Marketing & Lead Generation Programs
Connect You with Targeted Electronics Buyers

30+ Editorially-Focused Engineering Communities

8/16/32-bit Android/Embedded Linux ARM
ATCA®, MicroTCA® & CompactPCI® Automotive & Connected Car
Chip Design Consumer Electronics Digital Signage, POS & Retail
Embedded Intel® Solutions DSP (TI Platforms) Embedded Security
Embedded Storage Ethernet FPGA, PLD & Signal Processing
Gaming & Entertainment Industrial Computing IoT & M2M
Military/Aerospace & Avionics Medical, eHealth & Home Health
Multicore & Virtualization Networking & Data Center (NFV/SDN)
PC/104 & SFF PCI Express RF/Microwave Sensors & MEMS
Smart Energy Smartphone, Tablet & Wearables Transportation
Ultra Low-Power & Power Management USB VME/VPX/VXS
Wind River Windows Embedded
Wireless (LTE, Wi-Fi, Bluetooth, Zigbee)

www.eecatalog.com
30+ Technology Channels
- 8/16/32-bit
- Android/Embedded
- Linux
- ARM
- ATCA®/MicroTCA® & CompactPCI®
- Automotive & Connected Car
- Chip Design
- Consumer
- Digital Signage, POS & Retail
- DSP Embedded (TI Platforms)
- Embedded Intel® Security
- Embedded Storage & Network Security
- Ethernet
- FPGAs, PLD & Signal Processing
- Gaming
- Industrial Computing
- IoT & M2M
- Medical, eHealth & Home Health
- Military, Aerospace & Avionics
- Multicore Virtualization
- Networking & Data Center (NFV/SDN)
- PCI/104 & SFF
- PCI Express
- RF/Microwave
- Sensors & MEMS
- Smart Energy
- Smartphone/Tablet & Wearables
- Transportation
- Ultra Low-Power/Power Management
- USB
- VME, VXS
- Wind River
- Windows Embedded
- Wireless (LTE, Wi-Fi, Bluetooth, Zigbee)

Embedded Systems Engineering & EECatalog provide comprehensive online, magazine, newsletter, face-to-face and direct response opportunities for marketeers to reach, influence and engage specific audiences of engineers, system designers, embedded developers and managers.

**Embedded Systems Engineering magazine**
Embedded Systems Engineering publishes monthly (+ two special issues each year focused on Military-Aerospace Technologies). Each issue of Embedded Systems Engineering features one or more of the annual EECatalog Engineers Guides.

**Websites**
30+ website channels deliver daily editorial coverage and must-read content including industry news, product releases, videos, white papers and blogs.

**Face to Face Events**
The IoT Developers Conference and 10th annual Multicore Developers Conference on May 25-26 at the Hyatt Santa Clara Conference Center will attract 1300+ qualified attendees for two days of Technical Sessions & Exhibitions.

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**Product Briefs / Data Sheets**
- First Full Page 4/c data sheet: $1,250
- Each Additional Data Sheet: $1,000

**Display Advertising/Advertorial**
- 2 Page Spread 4/c: $2,950
- 1 Page 4/c: $2,000
- 1/2 Page Horizontal/Vertical: $1,500
- 4 Page Print/Digital Insert: $7,500

**Event Distribution Sponsorship**
Polybag your insert, up to 8 pages and leverage our trade show distribution: $2,500

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**EECatalog Channel Website Marketing—Target Specific Technology Buyers Visiting 30+ Online Communities!**

**Exclusive “Spotlight On” Position**
High impact and above the fold, this position leverages your headlines to drive maximum visibility and traffic to your site:
- $2,000 per month (6 month minimum)

**Standard Banners**
- Leaderboard (728x90) - $125 cpm
- Large Rectangle (336x280) - $125 cpm
- Half Page (300x600) - $125 cpm
- Banner Tiles (125x125) - $50 cpm
- Large Pop-Under (720x300) - $400 cpm

**Featured Videos/Blog**
Each Video or Blog featured on EECatalog.com and up to 3 EECatalog channels:
- One video, 6 months - $1,500

**Exclusive “Push Down” Banner**
High impact and above the fold banner pushes down content expanding to a maximum of 970 x418 and then retracts to 970 x 90
- EECatalog Home Page - $3000/month
- EECatalog Channel Home Page - $1500/month
- (3 Month Minimum Ad Buy)

**Featured Solutions Expandable Banner**
Feature your product above the fold/right hand column with a customized banner that expands from 125px wide by 215px to 440px by 215px.
- EECatalog Home Page - $3000/month
- EECatalog Channel Home Page - $1500/month
- (3 Month Minimum Ad Buy)

**PR Maximizer**
- Unlimited PR posts to EECatalog channels
- Rotating 125 x 125 banner
- $1250/12 months

**Product Showcase Lead Generator**
Product Showcases reach your target audience:
- Published in an EECatalog Engineers Guide print & digital edition
- Featured in a Promotional eblast to EECatalog subscribers
- Promoted in 4 issues of an EECatalog channel email newsletter
- Production/Layout performed by our staff
- $1250 Full-page Product Showcase
- $950 Half-page Product Showcase

**Featured Product Banner**
Customized trackable banner showcases your solution on the channel of your choice:
- $350 per month (6 month minimum)
- $200 per month for channel advertisers (6 month minimum)

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**EECatalog Engineers Guides – DIGITAL EDITIONS**
30+ annually published EECatalog Engineers Guides published as stand-alone DIGITAL EDITIONS with each issue reaching 25,000 to 45,000 subscribers.

**Email Newsletters**
30+ Monthly/Quarterly Report email newsletters reach 25,000 - 45,000 registered subscribers. 4x/year.

**Content Syndication & Custom Content Marketing**
Leverage EECatalog’s network of technology websites and email newsletters to showcase your content to targeted technology users. — OR — hire the EECatalog editorial team to create custom content that will engage your target customers and effectively communicate your value proposition!

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**EECatalog Channel Website Marketing**
Websites
- EECatalog Engineers Guides
- Digital Editions
- Email Newsletters
- Content Syndication & Custom Content Marketing

**EECatalog Channel Website Marketing**
- EECatalog Channel Home Page - $1500/month
- EECatalog Home Page - $3000/month
- EECatalog Channel Home Page - $1500/month
- (3 Month Minimum Ad Buy)

**Digital Edition Text Ads**
- Text Ad (50 words + URL link)
- Limited to (4) Advertisers
- Broadcast to Engineers Guide Digital Subscribers
- $1,000 per text ad

**Data Sheets & Advertorials**
- Polybag your insert, up to 8 pages and leverage our trade show distribution
- Rate: $2,500

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**Channel Specific Quarterly Report - Email Newsletter Marketing**
You select the topic, our editors develop content, combine it with your content, and send it to appropriate readers on our subscriber file and to your lists — up to 50,000 names:
- 1xRate - $7,500 per issue
- 6xRate - $5,000 per issue
In-depth Industry-Focused Content, Qualified Audiences, and Powerful Marketing Options
Maximize your Market Reach and RESULTS!

High Quality Targeted Lead Generation Programs Deliver for Your Sales Team!

**Dedicated Email Blast**
Send your own email blast to specific EECatalog.com community subscriber lists
- $300 cpm
- 15,000 minimum list size

**Market Research and Lead Generation Program**
These programs enable sponsors to gain valuable market intelligence and generate leads with detailed demographics. Sponsor provides up to 15 questions. We provide a 4 page executive summary report, contact information on survey respondents.
- 100 guaranteed responses/leads. - $7,500

**White Paper Lead Generation Program**
Submit your White Papers in PDF format and generate leads from EECatalog.com target markets with these promos:
- Featured 6 months on up to (3) EECatalog channels
- Showcased on the home page of www.eecatalog.com
- Featured in EECatalog email newsletters that are broadcast quarterly to your target EECatalog markets
- Showcased in 6 monthly EECatalog White Paper broadcasts
- $1500 per White Paper -OR- $3000/3 White Papers

**White Paper Promotional EBlasT**
- Dedicated email blast to 20,000 readers promoting your White Paper(s) for an additional $2500.

Create a Branded Industry-Targeted Marketing & Lead-Generation Campaign that is Customized to Your Messaging Strategy + Meets your ROI Goals!

**Platinum Sponsor (per EECatalog channel) Minimum Annual Budget - $15,000 which includes:**
- Full 20% Discount on all Marketing Options
- First Choice on all Exclusive Print & Digital Slots
- One Custom Editorial Profile by EECatalog Editors
- Invitation to contribute (2) Editorial Features per year
- Top Sponsor Branding on all Print, Website and Email Newsletters
- Unlimited PR posts for 12 months

**Gold Sponsor (per EECatalog channel) Minimum Annual Budget - $8000 which includes:**
- Full 10% Discount on all Marketing Options
- Invitation to contribute (1) Editorial Feature per year
- Sponsor LOGO Branding on all Print, Website and Email Newsletters
- Unlimited PR posts for 12 months

Book Branded Sponsorships in 3 or more EECatalog Channels - additional 20% Discount!

Custom Content Marketing & Content Syndication Solutions

**Custom Content Marketing**
Hire editorial and marketing teams to create content that engages your customers and prospects and effectively tells your value proposition.
- Monthly Blog (250 words) - $1,750 per month (6 month minimum)
- Article (3 pages) (800 to 1,200 words max) - $5,000
- Case Study (4 pages) (1,800 words max) - $7,500
- White paper (10 pages) - $12,500
- eNewsletter - Quoted upon request
- Social Media Enhancement - Quoted upon request
- Print/Digital Magazine - Quoted upon request
- Webcasts - Quoted upon request

**Content Syndication Showcase**
Promote your original content to target EECatalog audiences!
- Exclusive featured online position on EECatalog channel home page and rotating to home page of www.eecatalog.com
- Positioned within the “News, Analysis & Features Section” (1 guaranteed headline rotating into the Top Stories section)
- 4-6 headlines link to an abstract which links to your website URL.
- Marketers provide headline, image file, abstract and URL links for each content piece.
- Content also incorporated into quarterly email newsletter for your chosen EECatalog channel.
- $2500/month with 3-month minimum


Contact Clair Bright: cbright@extensionmedia.com for a 2016 Media Kit

Resolving the technical and Business challenges of getting connected to the Internet of Things

The only combined conference and exhibition dedicated to the deployment of Multicore and Virtualization Technology

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**Editorial Leadership**

Chris A. Ciufo, Content Director
Chris is Content Director for embedded content for Embedded Systems Engineering, EECatalog and Embedded Intel Solutions®, covering the print versions, digital channels and newsletters, associated blogs and social media outlets. He has 30 years of embedded technology experience with degrees in electrical engineering and materials science.

Anne Fisher, Managing Editor
Anne’s experience includes being managing editor, Communications Group, at OpenSystems Media, where she had the opportunity to cover a wide range of embedded solutions in the PICMG ecosystem as well as other technologies.

Caroline Hayes, Contributing Editor
Caroline has been an Editor covering the electronics industry for over 20 years most recently onsite Pan-European magazine EPN.

**Marketing Expertise**

Clair Bright, Publisher
Clair has 15+ years experience in electronics media, first at UBM, and since 2003 at Extension Media. Clair specializes in creating innovative media campaigns that integrate seamlessly into client strategies and exceed their ROI goals.

Caroline Hayes, Contributing Editor
Caroline has been an Editor covering the electronics industry for over 20 years most recently onsite Pan-European magazine EPN.

Contact Clair Bright:

cbright@extensionmedia.com
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<th>Industry-Targeted Reach</th>
<th>Release Date</th>
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<td>12-Dec</td>
<td>15-Dec</td>
<td>VMEbus system engineers and managers</td>
<td>January</td>
<td>Embedded Systems Engineering - January</td>
<td>Embedded World, AeroCon West</td>
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<td>Internet of Things (IoT) &amp; M2M</td>
<td>29-Jan</td>
<td>1-Feb</td>
<td>Embedded developers, engineers and managers developing IoT and M2M technologies</td>
<td>February</td>
<td>Embedded Systems Engineering - February</td>
<td>Embedded World, RSA Conference, IoT DevCon</td>
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<td>Embedded Security</td>
<td>1-Feb</td>
<td>3-Feb</td>
<td>Embedded developers, designers and managers concerned about the security risks and threats facing embedded systems</td>
<td>February</td>
<td>Embedded Systems Engineering - February</td>
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<tr>
<td>Smart Energy</td>
<td>2-Feb</td>
<td>4-Feb</td>
<td>Engineers and embedded developers creating smart energy products for consumer and business applications</td>
<td>February</td>
<td>Embedded Systems Engineering - February</td>
<td>Embedded World, RSA Conference, IoT DevCon</td>
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<tr>
<td>8-bit, 16-bit &amp; 32-bit Technologies</td>
<td>11-Mar</td>
<td>14-Mar</td>
<td>8-bit and 16-bit engineers and embedded developers</td>
<td>March</td>
<td>Embedded Systems Engineering - March</td>
<td>IoT DevCon, ESC Boston</td>
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<td>Ultra Low-Power &amp; Power Management</td>
<td>14-Mar</td>
<td>16-Mar</td>
<td>Designers and engineers working on low power and power efficient designs</td>
<td>March</td>
<td>Embedded Systems Engineering - March</td>
<td>IoT DevCon, ESC Boston</td>
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<tr>
<td>PC/104 &amp; Embedded Small Form Factors</td>
<td>23-Mar</td>
<td>27-Mar</td>
<td>Embedded PC engineers and developers</td>
<td>April</td>
<td>Embedded Systems Engineering - April</td>
<td>ESC Boston</td>
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<td>RF and Microwave</td>
<td>1-Apr</td>
<td>8-Apr</td>
<td>Engineers and managers engaged in RF and Microwave SoCs</td>
<td>Special issue</td>
<td>RF and Microwave Systems</td>
<td>IMS 2016, DAC</td>
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<tr>
<td>Medical, eHealth &amp; Home Health</td>
<td>27-Apr</td>
<td>29-Apr</td>
<td>Architects, designers and embedded managers working on clinical IT, digital health, medical monitoring, home health and diagnostic systems</td>
<td>May</td>
<td>Embedded Systems Engineering - May</td>
<td>Medical Device Summit, Sensors Expo, IoT DevCon</td>
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<td>Sensors &amp; MEMS Design</td>
<td>3-May</td>
<td>5-May</td>
<td>Designers and engineers working with embedded sensors, MEMS and related technologies</td>
<td>May</td>
<td>Embedded Systems Engineering - May</td>
<td>Sensors Expo, MEMS Executive Congress, IoT DevCon</td>
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<tr>
<td>Industrial Computing</td>
<td>6-May</td>
<td>9-May</td>
<td>Designers, engineers, and managers working on Industrial Computing applications</td>
<td>May</td>
<td>Embedded Systems Engineering - May</td>
<td>Sensors Expo, MEMS Executive Congress, IoT DevCon</td>
</tr>
<tr>
<td>Multicore &amp; Virtualization</td>
<td>10-May</td>
<td>13-May</td>
<td>Developers and engineers using multicore designs and IoT technologies</td>
<td>Special issue</td>
<td>Engineers’ Guide to Multicore &amp; Virtualization + Show Issue</td>
<td>Multicore DevCon + IoT DevCon</td>
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<tr>
<td>Transportation Systems Design</td>
<td>13-May</td>
<td>16-May</td>
<td>Engineers, designers and managers developing integrated transportation networks for commercial and consumer applications including buses, light and heavy rail, subways, trucking and shipping.</td>
<td>June</td>
<td>Embedded Systems Engineering - June</td>
<td>Telematics Detroit, SAE</td>
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<tr>
<td>Automotive &amp; Connected Car</td>
<td>16-May</td>
<td>18-May</td>
<td>Engineers and managers creating embedded hardware and software systems for infotainment and control platforms</td>
<td>June</td>
<td>Embedded Systems Engineering - June</td>
<td>Telematics Detroit, SAE</td>
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<tr>
<td>Chip Design</td>
<td>18-May</td>
<td>20-May</td>
<td>Advanced IC designers</td>
<td>Special issue</td>
<td>Chip Design - Summer Issue</td>
<td>DAC, ARM TechCon</td>
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<tr>
<td>AdvancedTCP®, MicroTCA® &amp; CompactPCI®</td>
<td>13-Jun</td>
<td>16-Jun</td>
<td>Communication system designers in wireless and telecom infrastructure applications</td>
<td>July</td>
<td>Embedded Systems Engineering - July</td>
<td>IDF, Flash Memory Summit, SNW, LTE Conference</td>
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<tr>
<td>Networking &amp; Data Center Technologies (incl. NFV/SDN)</td>
<td>27-Jun</td>
<td>30-Jun</td>
<td>Networking and Data Center application designers, engineers and managers</td>
<td>July</td>
<td>Embedded Systems Engineering - July</td>
<td>IDF, Flash Memory Summit, SNW, LTE Conference, Wi-Fi Global Conference</td>
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<tr>
<td>USB Technologies</td>
<td>19-Jul</td>
<td>21-Jul</td>
<td>Developers, engineers and designers implementing USB connectivity</td>
<td>August</td>
<td>Embedded Systems Engineering - August</td>
<td>IDF, ESC Minneapolis</td>
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<td>PCI Express Solutions</td>
<td>22-Jul</td>
<td>26-Jul</td>
<td>Engineers and embedded developers using or considering PCI Express solutions</td>
<td>August</td>
<td>Embedded Systems Engineering - August</td>
<td>IDF, ESC Minneapolis</td>
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<tr>
<td>Ethernet Technologies</td>
<td>27-Jul</td>
<td>29-Jul</td>
<td>Engineers and embedded developers requiring ethernet connectivity for embedded, corporate, industrial and home networking applications</td>
<td>August</td>
<td>Embedded Systems Engineering - August</td>
<td>IDF, ESC Minneapolis</td>
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<tr>
<td>Digital Signage, POS, Kiosk &amp; Retail</td>
<td>29-Aug</td>
<td>31-Aug</td>
<td>Architects, engineers and designers developing digital signage, POS, kiosk and retail solutions</td>
<td>September</td>
<td>Embedded Systems Engineering - September</td>
<td>ESC Minneapolis, Digital Signage Conference, CES</td>
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<tr>
<td>Gaming &amp; Entertainment</td>
<td>8-Sep</td>
<td>8-Sep</td>
<td>Engineers, embedded designers, managers developing gaming &amp; Entertainment solutions</td>
<td>September</td>
<td>Embedded Systems Engineering - September</td>
<td>G2E, ESC Minneapolis, CES</td>
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<td>Wireless (LTE, Wi-Fi, Bluetooth, Zigbee)</td>
<td>9-Sep</td>
<td>12-Sep</td>
<td>Engineers, designers and testers developing and implementing LTE Wi-Fi, Bluetooth &amp; Zigbee technologies and platforms</td>
<td>September</td>
<td>Embedded Systems Engineering - September</td>
<td>G2E, ESC Minneapolis, CES, CTA Super Mobility</td>
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<td>Military/Aerospace &amp; Avionics (Focus on Military Communications)</td>
<td>14-Sep</td>
<td>16-Sep</td>
<td>Military, Avionics &amp; Aerospace Engineers</td>
<td>October</td>
<td>Embedded Systems Engineering - Special Military and Aerospace Issue – MILCOM/AeroCon issue</td>
<td>MILCOM, AEROCON Shows</td>
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<td>Android &amp; Embedded Linux</td>
<td>10-Oct</td>
<td>14-Oct</td>
<td>Engineers and embedded developers using Android and embedded Linux</td>
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<td>AndeDevCon, Embedded Linux Conference Europe, ESC Minneapolis, ARM TechCon</td>
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<td>16-Nov</td>
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<td>Embedded Intel® Solutions - Magazine</td>
<td>Quarterly</td>
<td>Quarterly</td>
<td>Engineers and embedded developers who design with Intel® Embedded Processors</td>
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<td>Embedded Intel® Processing &amp; DSP</td>
<td>22-Aug</td>
<td>26-Aug</td>
<td>System developers and designers using TI processor platforms including DSP, OMAP, DaVinci and MSP430</td>
<td>October</td>
<td>Embedded Processing &amp; DSP - Plus Issue</td>
<td>ESC Minneapolis, Embedded World, Multicore DevCon</td>
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</tbody>
</table>

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