

Target the Embedded Intel® Community

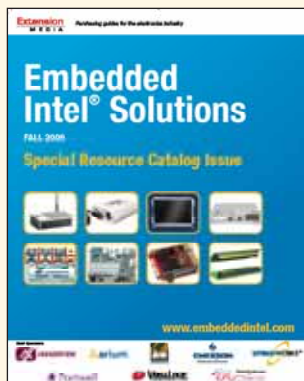
Embedded Intel® Solutions

The only media network dedicated to the Embedded Intel® Community!

Increase sales to Engineers and Embedded Developers who design with Intel® Embedded Processors



Quarterly Magazine



Annual Resource Catalog



www.embeddedintel.com



China Edition



Monthly Email Newsletter

Embedded Intel® Solutions community-based Marketing and Lead Generation programs connect you with 100,000+ embedded developers and engineers worldwide who design with Embedded Intel® Processors

The *Embedded Intel® Solutions* community connects you directly with this targeted audience through a valuable mix of content, marketing and lead generation!

Editorial Leadership



John Blyler Editorial Director

John has worked in the electronics industry for over 23 years, holding editorial positions on Chip Design Magazine and Wireless Systems Design.



Ann Steffora Mutschler EECatalog.com Editor

Ann Steffora Mutschler has been an editor and journalist for nearly two decades focused on the semiconductor industry. Her experience includes Senior Editor for *Electronic News* and *Electronic Business*.

Jane Lin-Li Associate (Chinese) Editor

As the Chinese Language editor, Jane works with Extension Media of San Francisco and Intel China.

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

Embedded Intel® Solutions provides design engineers and embedded developers who design with Embedded Intel® processors with valuable news, product information, featured blogs, technology insight, quarterly round tables, opinions, relevant videos, white papers and interactivity across online, email, digital and print formats.

Market Leader Sponsorship

(limited to 1 sponsor)

Marketing

- Logo on website identified as the Market Leader Sponsor
- 10,000 Leaderboard Banner Impressions Per Month
- Spotlight On Position (above the fold, left hand column)
- Platinum Sponsor of each Email Newsletter (486x60 banner +75 word text ad) sent out during your buy
- Up to 5 pages in print and/or digital edition

Lead Generation

- Up to 3 lead generation enabled white papers
- Dedicated quarterly email blast to community subscriber list (25,000)

Editorial Coverage

- Participation in content ticker below top navigation (your news headlines, article headlines, data sheet headlines will run across content ticker)
- Unlimited Product Announcements
- One interview with Editor published on website and showcased in email newsletter
- Participation in bi-annual industry roundtable showcased on website, digital edition and email newsletter
- Coverage of your webcasts

Price: \$3,500 per month
(6 month minimum)

Platinum Sponsorship

(limited to 2 sponsors)

Marketing

- Logo on website identified as the Platinum Sponsor
- 10,000 Large Rectangle Banner Impressions Per Month
- Gold Sponsor of each Email Newsletter (125x125 banner +75 word text ad) sent out during your buy
- Up to 4 pages in print and/or digital edition

Lead Generation

- Up to 2 lead generation enabled white papers
- One Dedicated email blast to community subscriber list (25,000 to 40,000)

Editorial Coverage

- Participation in content ticker below top navigation (your news headlines, article headlines, data sheet headlines will run across content ticker)
- Unlimited Product Announcements
- Participation in bi-annual industry roundtable showcased on website, digital edition and email newsletter
- One interview with Editor published on website and showcased in email newsletter
- Coverage of your webcasts

Price: \$2,500 per month
(6 month minimum)

Gold Sponsorship

(limited to 3 sponsors)

Marketing

- Logo on website identified as the Gold Sponsor
- 7,500 Large Rectangle Banner Impressions Per Month
- Up to 2 pages in print and/or digital edition

Lead Generation

- Up to two lead generation enabled white papers

Editorial Coverage

- Participation in content ticker below top navigation (all news headlines, article headlines, data sheet headlines will run across content ticker)
- Unlimited Product Announcements
- Participation in bi-annual industry roundtable showcased on website, digital edition and email newsletter
- Coverage of your webcasts

Price: \$1,500 per month
(6 month minimum)

Embedded Intel® Solutions Magazine - North America Editions

Embedded Intel® Solutions magazine (Spring, Summer and Winter issues) are packed with solutions-oriented and up-to-the-minute high-value editorial focused on the process of making hardware and software design decisions.

Editorial Highlights include:

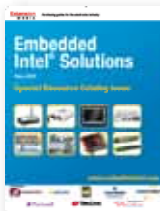
- Special Features
- Technology Applications
- Important news items
- Focus On Intel
- Market Watch
- Standards Watch
- The Last Word

Embedded Intel® Solutions Annual Resource Catalog

Embedded Intel® Solutions Resource Catalog (Fall issue), is a print and online buyers' guide designed to help engineers and embedded developers make purchasing decisions. Companies may promote products and services with data sheets, application articles and case studies.

Reach the China Market with *Embedded Intel® Solutions* China

Embedded Intel® Solutions China (Spring, Summer and Fall/Winter) features articles, technology applications, interviews, columns and case studies developed specifically for the Chinese readership published in Simplified Chinese. The online version appears on Eefocus.com which has over 160,000 registered users in China.



Embedded Intel® Solutions reaches over 100,000 embedded developers and engineers around the world

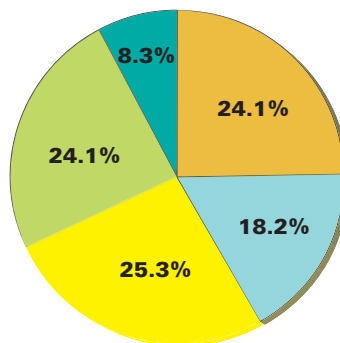
Embedded Intel® Solutions/North American will reach over 70,000 design engineers and embedded developers:

- Print and Digital Formats—30,000 copies will be distributed in the US and Canada directly to Intel customers and qualified engineers and embedded developers who design with Embedded Intel® Processors.
- Online—All issues are published online at www.embeddedintel.com, where thousands of engineers and embedded developers will access information throughout 2010.
- Monthly Email Newsletter—Monthly issues of Embedded Intel® Solutions email newsletter reach over 30,000 engineers and embedded developers.
- Key Events—Print editions distributed at key events including Embedded World Nuremberg, ESC/ Silicon Valley, CTIA, SUPERCOMM, ESC/Boston, AdvancedTCA® Conference, RTC Events and Intel Developer events.

Embedded Intel® Solutions/China will reach over 30,000 design engineers and embedded developers:

- Print —10,000 copies will be distributed directly to Intel customers and qualified engineers and embedded developers with an average pass along readership of 2. That's a total reach for the print issue of 20,000!
- Online—All issues will be available online at www.embeddedintel.com and www.eefocus.com (in simplified Chinese), where thousands of engineers and embedded developers will access information throughout 2010.
- Key Events—Print editions distributed at key Intel events.

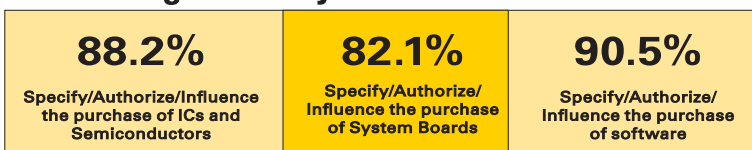
Circulation Breakdown



Job Function

- Executive Management 24.1%
- Engineering Management 18.2%
- Design Engineers 25.3%
- Software/Hardware Engineers 24.1%
- Other 8.3%

Purchasing Authority



Embedded Intel® Solutions - North America Editions Editorial Calendar

Issue	Key Editorial Topics	Space Deadline	Materials Deadline	Publication Date	Bonus Distribution
Spring Issue	Low Power (Intel® Atom™ Processor and Embedded Xeon)	March 17	March 21	April	ESC Silicon Valley, RTC Events
Summer Issue	Small Form Factor	June 7	June 11	June	RTC Events - North America
Fall Issue	Special Resource Catalog Issue	August 10	August 14	September	ESC Boston, RTC Events, AdvancedTCA® Conference
Winter Issue	Multicore and Virtualization	October 30	November 6	December	Embedded World/Nuremberg

Embedded Intel® Solutions - China Editions Editorial Calendar

Issue	Space Deadline	Materials Deadline	Publication Date	Bonus Distribution
Spring	Jan 14	Jan 18	February	Intel events in China
Summer	May 7	May 14	June	Intel events in China
Fall/Winter Issue	Sept 6	Sept 10	October	Intel Events in China

Integrated Magazine and Resource Catalog Media Sponsorships - Save 15% by signing up before December 31

Diamond Sponsor

- Logo – top position on catalog cover
- Back Cover Display Ad or Page 1 Display Ad
- 8 pages to use for display ads, advertorials and datasheets
- Digital Edition Gold Sponsor – text ad #2
- \$10,000 marketing credit to spend on website marketing, lead generation and email newsletter marketing related to this program
- Unlimited product announcements

North America: \$15,000- 1x \$12,500- 4x
China Not Available

Platinum Sponsor

- Logo on catalog cover
- Back Cover Display Ad or Inside Front Cover or Page 1 Display Ad
- 5 pages to use for display ads, advertorials and datasheets
- Digital Edition Gold Sponsor – text ad #2 or #3
- \$7,500 marketing credit to spend on website marketing, lead generation and email newsletter marketing programs related to this program
- Unlimited product announcements

North America: \$12,500- 1x \$10,000- 4x
China: \$6,950- 1x \$4,950- 4x

Gold Sponsor

- Logo on catalog cover
- Display Ad (Page 1 or Opp TOC or Opp Intro or Inside Back Cover or Best Available)
- 3 pages to use for display ads, advertorials and datasheets
- Digital Edition Gold Sponsor – text ad
- \$5,000 marketing credit to spend on website marketing, lead generation and email newsletter marketing programs related to this program
- Unlimited product announcements

North America: \$10,000- 1x \$8,000- 4x
China: \$4,950- 1x \$3,950- 4x

A La Carte Menu

Product Showcase/Datasheet

1/2 Page Color Product Showcase*
Each Additional Product Showcase

North America

\$1,500
\$1,200

China

\$725
\$500

Display Advertising/Advertorial

2 Page Spread 4/c
1 Page 4/c
4 Page Print/Digital Insert

North America

\$2,950
\$2,000
\$7,500

China

\$1,950
\$1,450
\$5,000

*Format may expand to full page for Resource Catalog Edition

Reach your customers at www.embeddedintel.com

The online destination for engineers and embedded developers designing with Intel® Embedded processors



Website

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

Dominate www.embeddedintel.com 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 posted to www.embeddedintel.com
- 2 White Papers or Videos

Price - \$10,000

Average Monthly visitors on www.embeddedintel.com	
Page Views	69,361
Visits	19,192

Banners

Drive sales leads, introduce products and promote events.

- Leaderboard (728x90) - \$135 cpm
- Large Rectangle (336x280) - \$135 cpm
- Banner Tiles (125x125) - \$40 cpm

Video Library

Each video is featured on eecatalog.com and www.embeddedintel.com

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

Sponsored Featured Blog

Communicate directly with your target audience through featured blogs.

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

Online Product Showcase

Get your product information online and in front of your target audience on www.embeddedintel.com

- One page (12 months) - \$750
- Five Product Pages (12 months) - \$2,500

Embedded Intel® Solutions monthly email newsletter



Email Newsletter

Embedded Intel® Solutions monthly newsletter features product announcements, industry news and technical articles from editors and industry thought leaders. The newsletter is distributed to over 30,000 subscribers.

Advertisers in the quarterly *Embedded Intel® Solutions* magazine and resource catalog are invited to post PR for free during that quarter to the monthly email newsletter. A great way to promote your ongoing marketing activities!

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

Embedded Intel® Solutions Lead Generation Programs

White Paper Library

All white papers are hosted for 12 months and showcased on a www.EmbeddedIntel.com, in its monthly *E Product Alert* email newsletter, on www.eecatalog.com, and in a dedicated monthly white paper library email broadcast that features new white papers.

- You provide the white paper in a final PDF format/we generate leads for you
- \$2,500 for 1, \$6,000 for 3

White Paper Program Add-Ons

- One dedicated email blast promoting one or more white papers (25,000) - \$2,500
- Our Editors write the 4 page white paper - \$4,500

Increase your Webinar Viewership and Generate Leads for your Sales Team

We will post your marketing information on eecatalog.com and on EmbeddedIntel.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

Dedicated Email Blast

Send your own email blast to *Embedded Intel® Solutions* subscriber list - \$300 cpm (20,000 minimum)

Contest

Set-up your own sponsored contest on www.embeddedintel.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

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