

EECatalog

Embedded
Intel® Solutions

Extension
M E D I A

EECatalog Marketing and Lead Generation Programs connect you with targeted electronics buyers.



What
Markets
are
important
to
you?

8-bit & 16-bit AdvancedTCA®/MicroTCA™

Chip Design Consumer Electronics **DSP**

Embedded Intel® Embedded Linux

Embedded Storage & Networking Security

Ethernet FPGA and CPLD Java & Eclipse

Low Power Medical Military & Aerospace MIPS®

Multicore & Virtualization **Multimedia** PC/104

PCI Express Power Architecture®

Sensors & MEMS Transportation **USB**

VME & VPX **Wind River** Windows Embedded

WiMAX and LTE **Wireless Infrastructure**

2010
Media
Kit



Technology Specific
Websites



Email
Newsletters



Print/Digital
Guides



Dedicated Email Blasts &
Lead Generation Programs

EECATALOG: 25+ technology communities focused on processor architectures, operating systems, bus structures/interfaces and vertical markets

Editorial Leadership



John Blyler
Editorial Director
 John has worked in the electronics industry for over 23 years holding the Editor position on Chip Design, Embedded Intel® Solutions and Wireless Systems Design.

Cameron Bird
EECatalog.com Editor
 Cameron is the Editor of EECatalog.com. Previously Cameron was a journalist at Wired Magazine

Jim Kobylecky
Technology Editor
 Jim has worked as a technical writer and copy editor for such high-tech firms as Intel, Atmel and Mentor Graphics.

Ed Sperling
Consulting Editor
 Ed is the Editor-in-Chief of *System-Level Design* and *Low-Power Engineering*.

Each EECatalog community program serves a specific audience of engineers, embedded developers, designers and managers with a website, videos, news, technical articles, trends analysis, a quarterly email newsletter and an annual print/digital Engineers' Guide.

Processor Architectures	Operating Systems	Bus Structures/ Interfaces	Vertical Markets
<ul style="list-style-type: none"> • 8-bit & 16-bit • DSP • Embedded Intel® • FPGA and PLDs • MIPS® • Multicore • Power Architecture®/ PowerPC 	<ul style="list-style-type: none"> • Embedded Linux & Eclipse • Wind River • Windows Embedded 	<ul style="list-style-type: none"> • AdvancedTCA®/ MicroTCA • Ethernet Technologies • PC/104 and Small Form Factor • PCI Express • VME and VPX • WiMAX & LTE 	<ul style="list-style-type: none"> • Consumer Electronics • Embedded Storage & Network Security • Medical • Military/Aerospace • Multimedia • Sensors and MEMS • Transportation • Wireless Infrastructure

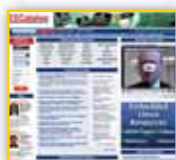
EECatalog Website Marketing—Zero in on Specific Technology Buyers Visiting 25+ Online Communities!



Website/Email Newsletter Marketing Deluxe Program (12 month program)

Dominate an EECATALOG community with an effective mix of online advertising, video, white papers and corresponding email newsletter sponsorships.

- Large Rectangle or Leaderboard Banner (40,000 guaranteed impressions)
 - 2 E Product Alert Gold Sponsorships
 - Unlimited Product Announcements
 - 2 White Papers or Videos
- Price - \$10,000



Banners

Drive sales leads, introduce products and promote events.

- Leaderboard (728x90) - \$135 cpm
- Large Rectangle (336x280) - \$135 cpm
- Banner Tiles (125x125) - \$50 cpm

Featured Videos

Each video is featured on EECatalog.com and up to 3 microsites

- One video, 6 months - \$2,000
- One video, 12 months - \$3,000

Sponsored Featured Blog

Communicate directly with your target audience through a direct access featured blog.

- One microsite, 6 months - \$2,000
- One microsite, 12 months - \$3,000

Online Data Sheets

Get your product information online and in front of your target audience

- One page (12 months on microsite of your choice) - \$750
- Five Product Pages (12 months on microsite of your choice) - \$2,500

Email Newsletter Marketing Provides Year-Round Opportunities for Targeted Messaging!



E Product Alert newsletters feature product announcements, industry news and technical articles from Extension Media editors and industry thought leaders. Each EECatalog.com community has its own subscriber list which ranges between 25,000 to 40,000.

Platinum Sponsor (exclusive to one company)

- 468x60 banner
 - Top 50 word text ad
 - Unlimited product announcements
- 1xRate - \$1,500 per issue 4xRate - \$1,200 per issue

Gold Sponsor (limited to 4 companies only)

- 125x125 banner
 - 50 word text ad
 - Unlimited product announcements
- 1xRate - \$950 per issue 4xRate - \$750 per issue

Custom Email Newsletter Sponsorships

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 - \$9,500 per issue 6xRate - \$7,500 per issue

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

White Paper Lead Generation Program

You provide White Papers in PDF format and we generate leads from your target market! White Paper are promoted through:

- White Paper Library showcased on a community website
- Showcased on the home page of www.eecatalog.com
- (4) quarterly E-Product Alerts broadcast to your target community
- Dedicated monthly White Paper Library email broadcasts
- \$2500 per White Paper -OR- \$6000 for 3 White Papers

White Paper Program Add-Ons

- Dedicated email blast to 25,000 guaranteed names - \$2500
- Our editors write your 4-page White Paper - \$4500

Dedicated Email Blast

(available only to program sponsors)
 Send your own email blast to specific EECatalog.com community subscriber lists - \$300 cpm (15,000 minimum list size)

Contest

Set-up your own sponsored contest on EECatalog.com, include a survey of up to 10 questions and generate leads including contact information and demographics. 75 lead guarantee. \$2,000 per month (3 month minimum)

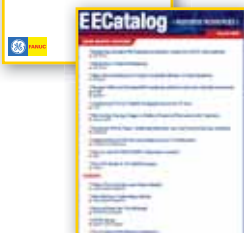
Market Research and Lead Generation Program

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. 80 guaranteed responses/leads. - \$7,500

Increase your Webinar Viewership

We will post your marketing information on eecatalog.com and use our extensive marketing resources to invite your target audience to go to your webinar registration page.
 85 Click-Thru Lead Guarantee- \$3,000

Designing multiple PCI Express processor nodes into xTCA host systems



Each EECATALOG community publishes an annual Engineers' Guide that is released in PRINT, DIGITAL, and ONLINE formats - and distributed through **four powerful channels**



- **Qualified Print & Digital edition direct distribution:** 30,000+ copies of each Engineers' Guide is distributed to a unique subscriber list qualified by the readers purchasing responsibilities and market focus.
- **Events Distribution:** including *Embedded World/Nuremberg, ESC Silicon Valley & Boston, CES, CTIA, SUPERCOMM, DAC, DesignCon, MILCOM, Multicore Expo, FPGA Summit, ATCA & MicroTCA Summits, Open Source World, SEMICON West, TI Developer Events, RTC Events* and *Linley Tech* events and a number of major industry events in China.
- **Website:** data sheets and articles are featured for 12 months on their corresponding community websites and updated daily.
- **Email Newsletters:** *E-Product Alerts* feature data sheets, articles and news posts and are broadcast quarterly to 30,000+ community subscribers.

Customize your media sponsorship to leverage EECatalog print, digital, website and email newsletter delivery!

Market Leader Sponsor (30 Points) – 1 company		Platinum Sponsor (20 Points) – 2 companies		Gold Sponsor (12 Points) – 10 companies	
Standard Rate: <input type="checkbox"/> \$25,000 (12 months)		Standard Rate: <input type="checkbox"/> \$15,000 (12 months)		Standard Rate: <input type="checkbox"/> \$10,000 (12 months)	
Early Bird Rate: <input type="checkbox"/> \$18,000 (12 months)		Early Bird Rate: <input type="checkbox"/> \$12,000 (12 months)		Early Bird Rate: <input type="checkbox"/> \$7,500 (12 months)	
POINTS	MENU OPTION	POINTS	MENU OPTION	POINTS	MENU OPTION
12	Exclusive "Spotlight On" Website Position – 12 months	2	White Paper with Lead Generation	2	Video Spot or Featured blog placement
6	Exclusive "Spotlight On" Website Position – 6 months	2	50,000 Leaderboard Impressions	6	<i>E Product Alert</i> Platinum Sponsorship – 4 issues
5	25,000 Leaderboard Impressions	6	25,000 Leaderboard Impressions	2	<i>E Product Alert</i> Platinum Sponsorship – 1 issue
3	10,000 Leaderboard Impressions	2	50,000 Large Rectangle Impressions	3	<i>E Product Alert</i> Gold Sponsorship – 4 issues
2	5,000 Leaderboard Impressions	3	25,000 Large Rectangle Impressions	4	<i>E Product Alert</i> Gold Sponsorship - 1 issue
5	50,000 Large Rectangle Impressions	1	10,000 Large Rectangle Impressions	4	Back Cover Ad Placement
3	25,000 Large Rectangle Impressions	4	25,000 Tile Impressions	3	Preferred Ad Positions: IFC, Page 1, IBC, Opp ToC or Intro
2	10,000 Large Rectangle Impressions	3	10,000 Tile Impressions	3	Digital Edition Multimedia Sponsor
2	25,000 Tile Impressions	2	Dedicated email blast to 30,000	2	Display Ad
1	10,000 Tile Impressions	2	Dedicated email blast to 15,000	2	Advertorial
10	Dedicated email blast to 30,000	1	Webcast/Webinar Viewership Accelerator	1	Data Sheet
6	Dedicated email blast to 15,000	2		2	Unlimited PR posts to website & email newsletter
3	Webcast/Webinar Viewership Accelerator				

All Sponsors receive LOGO branding on print, digital, online & email editions

A La Carte Menu - Data Sheets, Display Ads, Advertorials

Product /Service Data Sheets First Full Page 4/c data sheet Each Additional Data Sheet	Rate \$1,500 \$950	Digital Edition Sponsorship <i>includes banner opposite digital edition landing page, pop-up flash advertising on each of your pages and unlimited web links on your pages</i>	\$3,500	Data Sheets & Advertorials featured in print, digital, online & email newsletter edition
Display Advertising/Advertorial 2 Page Spread 4/c 1 Page 4/c 4 Page Print/Digital Insert	Rate \$2,950 \$2,000 \$7,500	Event Distribution Sponsorship <i>Polybag your insert, up to 8 pages and leverage our show distribution</i>	\$2,500	

Reach the High-Growth China Market



EECatalog through its partnership with www.EEFocus.com (over 160,000 registered users in China and over 100,000 page views a day!) now connects you with the Chinese Market in 2010 for those technology communities:

- 8-bit and 16-bit
- FPGA
- Embedded Intel®
- DSP

Monthly Sponsorship Fee- \$1,500 (6 month minimum)
Includes banner on community site and email newsletter sponsorship of community newsletter



2010 Editorial Calendar — Annual Engineers' Guides

Market Focus	Pub Date	Formats	Space Deadline	Materials Deadline	Targeted Reach	Bonus Distribution
<i>8-bit & 16-bit</i>	April	Print/Digital	March 22	March 26	8-bit and 16-bit engineers and embedded developers	ESC Silicon Valley
<i>PC/104 & PC/104-Plus</i>	April	Print/Digital	March 29	April 2	Embedded PC engineers and developers	ESC Silicon Valley
<i>Low Power Design</i>	April	Print/Digital	March 31	April 5	Designers and engineers working on low power and power efficient designs	ESC Silicon Valley
<i>Multicore and Virtualization Technologies</i>	April	Print/Digital	April 5	April 9	Developers and engineers using multicore and multiprocessing designs	ESC Silicon Valley, Multicore Expo
<i>Power Architecture® - Spring Issue</i>	May	Print/Digital	May 17	May 19	Power Architecture/PowerPC engineers and embedded developers	DAC
<i>Transportation Systems Design</i>	June	Print/Digital	May 19	May 21	Engineers, designers and managers who are developing integrated transportation networks for commercial and commuter applications including buses, light and heavy rail, subways, trucking and shipping.	Telematics Detroit, ESC Chicago, Embedded World
<i>Chip Design Resource Catalog</i>	June	Print/Digital	May 28	June 2	Advanced IC designers	DAC
<i>AdvancedTCA® and MicroTCA™</i>	June	Print/Digital	June 21	June 25	Communication system designers in wireless and telecom infrastructure applications	ATCA/MicroTCA Summit
<i>USB Technologies</i>	July	Print/Digital	June 28	June 30	Developers, engineers and designers implementing USB connectivity	ESC Boston
<i>Military and Aerospace Technologies</i>	July	Print/Digital	June 28	July 2	Military and aerospace engineers	MILCOM, ESC Boston
<i>Embedded Linux and Eclipse</i>	July	Print/Digital	July 19	July 23	Engineers and embedded developers using embedded Linux	ESC Boston
<i>Embedded Processing and DSP Resource Guide - TI Platforms</i>	August	Print/Digital	August 9	August 13	System developers and designers using TI processor platforms including DSP, OMAP, DaVinci and MSP430	ESC Boston, TI Tech Days
<i>Embedded Intel® Solutions Resource Catalog</i>	August	Print/Digital	August 17	August 23	Engineers and embedded developers who design with Intel® Embedded Processors	ESC Boston
<i>Medical Electronics Design</i>	September	Print/Digital	August 23	August 27	Architects, designers and embedded managers working on clinical IT, medical monitoring and diagnostic systems	ESC Boston
<i>Windows Embedded</i>	September	Print/Digital	August 30	September 3	Developers, designers and engineers using Windows embedded operating systems	ESC Boston, TechEd, CES
<i>Power Architecture® - Fall Issue (Including PowerPC)</i>	September	Print/Digital	September 13	September 17	Power Architecture/PowerPC engineers and embedded developers	Power Architecture Conference ASIA, Design Con
<i>WiMAX and LTE Solutions</i>	August	Print/Digital	September 30	October 4	Engineers, designers and testers developing and implementing WiMAX and LTE broadband fixed and mobile technologies and platforms	4G World, ATCA/MicroTCA Summit
<i>PCI Express</i>	October	Print/Digital	October 1	October 7	Engineers and embedded developers using or considering PCI Express solutions	ATCA/MicroTCA Summit, Embedded World
<i>Embedded Storage & Network Security Solutions</i>	November	Print/Digital	September 12	September 16	Embedded developers and engineers incorporating storage and interface technology into today's secure embedded networks.	Embedded World, RSA Conference, Storage Networking World Fall
<i>FPGA and PLD Solutions</i>	November	Print/Digital	November 8	November 12	FPGA and PLD system application engineers	FPGA Summit, DesignCon, DAC
<i>Wind River Technologies</i>	November	Print/Digital	November 15	November 19	Developers, designers and engineers using Wind River technology and operating systems	Embedded World
<i>VME and VPX</i>	December	Print/Digital	December 1	December 6	VMEbus system engineers and managers	Embedded World
<i>Multimedia Electronics Design</i>	December	Print/Digital	December 6	December 10	Architects, engineers and designers developing multimedia systems	CES
<i>Ethernet Technologies</i>	January	Print/Digital	December 6	December 13	Engineers, designers and embedded developers requiring ethernet connectivity for embedded corporate industrial and home networking applications	Ethernet Tech Summit, Embedded World, ESC Silicon Valley
<i>Smart Energy (Embedded Utility and Appliance Meters, Sensors and Wired and Wireless Interfaces)</i>	January	Print/Digital	December 10	December 14	Engineers and embedded developers creating smart energy products for consumer and business applications	CES, Embedded World, ESC Silicon Valley

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Extension MEDIA

Extension Media publishes business to business magazines, resource catalogs, email newsletters and web sites that address industry technologies and platforms such as embedded systems, chip design, intellectual property, software and infrastructure information, architectures and operating systems.