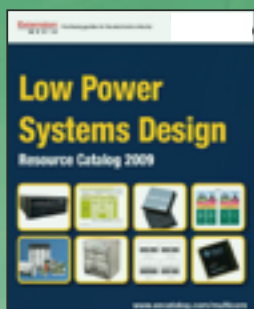


Special  
30% off  
Charter  
Rates

# Low Power Systems Design

Delivering the latest in products and techniques to optimize the efficiency of low power electronic designs



Annual Resource  
Catalog



Quarterly  
Magazine



Website



Monthly Email  
Newsletter

Published by

**Extension**  
MEDIA

[www.extensionmedia.com](http://www.extensionmedia.com)

[www.LowPowerSystems.com](http://www.LowPowerSystems.com)

2009  
MEDIA KIT

# High Value Content for Low Power Systems

## Low Power Systems Design is dedicated to covering

- Technology and techniques to optimize the efficiency of low power electronic designs
- The latest in power efficient design techniques
- New advances in power management systems, power conversion, digital power



Resource Catalog



Quarterly Magazine

## Low Power Systems Design Resource Catalog (Annual Spring issue)

This print and online buyers' guide is designed to help engineers and designers make purchasing decisions. Companies may promote products and services with data sheets, application articles and case studies. Coverage includes:

### Low Power Chips

- ✓ Battery Management
- ✓ Converters
- ✓ Drivers
- ✓ Power Management
- ✓ Regulators

### Low Power Application Specific Chips

- ✓ DSPs
- ✓ FPGAs
- ✓ Interface
- ✓ IP
- ✓ Memory
- ✓ Processors
- ✓ RFID
- ✓ Wireless

### Low Power Boards and Modules

- ✓ Automotive
- ✓ Industrial
- ✓ Interface
- ✓ Low Power Modules/Sub Systems
- ✓ Medical
- ✓ Mil/Aero
- ✓ Mobile
- ✓ Multimedia
- ✓ Network/communication

### Software

- ✓ Application Software
- ✓ Drivers
- ✓ Power Management
- ✓ RTOS

### Services

- ✓ Consultants
- ✓ Design & Integration

## Editorial Leadership



**John Blyler**  
Editorial Director

John has worked in the electronics industry for over 26 years, most recently holding editorial positions on *Embedded Intel® Solutions*, *Chip Design Magazine* and *Wireless Systems Design*.

**Ed Sperling**, Consulting Editor  
Ed is the former Editor-in-Chief of *Electronic News* and *Electronic Business*. He is the EiC of the System-Level Design portal.

**Dave Bursky**, Senior Editor  
Dave is a recognized expert in EDA/chip design technology.

**Geoffrey James**, Business Editor  
Geoffrey has written for national publications including *Wired*, *Business 2.0*, and *Electronic Business*.

**Craig Szydlowski**  
A regular contributing editor to *Embedded Intel® Solutions* magazine. He is a writer specializing in business and technology with over 20 years of engineering experience.

## Low Power Systems Design Magazine (Summer, Fall and Winter issues)

■ **Editorial Features**—Feature articles will provide in-depth insight and case studies for design and integration of low power systems

### ■ Columns / Departments

**News**—important news items such as new products and new technologies

**Market Watch**—analysis of current developments in low power systems design.

**Standards Watch**—looks at standardization and regulatory efforts that can have an important impact on development.

**The Last Word**—insightful industry viewpoints on key issues and opportunities for the Low Power design community.

## Website



[LowPowerSystems.com](http://LowPowerSystems.com) will provide the latest low power product news, technology articles and blogs.

Updated daily

## Enewsletter



Providing the latest design techniques, tools and news into the low power systems marketplace.

Published monthly  
25,000+ Subscribers

### Low Power Systems Design Editorial Calendar

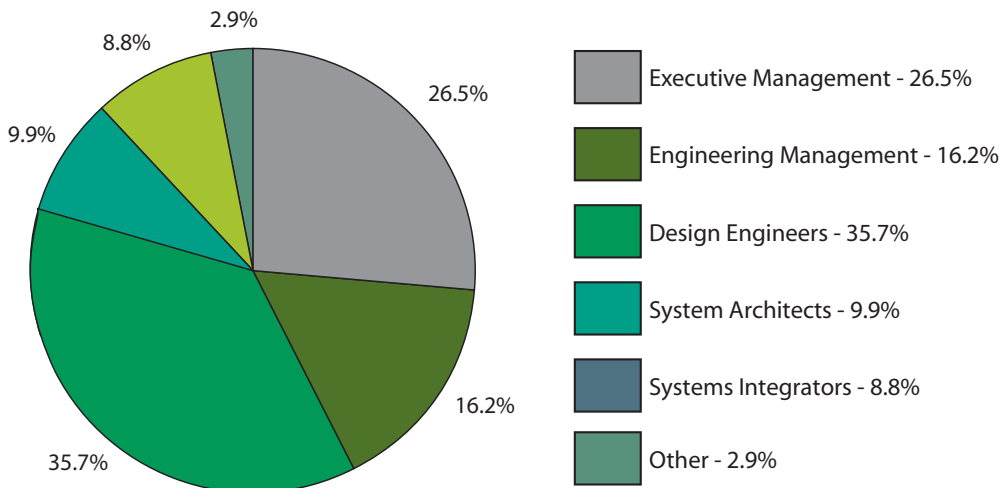
| Issue        | Focus                                   | Space Deadline | Materials Deadline | Publication Date | Bonus Distribution                          |
|--------------|---|----------------|--------------------|------------------|---|
| Spring Issue | Resource Catalog                        | March 9        | March 13           | April            | EmbeddedWorld 2009, ESC Silicon Valley      |
| Summer Issue | Low Power Technologies                  | May 11         | May 15             | June             | SUPERCOMM 2009                              |
| Fall Issue   | Managing Power w/ Software and Hardware | August 17      | August 21          | September        | ESC Boston, RTC Events, AdvancedTCA® Summit |
| Winter Issue | Digital Power Design                    | November 6     | November 13        | December         | EmbeddedWorld 2010                          |

## Today's electronics designs must be energy efficient.

**Low Power Systems Design** will reach over 100,000 Designers, Engineers and Managers working on low power and power efficient designs.

- **Print/Digital Edition** - 40,000 copies will be distributed in the U.S. and Canada directly to Architects, Designers, Engineers and Managers designing low power and energy efficient products for fixed and mobile applications. This includes design of power management, battery operated devices, thermal systems, traditional power systems and digital power systems.
- **Online** – All issues will be published online at [www.eecatalog.com](http://www.eecatalog.com) and [www.lowpowersystems.com](http://www.lowpowersystems.com) where thousands of engineers and embedded developers access information
- **Monthly email newsletters** – Monthly issues of *Low Power Systems* email newsletter will reach over 30,000 engineers and developers
- **Key Events** – Print edition will be distributed at key events including ESC Silicon Valley, ESC Boston, SUPERCOMM, Embedded World and a variety of power-focused conferences in 2009.

## Circulation Breakdown by Job Function and Purchasing Authority



**PURCHASING AUTHORITY**

**97.9%**

**Specify/Authorize/  
Influence the purchase  
of low power chips,  
boards, modules and  
systems**

## Marketing Opportunities

- ◆ High Impact Integrated Sponsorships
- ◆ Display Ads
- ◆ Datasheets
- ◆ Solutions Provider Section Advertorials
- ◆ Product showcase classifieds and datasheets
- ◆ Inserts
- ◆ Banners
- ◆ Email newsletter Sponsorships
- ◆ White Paper/Lead Generation Programs
- ◆ Video advertising
- ◆ Sponsored Blogs
- ◆ Reprints

# BIG SAVINGS — CHARTER RATES — SIGN UP BY DECEMBER 15th

| Resource Catalog (Spring Edition)    |               |              |           | Magazine (Summer, Fall, Winter Editions) |               |               |         |           |
|--------------------------------------|---------------|--------------|-----------|--|---------------|---------------|---------|-----------|
| PRODUCT / SERVICE DATA SHEETS        | STANDARD RATE | CHARTER RATE | ADD COLOR | SOLUTIONS PROVIDER FORUM                 | STANDARD RATE | CHARTER RATES | 3X      | ADD COLOR |
| 1st Full Page Data sheet             | \$1,495       | \$1,050      | \$250     | Two-Page Advertorial                     | \$3,750       | \$2,625       | \$2,000 | \$450     |
| Each Additional Full Page Data sheet | \$1,175       | \$825        | \$250     | One-Page Advertorial                     | \$2,500       | \$1,750       | \$1,500 | \$250     |
|                                      |               |              |           | <b>PRODUCT SHOWCASE CLASSIFIEDS</b>      |               |               |         |           |
|                                      |               |              |           | 1/2 Page Showcase                        | \$2,000       | \$1,400       | \$1,100 | Included! |

## All Issues—Integrated Sponsorships and Display Advertising

| DISPLAY ADVERTISING / ADVERTORIALS (ALL ISSUES)              | STANDARD RATE | 4 X RATE | ICA MEMBER RATE | 4 X RATE | ADD COLOR |
|--|---------------|----------|-----------------|----------|-----------|
| 2-Page Spread, Black and White                               | \$5,950       | \$4,950  | \$4,300         | \$3,750  | \$900     |
| 1-Page, Black and White                                      | \$3,500       | \$2,750  | \$2,580         | \$2,080  | \$600     |
| 2/3 Page (Vertical), Black and White ( <i>Magazine</i> only) | \$2,760       | \$2,100  | \$2,070         | \$1,500  | \$500     |
| 1/2 Page (Horizontal), Black and White                       | \$2,070       | \$1,725  | \$1,550         | \$1,250  | \$400     |

| DIAMOND SPONSORSHIP  |          |                     |          |
|--|----------|---------------------|----------|
| <b>Standard Rate</b>   | \$17,000 | <b>Charter Rate</b> | \$11,900 |
| <b>Limited to 1 company per issue</b>  |          | <b>4 x Rate</b>     | \$10,000 |
| <b>Sponsor Branding</b>  |          |                     |          |
| <ul style="list-style-type: none"> <li>Logo on issue cover as a Diamond Sponsor</li> <li>Logo &amp; link on home page of website</li> <li>1 full page Back cover Ad Position</li> </ul>  |          |                     |          |
| <b>Magazine Editions only</b>  |          |                     |          |
| <ul style="list-style-type: none"> <li>3 full page, 4-color editorials in Solutions Provider section</li> <li>1 additional display ad with best available position</li> <li>2 half page, 4-color product showcase ads</li> </ul> |          |                     |          |
| <b>Resource Catalog only</b>   |          |                     |          |
| <ul style="list-style-type: none"> <li>5 full page, 4-color data sheets</li> <li>3 full page, 4-color editorials (application article/case study)</li> </ul>   |          |                     |          |
| <a href="http://www.LowPowerSystems.com">www.LowPowerSystems.com</a>   |          |                     |          |
| <ul style="list-style-type: none"> <li>Rotating boombox banner for 3 months</li> <li>One dedicated email blast (25,000 names)</li> </ul>   |          |                     |          |

| PLATINUM CO-SPONSORSHIP  |          |                     |         |
|--|----------|---------------------|---------|
| <b>Standard Rate</b>   | \$12,500 | <b>Charter Rate</b> | \$8,750 |
| <b>Limited to 2 companies per issue</b>  |          | <b>4 x Rate</b>     | \$7,500 |
| <b>Sponsor Branding</b>  |          |                     |         |
| <ul style="list-style-type: none"> <li>Logo on issue cover as a Platinum Sponsor</li> <li>Logo &amp; link on home page of online version</li> <li>1 full page, 4-color display ad with priority position</li> </ul>              |          |                     |         |
| <b>Magazine Editions only</b>  |          |                     |         |
| <ul style="list-style-type: none"> <li>2 full page, 4-color editorials in Solutions Provider section</li> <li>1 additional display ad with best available position</li> <li>2 half page, 4-color product showcase ads</li> </ul> |          |                     |         |
| <b>Resource Catalog only</b>   |          |                     |         |
| <ul style="list-style-type: none"> <li>5 full page, 4-color data sheets</li> <li>2 full page, 4-color editorials (application article/case study)</li> </ul>   |          |                     |         |
| <a href="http://www.LowPowerSystems.com">www.LowPowerSystems.com</a>   |          |                     |         |
| <ul style="list-style-type: none"> <li>Rotating Leader board banner for 3 months</li> </ul>  |          |                     |         |

| GOLD CO-SPONSORSHIP   |          |                     |         |
|---|----------|---------------------|---------|
| <b>Standard Rate</b>  | \$10,000 | <b>Charter Rate</b> | \$7,000 |
| <b>Limited to 10 companies per issue</b>  |          | <b>4 x Rate</b>     | \$6,000 |
| <b>Sponsor Branding</b>   |          |                     |         |
| <ul style="list-style-type: none"> <li>Logo on issue cover as a Gold Sponsor</li> <li>Logo &amp; link on home page of online version</li> <li>1 full page, 4-color display ad with priority position</li> </ul> |          |                     |         |
| <b>Magazine Editions only</b>   |          |                     |         |
| <ul style="list-style-type: none"> <li>2 full page, 4-color editorials in Solutions Provider section</li> <li>1 half page, 4-color product showcase</li> </ul>  |          |                     |         |
| <b>Resource Catalog only</b>  |          |                     |         |
| <ul style="list-style-type: none"> <li>3 full page, 4-color data sheets</li> <li>2 full page, 4-color editorials (application article/case study)</li> </ul>  |          |                     |         |
| <a href="http://www.LowPowerSystems.com">www.LowPowerSystems.com</a>  |          |                     |         |
| <ul style="list-style-type: none"> <li>Rotating 125x125 tile banner for 3 months</li> </ul>   |          |                     |         |

| DELUXE PACKAGE   |         |                     |         |
|--|---------|---------------------|---------|
| <b>Standard Rate</b>   | \$6,250 | <b>Charter Rate</b> | \$4,450 |
| <b>4 x Rate</b>  | \$4,950 | <b>4 x Rate</b>     | \$4,000 |
| <b>Magazine Editions only</b>  |         |                     |         |
| <ul style="list-style-type: none"> <li>1 full page, 4-color editorial in Solutions Provider section</li> <li>1 full page, 4-color display ad</li> <li>1 half page, 4-color product showcase</li> </ul> |         |                     |         |
| <b>Resource Catalog only</b>   |         |                     |         |
| <ul style="list-style-type: none"> <li>2 full page, 4-color data sheets</li> <li>1 full page, 4-color editorial (application article/case study)</li> <li>1 full page, 4-color display ad</li> </ul>   |         |                     |         |
| <a href="http://www.LowPowerSystems.com">www.LowPowerSystems.com</a>   |         |                     |         |
| <ul style="list-style-type: none"> <li>Rotating 125x125 tile banner for 1 month</li> </ul>   |         |                     |         |

## Online Advertising, Email Newsletter Sponsorships and lead Generation

| ONLINE ADVERTISING       | STANDARD RATE |
|--------------------------|---------------|
| Leaderboards (728x90)    | \$150 cpm     |
| Boombox (336x280)        | \$175 cpm     |
| Tiles (125x125)          | \$75 cpm      |
| VIDEO LIBRARY            | STANDARD RATE |
| One microsite, 6 months  | \$2,500       |
| One microsite, 12 months | \$3,950       |
| FEATURED BLOG POSITION   | STANDARD RATE |
| One microsite, 6 months  | \$2,000       |
| One microsite, 12 months | \$3,000       |

| EMAIL NEWSLETTERS – BROADCAST MONTHLY  | Standard Rate  | 12x Rate |
|--|----------------|----------|
| <b>Exclusive Road Block</b> — Limited to one company owns all banner positions - 468x60 banner top position, skyscraperbanner (125x600), up to 3 text ads and up to 5 industry announcements | \$4,000 /issue | \$40,000 |
| <b>Platinum Sponsor</b> — Limited to one position 468x60 banner at top center position and first text ad position  | \$1,500 /issue | \$15,000 |
| <b>Gold Sponsors</b> — Limited to four positions Top 125x125 side banner position and second text ad position  | \$1,200 /issue | \$12,000 |

| WHITE PAPER LIBRARY/LEAD GENERATION (12 MONTHS) | STANDARD RATE |
|---|---------------|
| White Paper + Lead Generation                   | \$2,950       |
| Each Additional White Paper                     | \$2,000       |
| White Paper (no Lead Generation)                | \$1,500       |
| Each Additional White Paper                     | \$1,000       |

## Extension MEDIA

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### About Extension Media

Extension Media publishes business-to-business magazines, resource catalogs 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.

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