

2012
Media
Kit

Embedded Intel® Solutions

How will
you
Promote
NEW
Products?



Embedded Intel®
Solutions
Quarterly
Magazine

- Product Marketing
- Lead Generation
- Branding & PR
- Custom Content
- High-Impact Advertising



Embedded Intel®
Solutions China
Biannual
Magazine

Where
will your
NEW
Business
come
from?



www.embeddedintel.com



Monthly Email Newsletter



Dedicated Email Blasts
& Lead Generation

Embedded
Intel® Solutions

Extension
MEDIA

Increase Sales to Engineers & Embedded Developers
Designing with Intel® Embedded Processors

www.embeddedintel.com

Embedded Intel® Solutions 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 24 years, holding editorial positions

on Chip Design Magazine and Wireless Systems Design.



Cheryl Berglund Coupé
EECatalog.com Editor
 Cheryl Berglund Coupé is Editor of Embedded Intel® Solutions and EECatalog.com. Her articles have appeared in EE Times,

Electronic Business, Microsoft Embedded Review and Windows Developer's Journal and she has developed presentations for the Embedded Systems Conference and ICSPAT. She has held a variety of production, technical marketing and writing positions within technology companies and agencies in the Northwest.

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

Jane Lin-Li Associate (Chinese) Editor

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

The **Embedded Intel® Solutions** network provides powerful tools for design engineers and embedded developers who design with Embedded Intel® processors:

- Industry News & Updates • New Product Releases • Blogs
- Insider Roundtables • Videos and Demos • White Papers
- Interactivity across digital, email and print formats

Embedded Intel® Solutions Magazine - North America Editions



Embedded Intel® Solutions magazine is packed with solutions-oriented and up-to-the-minute high-value editorial focused on the process of making hardware and software design decisions.

Editorial Sections include:

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

Key Editorial Topics in 2012

- Automotive
- Digital Signage
- Embedded Gaming
- Embedded SoC
- Low Power
- Machine to Machine
- Medical & Industrial
- Military & Aerospace
- Multicore & Virtualization
- Networking / Communications
- Programmability
- Security
- Small Form Factors
- Smart Phone & Tablets
- Storage
- Wireless

Customize your Multi-Media Sponsorship EACH QUARTER and Maximize your Impact and ROI!

Market Leader Sponsor (30 Points) – 1 company

Standard Rate: \$25,000

EA Rate: \$18,000

Platinum Sponsor (20 Points) – 2 companies

Standard Rate: \$15,000

EA Rate: \$12,000

Gold Sponsor (12 Points) – 10 companies

Standard Rate: \$10,000

EA Rate: \$7,500

POINTS	MENU OPTION
12	Exclusive "Interactive Showcase" Website Position – 3 months
10	Exclusive "Spotlight On" Website Position – 3 months
8	40,000 Leaderboard Impressions
5	25,000 Leaderboard Impressions
2	10,000 Leaderboard Impressions
8	40,000 Large Rectangle Impressions
5	25,000 Large Rectangle Impressions
2	10,000 Large Rectangle Impressions
2	25,000 Tile Impressions
1	10,000 Tile Impressions
12	Dedicated email blast to 30,000
6	Dedicated email blast to 15,000

Limited Availability
 Features Sold on
 First-Come Basis!

POINTS	MENU OPTION
2	White Paper with Lead Generation
2	Video Spot or Featured blog placement
6	E Product Alert Platinum Sponsorship – 3 issues
2	E Product Alert Platinum Sponsorship – 1 issue
3	E Product Alert Gold Sponsorship – 3 issues
1	E Product Alert Gold Sponsorship – 1 issue
4	Exclusive Back Cover Ad Placement
3	Premium Ad Positions: IFC, Page 1, IBC, Opp ToC or Intro
3	Digital Edition Multimedia Sponsor
2	Display Ad
2	Advertorial
1	Product Showcase
2	Unlimited PR posts to website & email newsletter

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

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

Display Advertising/Advertorial

2 Page Spread 4/c	\$3,500
1 Page 4/c	\$2,500
4 Page Print/Digital Insert	\$7,500

Premium Display Ad Positions

Back Cover	\$4,000
Inside Front Cover	\$3,750
Page 1	\$3,500
Inside Back Cover	\$3,500
Opp ToC/Intro	\$3,250

Product Showcase (1/2 page/color)

First Product	\$1,500
Each Additional Product	\$1,200

Digital Edition Sponsorship

\$3,500
 Includes banner opposite digital edition landing page, pop-up flash advertising on each of your pages and unlimited web links on your pages

Event Distribution Sponsorship

\$2,500
 Polybag your insert, up to 8 pages and leverage our trade show distribution

Product Showcases & Advertorials are also featured in print, digital, online & email newsletter editions

Reach your customers online at www.embeddedintel.com

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



Average Monthly visitors on www.embeddedintel.com	
Page Views	110,746
Visits	19,847
Avg. Time on Site	40:17

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)

Exclusive "Interactive Showcase" Position

High impact, center column position showcases your company as a market leader and enables readers to interact with your content & videos

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

Banners

Drive sales leads, introduce products and promote events.

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

Featured Videos

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

- One video, 6 months - \$1,500
- One video, 12 months - \$2,000

Embedded Intel® Solutions Lead Generation Programs

White Paper Lead Generation Program

Submit your White Papers in PDF format and generate leads from www.embeddedintel.com readers:

- Featured for 6 months on www.embeddedintel.com
- Showcased on the home page of www.embeddedintel.com
- Featured in E-Product Alert email newsletters that are broadcast monthly
- \$1500 per White Paper -OR- \$3000 for 3 White Papers

Dedicated Email Blast

Send your own email blast to www.embeddedintel.com readers

- \$300 cpm (15,000 minimum list size 30,000 available)

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

Embedded Intel® Solutions email newsletter broadcast monthly to 30,000 subscribers!



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 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)

- 125x125 banner
- 50 word text ad
- Unlimited product announcements

1xRate - \$950 per issue

4xRate - \$750 per issue

Content Marketing Solutions from *Embedded Intel® Solutions*

Hire the *Embedded Intel® Solutions* Editorial and Marketing teams to produce and deliver valuable, relevant and compelling content to your customers and prospects on a consistent basis.

- Blogs
- Enewsletters
- White Papers
- Articles
- Case Studies
- Social Media
- Videos
- Digital Magazines
- Microsites
- Market Research
- Ebook
- Print Magazines

Content marketing positions you as a trusted expert, impacts buying decisions, generates leads and improves SEO results!

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.

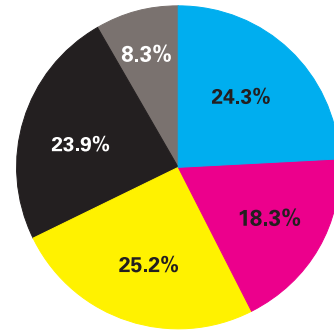
Embedded Intel® Solutions/North American will reach over 70,000 design engineers and embedded developers:

- **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 19,000 of engineers and embedded developers visit monthly.
- **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, ESC/Chicago, ESC/Boston, AdvancedTCA® Summit, 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 a average pass along readership of 2. That's a total reach for the print issue of 20,000!
- **Online**—All issues are available online at www.embeddedintel.com and www.eefocus.com (in simplified Chinese), where thousands of engineers and embedded developers will access information throughout 2012.
- **Key Events**—Print editions distributed at key Intel events.

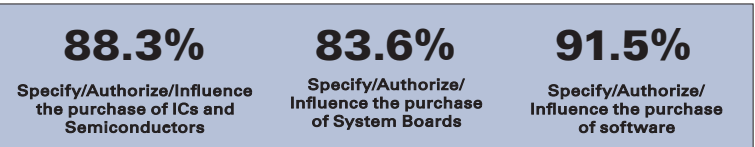
Circulation Breakdown



Job Function

- Executive Management 24.3%
- Engineering Management 18.3%
- Design Engineers 25.2%
- Software/Hardware Engineers 23.9%
- 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	<ul style="list-style-type: none"> • Low Power (Intel® Atom™ Processor and Embedded Xeon) • Embedded SoC • Medical & Industrial 	March 1	March 5	March	ESC Silicon Valley, RTC Events
Summer Issue	<ul style="list-style-type: none"> • Small Form Factors • Smart Phone & Tablets • Embedded Gaming 	June 15	June 22	June	IDF, RTC Events
Fall Issue	<ul style="list-style-type: none"> • Wireless • Networking • Machine to Machine 	August 31	September 7	September	ESC Boston, RTC Events, AdvancedTCA® Conference
Winter Issue	<ul style="list-style-type: none"> • Multicore and Virtualization • Programmability • Automotive 	November 30	December 7	December	Embedded World/Nuremberg

Embedded Intel® Solutions - China Editions Editorial Calendar

Issue	Space Deadline	Materials Deadline	Publication Date	Bonus Distribution
Spring/Summer	February 20	February 27	March	IDF Beijing
Fall/Winter	Sept 10	Sept 14	October	Intel Events in China

Embedded Intel® Solutions - Monthly Email Newsletter Calendar

Issue	Materials Due	Broadcast Date	Issue	Materials Due	Broadcast Date
January	Jan 27	Jan 31	July	July 27	July 31
February	Feb 24	Feb 28	August	August 24	August 28
March	March 23	March 27	September	Sept 21	Sept 25
April	April 20	April 24	October	Oct 26	Oct 30
May	May 25	May 29	November	Nov 19	Nov 27
June	June 22	June 26	December	Dec 14	Dec 18

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