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ASSEMBLY

Serving the Multibillion Dollar Assembly Market

2012 INTEGRATED MEDIA PLANNER

automotive



aerospace



medical



electronics



new energy



appliance



ASSEMBLY – Everywhere Assembly Operations Are Taking Place

Print • Online • Digital Edition • Custom • Events • Special Issues

Message from the Publisher



Will 2012 be the breakout year for manufacturing and the assembly market?

A majority of economic forecasters are projecting continued expansion in manufacturing and assembly in 2012, and that should mean big opportunities for marketers of products and services to the assembly marketplace.

Assembly line decision makers will be challenged to meet this increased demand for their products, and they will be looking to their suppliers to help them assemble better, faster and cheaper.

Will they consider your product in this environment?

Our entire team at ASSEMBLY is ready to help you communicate your company's quality message to the greatest concentration of buying power ever brought together in the assembly market.

ASSEMBLY has over 56,000 audited subscribers,* and more than 14,100 unique browsers** visit our expanded Web site monthly. ASSEMBLY also offers a comprehensive menu of e-media products including e-newsletters, blogs, podcasts, videos, white papers, webinars, custom publishing services and now the industry's first virtual trade show: TECH ManufactureXPO. If you missed our 2011 event, you won't want to miss our expanded event next year, which is scheduled for May 2, 2012. In short, we now provide marketers a wide range of opportunities to reach our entire audience with an ad in our magazine, or a targeted sector of our audience through one of our e-media products.

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 and communication efforts.

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 period of opportunity.

Please call me directly at 610-436-4220 ext 8530. I look forward to helping you succeed in meeting your business growth goals and objectives using the power of the ASSEMBLY brand.

Cordially,

Tom Esposito
ASSEMBLY
Publisher

*June 2011 BPA Worldwide Circulation Statement. TQ = 56,114.
**BPA Interactive, average unique browsers for January 2011 – June 2011.

Message from the Editor



Like a bear emerging from its den after a long hibernation, U.S. manufacturing is back and better than ever.

Nationwide, manufacturers are pouring resources into new plants and equipment. GM is investing \$2 billion in U.S. factories, creating or preserving 4,000 jobs at 17 facilities in eight states. GE is spending \$600 million to construct the nation's largest solar panel assembly plant. Whirlpool is putting \$1 billion into its U.S. footprint, including a new assembly plant in Tennessee. Aerospace giant Embraer launched production at a new \$41 million aircraft assembly plant in Florida, while medical device manufacturer Unilife just opened a \$31 million assembly plant in Pennsylvania that will produce 400 million syringes annually.

Here's more good news: According to the Association for Manufacturing Technology, U.S. sales of machine tools totaled \$1.2 billion in the first quarter of 2011. That's a whopping 119 percent increase compared with the same period in 2010. If manufacturers are doubling their investment in equipment to make parts, they will surely need technology to assemble them. Indeed, according to our 16th annual State of the Profession Survey, 61 percent of ASSEMBLY's readers say their companies will devote more resources to assembly operations this year.

If you don't advertise in ASSEMBLY...if you don't send us a case history...if you aren't cited in our technical articles...if you aren't part of our webcasts or virtual trade show, you won't get a share of that money. What's more, you'll miss 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 and on-line. I look forward to working with you to serve the manufacturing community.

Sincerely,

John Sprovieri
ASSEMBLY Editor in Chief

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The Multibillion Dollar ASSEMBLY Market*:

- 40,732 companies with assembly operations
- Facilities that buy assembly equipment and tools
- Integrators who design and build assembly systems
- 15,003 companies that build in-house assembly machines and systems



ASSEMBLY Editorial Opportunities

Feature articles. Staff-written and contributed pieces on assembly technology, industry trends and manufacturing strategies.

Assembly in Action. Case histories explaining how specific manufacturers are using assembly technology to solve problems or improve processes.

Assembly Blog. Online reports and essays from ASSEMBLY editors and guest experts on robotics, ergonomics, assembly automation, electronics assembly, testing and inspection.

Assembly Innovations. In-depth profiles of truly revolutionary assembly technologies.

Assembly Lines. Breaking news related to manufacturing and product assembly.

Assembly Plant of the Year. Annual award given to an exemplary assembly plant. Nominate one of your customers!

Assembly Products. Short reports on new assembly technologies.

Automation Profiles. Detailed reports from systems integrators on specific multistation automated assembly systems.

Bonding Lines. Quarterly column devoted to adhesive bonding and dispensing.

Down the Line. Periodic reports on future technologies that might some day make an impact on the assembly line.

Fastening Threads. Quarterly column devoted to threaded fasteners and the tools for installing them.

Medical Device Assembly. Quarterly column devoted to trends and technologies related to medical device assembly.

Moving Forward. Short profiles of new or expanding assembly plants.

New & Noteworthy. Short reports on new assembly technologies of particular interest.

On Campus. Bimonthly report on assembly-related research being conducted at the nation's top engineering schools.

Quality in Assembly. Regular column dedicated to technologies and strategies for improving product quality.

Shipulski on Design. Bimonthly essay from a leading authority on lean manufacturing and product design.

Station to Station. Quarterly column devoted to trends in assembly automation.

We Fed It. Detailed reports on parts feeders for specific automated assembly systems.

Welding Beads. Quarterly column devoted to welding technology for plastic and metal parts.

Qualified Circulation*

“I want ASSEMBLY!” 97.4% of the 56,114 qualified subscribers receive **ASSEMBLY by direct request!**

Market Coverage**

ASSEMBLY offers coverage in all of these markets and more.

Automotive.....	18,329
Aerospace	13,878
Appliance.....	11,307
Electronics.....	16,458
Medical	13,156

Subscriber Functions*

Over half of ASSEMBLY subscribers have managerial functions.

Corporate Management	13,612
Design Management	2,913
Design Engineering.....	9,392
Manufacturing Management.....	11,416
Manufacturing Engineering.....	16,785
Purchasing.....	1,996

ASSEMBLY maximizes your reach for a solid ROI!

U.S. OEM

Manufacturing Sectors*

ASSEMBLY covers product assembly in all sectors of manufacturing.

Wood Product & Furniture Related Product Mfg.	729
Plastics & Rubber Products Mfg.....	3,179
Primary Metal Mfg.....	1,704
Fabricated Metal Product	13,600
Machinery Mfg.	9,009
Computer & Electronic Product Mfg.....	5,902
Electrical Equipment, Appliance & Component Mfg.	5,223
Transportation Equipment Mfg.....	7,023
Engineering and/or Consulting.....	1,832
Misc Mfg.	4,027
Research & Development	807
Contract Manufacturing.....	1,360
Systems Integration	522
Energy Industry Mfg.....	624

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 2011 BPA Worldwide Circulation Statement. **Publisher's Own Data, June 2011. 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, purchasing subscribers and manufacturing and corporate managers who recommend, specify and/or buy the products you sell:*

Number of subscribers who buy or specify

23,273 Adhesives, Tapes, Sealants and Dispensing Equipment

25,514 Assembly Workstations, Benches, Seating and Lighting

22,417 Automated Assembly Machines and Systems

16,011 Bar Code Systems, Printers and Readers

15,377 Contract Assembly Services

22,768 Conveyors and Materials/Parts/Handling Equipment

19,205 Data Acquisition Equipment and Instrumentation

24,631 Fasteners and Precision Formed Parts

17,353 Machine Vision Systems and Noncontact Sensors

16,712 Motion Control, Positioning and Indexing Equipment

17,092 Packaging Equipment

10,716 PCB Assembly Equipment

27,100 Power and Hand Tools Production

25,804 Production Equipment, Presses, Forming and Threading Machines

14,971 Robots, End Effectors and Pick-and-Place Machines

27,532 Test and Inspection Equipment

22,053 Welding/Brazing/Soldering Equipment and Supplies

10,935 Wire Processing and Terminating Machines

ASSEMBLY's 56,114 industry professionals are the voice of the assembly market.***

*Publisher's Own Data, June 2011. This is an analysis of 46,802 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. **June 2011 BPA Worldwide Circulation Statement.

ASSEMBLY EDITORS



JOHN SPROVIERI

John Sprovieri, Editor in Chief, 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



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



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. camilloj@bnpmedia.com

ASSEMBLY 2012 EDITORIAL CALENDAR

ISSUE: AD CLOSE:	JANUARY 12/5/2011	FEBRUARY 1/6/2012	MARCH 2/6/2012	APRIL 3/5/2012	MAY 4/6/2012	JUNE 5/7/2012
PRIMARY FEATURE	Medical Device Assembly	Robotics	Machinery Industry Report	Automotive Assembly	Energy Industry Report	Appliance Assembly
Additional Features	<ul style="list-style-type: none"> Riveting Dispensing Sensors 	<ul style="list-style-type: none"> Conveyors Screwdriving Welding 	<ul style="list-style-type: none"> Automated Assembly Test and Inspection Motion Control 	<ul style="list-style-type: none"> Vision Systems Adhesives Fasteners 	<ul style="list-style-type: none"> Presses Material Handling Leak Testing 	<ul style="list-style-type: none"> Power Tools Plastics Assembly Workstations
Technology Columns	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Fastening On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Adhesives Shipulski on Design 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Medical Device Assembly Automated Assembly On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Welding Shipulski on Design 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Fastening On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Medical Device Assembly Adhesives Shipulski on Design
Assembly in Action	<ul style="list-style-type: none"> Welding Robots Motion Control 	<ul style="list-style-type: none"> Riveting Curing Systems Wire Processing 	<ul style="list-style-type: none"> Dispensing Plastics Assembly Sensors 	<ul style="list-style-type: none"> Workstations Conveyors Pneumatics 	<ul style="list-style-type: none"> Vision Systems 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"> Adhesives Screwdriving Presses 	<ul style="list-style-type: none"> Robotics Riveting Power Tools 	<ul style="list-style-type: none"> Welding Conveyors Dispensing 	<ul style="list-style-type: none"> Process Monitoring Vision Systems Wire Processing
Special Issues and Events	Wire Processing Supplement	ASSEMBLY China Edition	HOW-TO GUIDE AD CLOSE: 1/27/2012	Wire Processing Supplement	ASSEMBLY China Edition May 2	ASSEMBLY & AUTOMATION TECHNOLOGY EXPO Show Directory
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 FREE Case History	FREE Get to Know Us!	Advertise in BOTH the Buyers Guide and Company Profile
E-Newsletters	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Screwdriving 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Dispensing 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Metal & Plastic Welding 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Automated Assembly 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Adhesives 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Presses
Additional Marketing Tools	E-Inserts	Product Review Webinar: Medical	Medical Observation	E-Inserts	Product Review Webinar: Wire	Medical Observation
Bonus Distribution	Robotics, Vision and Motion Control Forums , Jan. 18-20, Orlando, FL ATX West Feb. 14-16 Anaheim, CA* WHMA Conference , Feb. 15-17, Buena Vista, FL	IPC APEX Feb. 28-Mar. 1 San Diego ATX Texas Mar. 14-15 Ft. Worth, TX* Quality Expo Mar. 14-15 Ft. Worth, TX		SAE World Congress April 24-26, Detroit ATX South , May 2-3, Charlotte, NC* The Vision Show May 8-10, Boston Wire Processing Show , May 9-10, Milwaukee	ATX East May 22-24 Philadelphia Automatica May 22-25 Munich, Germany	Assembly & Automation Technology Expo June 19-21 Chicago 

BUYERS GUIDE 5/17/2012	JULY 6/4/2012	AUGUST 7/6/2012	SEPTEMBER 8/6/2012	OCTOBER 9/6/2012	NOVEMBER 10/5/2012	DECEMBER 11/5/2012
ASSEMBLY Buyers Guide	Aerospace Assembly	Commercial Vehicle Industry Report	Robotics	Medical Device Assembly	Defense Contractor Industry Report	Energy Industry Report
<ul style="list-style-type: none"> Shows and Conferences Trade Associations and Professional Societies 	<ul style="list-style-type: none"> State of the Profession Dispensing Screwdriving 	<ul style="list-style-type: none"> Riveting Adhesives Part Marking & ID 	<ul style="list-style-type: none"> Automated Assembly Presses Motion Control 	<ul style="list-style-type: none"> Plant of the Year Welding Fasteners 	<ul style="list-style-type: none"> Plastics Assembly Vision Systems Torque Control 	<ul style="list-style-type: none"> Capital Spending Survey Robot End Effectors Test and Inspection
2012 Buyers Guide	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Automated Assembly On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Welding Shipulski on Design 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Medical Device Assembly Fastening On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Adhesives Shipulski on Design 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Quality in Assembly Automated Assembly On Campus 	<ul style="list-style-type: none"> Automation Profiles Parts Feeding Medical Device Assembly Welding Shipulski on Design
	<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 Wire Processing 	<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 Soldering 	<ul style="list-style-type: none"> Welding Assembly Machines Curing Systems 	<ul style="list-style-type: none"> Brazing Robots Presses 	<ul style="list-style-type: none"> Wire Processing Adhesives Power Tools
	Wire Processing Supplement	ASSEMBLY China Edition		Wire Processing Supplement	ASSEMBLY China Edition	
<p>Read the June issue and get a FREE 1/2 page in the Buyers Guide</p>	Lead ADvantage	FREE Case History		Lead ADvantage	FREE Case History	FREE Looking Forward - 2013 Preview
	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Robotics 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Conveyors 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Vision and Sensors 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Power Tools 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: Workstations 	<ul style="list-style-type: none"> ASSEMBLY eNewsletter Wire Processing TechFocus: In-line Testing
	E-Inserts Product Review		Medical Observation	Product Review Webinar: Medical	E-Inserts	Medical Observation
		SAE Commercial Vehicle Exhibition Mid-September Rosemont, IL IMTS Sept. 10-15 Rosemont, IL*		MD&M Minneapolis Oct. 31-Nov. 1 Minneapolis ATX Montreal Nov. 14-15 Montreal FABTECH International Nov. 12-14, Las Vegas		



ASSEMBLY offers multiple online products to help you meet your marketing goals. Plus, receive special discounts by combining your print ads with these online options using our **ASSEMBLY DISCOUNT POINTS system.**

Web site Advertising

- Banner Ads
- Tile Ads
- ASSEMBLY Profiles: Showcase your company or product in our NEW Profiles section categorized by industry specific titles.
- White Papers
- Blogs
- ASSEMBLY TV – Videos
- ASSEMBLY Radio – Podcasts



Showroom Sponsorships

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 2012.

Digital Edition

E-mailed to over 5,937* manufacturing professionals and posted online to provide additional reach to prospects. ASSEMBLY offers a wide variety of rich media options for you to choose from such as cover sponsorships, audio, video, call back cards and more.

Contact your marketing manager to view all of our Digital Edition examples.



For more digital advertising details and options go to portfolio.bnppmedia.com.

*BPA Circulation Statement, June 2011.

NEW! Next-Generation Webinars



Interaction with your audience on a whole new level!

Now in addition to our traditional webinar program, ASSEMBLY is excited to introduce a new option for webinars, offering users a more dynamic, powerful and engaging experience. The new next-generation platform redefines webcasting by allowing you to personalize your webinar experience and integrate interactive social media capabilities, including Screen Share, Twitter, group chat, video, mobile delivery and more! With a next-generation webinar, your audience has greater control of their experience, can easily interact with webinar presenters and even network with other webinar participants. This creates a more immersive end-user experience, increasing engagement, effectiveness and ROI.

NOTE: Next-generation webinar option must be specified at time of webinar purchase.

Webinars Presented by ASSEMBLY – Let us do the work!

Looking for another way to sponsor a webinar? These three webinars presented by ASSEMBLY offer you an opportunity to sponsor a specific topic. Four sponsorships are available for each of the following:

- February: Medical Webinar
- May: Wire Webinar
- October: Medical Webinar

Ask your sales rep for more details.

VIRTUAL TRADE SHOW



Tech ManufactureXPO May 2, 2012

An educational virtual event covering trends in manufacturing from design to delivery.



After the tremendous success of the inaugural event in 2011, Tech ManufactureXPO returns for 2012 even bigger and better. This virtual event is a valuable opportunity for education, communication and connection within the manufacturing industry – make sure you're a part of it. Presentation opportunities and booth sales are filling up... call now!
www.techmanufactureexpo.com

eNewsletters



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



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

The ASSEMBLY eNewsletter 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 Web site, offer your most recent white paper, and invite prospects to workshops or seminars.

Ask about our Gold Plated eNewsletter Lead Generator Package!

ASSEMBLY TechFocus eNews

Advertise in our NEW technology-focused eNewsletter with limited sponsorships to give you more exposure. Plus, we'll provide you with the leads from each monthly eNewsletter your company sponsors. See the Editorial Calendar for 2012 topics.

Wire Processing eNewsletter

ASSEMBLY's monthly eNewsletter delivering technical editorial for assembling and testing wire harnesses.

Custom eNewsletters



ASSEMBLY can develop customized content and targeted distribution for new single-sponsored eNewsletters. Please contact your regional marketing manager for a quote.

Mobile Tags — Your print ad goes interactive!

Turn your print ads into digital experiences that will connect customers to every facet of your brand. Link your ad to your website, video, webinar, podcast or other online content. You'll reach more people, using the one thing they carry everywhere: their mobile phone. We'll create and add mobile tags to any of your current advertisements. We can even add your mobile tag to our Web TOC, ad index, or create a special ad page just for you. Ask your rep for details.

**Publisher's Own Data, June 2011.

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 Web site URL, with a hyperlink to your Web site from ASSEMBLY's Web site and digital editions. Available in Feb, May, July & Oct.



\$725 (1-3x rate)
\$625 (per issue if you buy all 4)

*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 Available in Jan, April, July & Nov.

\$1,750 NET

Medical Observation

Put your medical device product, services, company, Web site or literature under observation to 56,000 ASSEMBLY subscribers.

Your ad:

- Will be facing the print issues' featured medical article of the month!
- Will be sent in an e-blast to 19,000 opt-in subscribers featuring a color photo, 50-word description and contact information

\$1,195 NET

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.



IMTS Exhibitor Package

Receive the following when you advertise in the IMTS August issue:

- Special ASSEMBLY IMTS Update eNewsletter
- Product Showcase in August
- Booth Number added to your advertisement to run in the August issue



2012 Buyers Guide

Your premier resource for reaching decision makers in the multibillion dollar assembly market.

Published in mid-July, 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!

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.

- Target 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 multibillion dollar assembly market.**

Assembly & Automation Technology Expo

June 19-21, Chicago, IL

Drive Traffic to Your AATEXpo Booth with an Ad in ASSEMBLY

Get on attendees' "must-see" lists and presell your products to prospects by advertising in the June 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 June, for only 20% of your June ad gross cost!

ASSEMBLY's AATEXpo Double-Play Show Package

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

- May (Pre-Show Issue)
- June (Show Issue)



And receive:

- FREE Ad in the AATEXpo Show Directory
- FREE ASSEMBLY TV Web site video for 2 months
- FREE 1/6 page ad in the May issue
- FREE product release in the June issue Showcase

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

YOU'RE THE EDITOR

Bonus Case History

February, April, August, 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: 1/27/12)

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 – 2013 Preview

December

Give a special preview of your upcoming products in 2013. 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.

NEW! Get to Know Us

May, October

Build up your reputation – select an engineer, owner, or someone you'd like to honor within your company. This 1/6 page ad will feature a photo sketch of the person, 50-words of content, and contact information FREE for 1/4 page or larger display advertisers.

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 \$850. Two great additions to ASSEMBLY and both at great prices!

China Edition

February, May, August, November



Our Chinese language edition, which includes China-specific editorial, is mailed to 4,000 high-level decision makers at companies based in China.**

All advertisers in the English edition have the opportunity to be included in the corresponding Chinese edition for a low rate. And the translations are done for you at no cost!

Exhibitors who advertise in the January issue earn this bonus:

ATX West

Feb. 14-16, Anaheim, CA

- Free Product Highlight eNews for January issue
- Free Product Press Release in the January issue
- Booth # included in the ad

Exhibitors who advertise in the February issue earn this bonus:

ATX Texas

Mar. 14-15, Ft. Worth, TX

- Free Product Highlight eNews for February issue
- Free Product Press Release in the February issue
- Booth # included in the ad

Exhibitors who advertise in the April issue earn this bonus:

ATX South

May 2-3, Charlotte, NC

- Free Product Highlight eNews for April issue
- Free Product Press Release in the April issue
- Booth # included in the ad

AD Select 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!

AD 2012 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	\$8,900	\$7,565	\$6,675	\$5,785	\$5,340
2/3-Page	\$6,950	\$5,900	\$5,210	\$4,510	\$4,170
1/2 Page Island	\$6,500	\$5,525	\$4,875	\$4,225	\$3,900
1/2-Page	\$5,000	\$4,250	\$3,750	\$3,250	\$3,000
1/3-Page	\$4,100	\$3,485	\$3,075	\$2,665	\$2,460
1/4-Page	\$2,900	\$2,465	\$2,175	\$1,885	\$1,740

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

ADDITIONAL PRODUCT RATES	
E-Inserts AD	\$1,750
How-to Guide AD	\$3,000
Product Reviews	\$725 (1-3x rate) \$625 (per issue if you buy all 4) AD
Medical Observation	\$1,195

	full-page	1/2-page	1/4-page
Wire Processing Supplement 1x	\$2,010	\$1,275	\$950
Wire Processing Supplement 3x	\$1,900	\$1,175	\$850

VIRTUAL TRADE SHOW 	
Virtual Booth	\$2,499
Event Sponsorship	\$12,900
Webinar Sponsorship	\$7,999
Prize Sponsor	\$3,900
Keynote Sponsorship	\$3,900
How-to Podcast	\$3,500

CLASSIFIED ADS	
1x	\$190
3x	\$180
6x	\$175
9x	\$170
12x	\$155
18x	\$140
24x	\$130

Integrated Media Product Rates
available by request.

Special Position Rates – 10% premium

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

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.

ASSEMBLY DISCOUNT POINTS



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

Print Advertising Unit Sizes

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

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

Specs available online at
www.assemblymag.com

SEND AD MATERIALS TO:

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Washington, MI 48094
webbl@bnpmedia.com
(586) 677-9805

<http://upload.bnpmedia.com>

ASSEMBLY

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