sponsorships **AD**

- 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

Note: Dimensions of online ads are subject to change.

## Showroom Sponsorships **AD**

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. Look for an expanded Showroom coming in 2011.

## E-Newsletters **AD**

- Exclusive Sponsorship
- Premier Product Feature
- Tile ad
- Banner ad
- Product Spotlights

**Latest in Assembly News Delivered to More Than 19,000 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.



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

## Wire Processing E-Newsletter

ASSEMBLY's monthly e-newsletter delivering technical editorial for assembling and testing wire harnesses. The Wire Processing E-Newsletter is distributed to 7,000\*\* opt-in subscribers monthly.

\*\*Publisher's Own Data, June 2010.

## Add a Mobile Tag to your Ad

*Make your print ad interactive!* How? We can add a mobile tag to your print ad. Subscribers will get instant access to your website on their smart phone by taking a snap shot of the mobile tag. Ask your sales rep for details and rates.



## Product Reviews

Showcase your product or service in this special section with 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.



\*4x Product Review advertisers receive 1 AD Point, but no discount is applied to the product.

## 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



## 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.

## Bonus Case History February, May, 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 (note: early ad close: 1/28/11)

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.

## Looking Forward – 2012 Preview December

Give a special preview of your upcoming products in 2012. Your preview will be a 1/2 page consisting of your 250 words and one image plus your company contact information. The preview is FREE if you place a 1/3 page ad or larger.

## Wire Processing Supplement January, April, July, October

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 quarterly to 11,371 ASSEMBLY subscribers who have purchasing influence for wire processing equipment.\*\* Rates start as low as \$819. Plus, our Wire Processing e-Newsletter has a monthly distribution of 7,000\*\* opt-in subscribers. Two great additions to ASSEMBLY and both at great prices!

## PCA Quarterly March, June, September, November

PCA Quarterly is a business and technical resource for the PCB ASSEMBLY sector. This supplement to *CircuitTree* and ASSEMBLY magazines reaches a powerful 23,600 qualified buyers of PCB products and equipment.\*\* Reach the on-the-go PCA readership with the PCB Direct e-Newsletter, reaching 7,000\*\* opt-in subscribers. Reserve your space to connect with the circuit assembly community.

## 2011 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.

## ASSEMBLY & AUTOMATION TECHNOLOGY EXPO

September 20 - 22, 2011 Rosemont, IL

### Drive Traffic to Your AATEXPO 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.

### AATEXPO Official Show Directory

Reach show attendees with an ad in the AATEXPO Show Directory, same size as your ad in September, for only 20% of your September ad gross cost!

### ASSEMBLY'S AATEXPO Double- Play Show Package

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

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

And receive:

- FREE Ad in the AATEXPO 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

NOTE: Double-Play Show Package for AATEXPO Exhibitors only.

\*June 2010 BPA Worldwide Circulation Statement. \*\*Publisher's own data.

## **AD** Pinpoint Multiple Products to Receive Discounts

Promote your marketing message in multiple ways - integrating your message by being in print, online and the digital edition is much more effective than a standalone ad. Plus, by adding multiple products to your program, you'll earn discounts through the ASSEMBLY Discount Program:

- Accumulate points by purchasing multiple products
- The more points you earn, the bigger discount you'll receive!



**ASSEMBLY DISCOUNT POINTS**

program offers you discounts when you choose multiple products for your advertising program. Accumulate more points to get more discounts!

## **AD** 2011 Discount Rate Structure (NET)

<b>PRINT* 4 color</b>	<b>Base Rate</b>	<b>5 Points 15% Discount</b>	<b>9 Points 25% Discount</b>	<b>14 Points 35% Discount</b>	<b>21 Points 40% Discount</b>
<b>Full Page</b>	\$8,689	\$7,386	\$6,517	\$5,647	\$5,214
<b>2/3-Page</b>	\$6,763	\$5,748	\$5,073	\$4,396	\$4,058
<b>1/2 Page Island</b>	\$6,370	\$5,414	\$4,777	\$4,141	\$3,821
<b>1/2-Page</b>	\$4,934	\$4,194	\$3,701	\$3,207	\$2,960
<b>1/3-Page</b>	\$4,001	\$3,400	\$3,000	\$2,601	\$2,400
<b>1/4-Page</b>	\$2,776	\$2,318	\$2,009	\$1,658	\$1,607

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

<b>ADDITIONAL PRODUCT RATES</b>	
<b>How-to Guide*</b>	\$3,000 each
<b>Product Reviews</b>	\$716 for 1x
<b>Product Reviews</b>	\$617 for 4x*

\*Receives 1 A.D. Point each but no additional discount is applied.

<b>CLASSIFIED ADS</b>	
<b>1x</b>	\$180
<b>3x</b>	\$175
<b>6x</b>	\$170
<b>9x</b>	\$165
<b>12x</b>	\$144
<b>18x</b>	\$134
<b>24x</b>	\$124

	<b>full-page</b>	<b>1/2-page</b>	<b>1/4-page</b>
<b>Wire Processing Supplement 1x</b>	\$1,952	\$1,231	\$922
<b>Wire Processing Supplement 3x</b>	\$1,849	\$1,128	\$819
<b>PCA Quarterly</b>	\$2,206	\$2,318	\$1,123

*Integrated Media Product Rates available by request.*

**Special Position Rates** – 10% premium

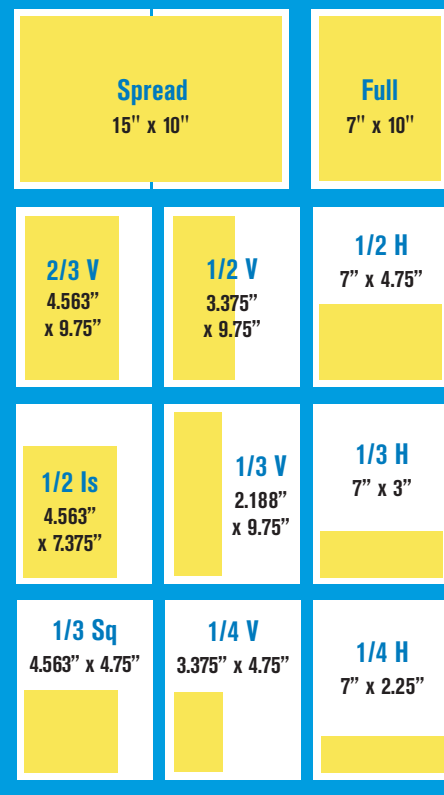
**Agency Commission** – Net rates already include a 15% agency discount.

**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".



<b>Spread</b> 15" x 10"	<b>Full</b> 7" x 10"
<b>2/3 V</b> 4.563" x 9.75"	<b>1/2 V</b> 3.375" x 9.75"
<b>1/2 H</b> 7" x 4.75"	
<b>1/2 Is</b> 4.563" x 7.375"	<b>1/3 V</b> 2.188" x 9.75"
<b>1/3 H</b> 7" x 3"	
<b>1/3 Sq</b> 4.563" x 4.75"	<b>1/4 V</b> 3.375" x 4.75"
<b>1/4 H</b> 7" x 2.25"	

**SEND YOUR AD MATERIALS TO:**

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

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

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