

PCB UPDATE E-NEWSLETTER



PCB Update is the industry-leading e-newsletter, bringing relevant design, fab and assembly news, timely stories and important news updates to 16,000+ opt-in subscribers every Monday, Wednesday and Friday. PCB Update is ideal for those who don't have time to search the Web for industry news, articles and upcoming events. Each issue is also archived at PCBUPdate.com.

PCB Update offers online advertising opportunities, including text ads and a variety of banner ad sizes. Page impressions and click-through statistics are available monthly.

News coverage in PCB Update. Send press releases to Mike Buetow, mbuetow@upmediagroup.com, or Chelsey Drysdale, cdrysdale@upmediagroup.com.

SALES

Frances Stewart,
VP Sales & Marketing
Tel: 678-817-1286
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Leaderboard Banner

Mini-skyscraper

Top Banner

Boxed Text Ad

Tile Ads

Middle Banner

25-Word Text Ad

Bottom Banner



PCB UPDATE ADVERTISING RATES (ALL RATES NET PER MONTH)

Leaderboard Banner	\$1,600
Mini-skyscraper	1,400
Top Banner	1,200
Tile Ad	1,000
Middle Banner	1,000
Bottom Banner	850
Text Ad	650

Note: PCB Update ads are exclusive to a single advertiser. All banners, mini-skys, and tiles include 25-word text ad. Contact Frances Stewart, 678-817-1286 / fstewart@upmediagroup.com.

PCB UPDATE SPECIFICATIONS

	DIMENSIONS (PIXELS)	MAXIMUM SIZE
Leaderboard Banner	728 x 90	45K
Mini-skyscraper	125 x 250	32K
Tile Ad	125 x 125	15K
Top Banner	468 x 60	32K
Middle Banner	468 x 60	32K
Bottom Banner	468 x 60	32K
Text Ad	25 words	N/A

Note: 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.