

PCB UPdate is the industry-leading e-newsletter, bringing relevant and timely stories to 19,500 opt-in subscribers each day.

Unlike other e-newsletters that often repeat news on successive days to fill space, each daily issue of *PCB UPdate* only includes relevant breaking industry news and important updates to previously published news items as well as that day's blog entries.

Ideal for those who don't have time to search the Web for industry news, articles, upcoming events and Webinars, *PCB UPdate* also offers a variety of online advertising opportunities, including text ads, sponsored products and a variety of banner ad sizes. Each issue is also archived at PCBUPdate.com.

Page impressions and click-through statistics for all posted ads are collected for each advertiser and sent weekly or monthly via email. General site statistics such as page impressions, user sessions and domain name referrers are available upon request.

News coverage in PCB UPdate

Send press releases to Mike Buetow, mbuetow@upmediagroup.com, or Chelsey Drysdale, cdrysdale@upmediagroup.com.

PCB UPdate Rates (gross)

Frequency (monthly)	1x	3x	6x	12x
Top banner (leaderboard)	\$2,115	\$1,885	\$1,530	\$1,295
Mini-skyscraper	1,645	1,295	1,145	1,060
Middle banner	1,645	1,295	1,145	1,060
Bottom banner	1,530	1,175	1,030	940
Tile	1,590	1,235	1,090	1,000
Sponsored product	1,590	1,235	1,090	1,000
Text ad	1,060	940	885	825

NOTE: *PCB UPdate* ads are exclusive to a single advertiser. Contact Krista Fabian at 302-519-4064, kfabian@upmediagroup.com, for availability.

PCB UPdate Specs

	Dimensions (pixels)	Max. size
Top banner	728 x 90	45K
Mini-skyscraper	125 x 250	32K
Middle & bottom banners	468 x 60	32K
Tiles	125 x 125	15K
Sponsored product	120 x 40 logo + 50 words	15K
Text ad	Headline + 25 words	N/A

We accept the following formats: animated gif, static gif and static jpg. We do not accept Flash. There is no loop limit on *PCB UPdate*.

