Targeted Buyers

Match Your Product Marketing with QUALIFIED Engineering Audiences!

35+ Editorially-Focused Engineering Communities

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®
Embedded Storage & Memory
Ethernet
FPGA & PLD
Gaming & Entertainment
High Performance Computing
Industrial Computing
IoT & M2M
IoT/Embedded Security
Machine Learning & Artificial Intelligence
Medical, eHealth & Home Health
Military, Aerospace & Avionics
Networking & Data Center (NFV/SDN)
OS & Development Tools
PC/104 & SFF
PCI Express
RF/Microwave
Sensors & MEMS
Smart Energy
Smartphone/Tablet & Wearables
Test & Measurement
Transportation
Ultra Low-Power/Power Management
USB
Virtual & Augmented Reality
VME, VPX, VXS
Wireless (LTE, Wi-Fi, Bluetooth, Zigbee)

Multi-Media Platforms

Choose the Media Platform to Fit YOUR Marketing Strategy!

35+ Technology Specific Websites
400,000+ Page Views a Month
35+ Industry Targeted Email Newsletters

Industry Targeted Events

Custom Email Blasts & Lead Generation Programs

Content Marketing Solutions

EMBEDDED SYSTEMS ENGINEERING powered by EECatalog

2019 Media Guide
Since 2005, Embedded Systems Engineering & EECatalog provide comprehensive online, magazine, newsletter, face-to-face and direct response opportunities for marketers to reach, influence and engage specific audiences of engineers, system designers, embedded developers and managers.

**Embedded Systems Engineering magazine**
Embedded Systems Engineering publishes monthly (including 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.

**Face to Face Events**
- Machine Learning & AI Developers Conference and IoT Developers Conference: June 5-6, 2019
- IoT Device Security Summit: Sept 2019
All events held in Santa Clara, CA

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

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

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

**Display Advertising/Advertorial**

<table>
<thead>
<tr>
<th>Premium Display Ad Positions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$4,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,500</td>
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<tr>
<td>Page 1</td>
<td>$3,500</td>
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<tr>
<td>Opposite Intro</td>
<td>$3,250</td>
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<tr>
<td>Opposite ToC</td>
<td>$3,250</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Display Advertising/Advertorial Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread 4/c</td>
</tr>
<tr>
<td>1 Page 4/c</td>
</tr>
<tr>
<td>1/2 Page (Horizontal/Vertical) 4/c</td>
</tr>
<tr>
<td>4 Page Print/Digital Insert</td>
</tr>
</tbody>
</table>

**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 Tile (125x125) - $50 cpm
- Large Pop-Under (720x300) - $400 cpm
appears when browser closes

**Exclusive “Push Down” Banner**
High impact and above the fold banner pushes down content expanding to a maximum of 970x418 and then retracts to 970x90
- 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)

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

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

**Choose from 35+ Industry-Targeted Newsletters!**

- IoT & Embedded Intel®
- Military & Aerospace
- 8/16/32-bit | ARM | ATCA/MicroTCA & CompactPCI | Automotive & Connected Car | Digital Signage, POS & Retail | DSP/Embedded (TI Platforms) | Embedded® Intel | Embedded/IoT Security
- Embedded Storage & Memory | Ethernet | FPGA & PLD | Gaming & Entertainment | Industrial | IoT & M2M | Machine Learning & AI
- Low Power/IoT Power Management | Medical, eHealth & Home Health | Military & Aerospace | Networking & Data Center (NFV/SDN) | PCI/104 & SFF | PCI Express Sensors & MEMS | Smart Energy | Transportation | Test & Measurement | USB | Virtual Reality/Augmented Reality
- VME, VPX, VXS | Wireless

**EECatalog Newsletter Broadcast Schedule**

EECatalog channel eNewsletters broadcast Quarterly, except for:
- IoT and Embedded Intel® eNewsletters broadcast Monthly
- Military & Aerospace eNewsletters broadcast Bi-Monthly

For a PDF of the complete 2019 EECatalog eNewsletter schedule contact: Clair Bright/Publisher cbright@extensionmedia.com
EECatalog Dedicated Email Blasts
With 35+ Market-Focused EECatalog channels, you can match your product marketing message precisely to your target customer!
Choose up to (3) EECatalog channels and we’ll create your custom email list.
• $300/cpm with minimum 15,000 subscriber list (minimum eblast rate: $4500)

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 10 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 – Generate Sales Leads from Target EECatalog Channel Audiences!
• First - choose up to (3) EECatalog channel audiences to promote leads for your White Paper campaign.
• WP Lead Campaign launched with a dedicated eBlas to a custom list comprised of 15,000 of these target EECatalog channel subscribers
• Over three months, your WPs are promoted to your chosen target EECatalog channel audiences on:
  - EECatalog channel home pages (up to three)
  - EECatalog.com portal home page
  - EECatalog Quarterly Report email newsletters (up to three)
  - (3) EECatalog Featured White Papers monthly promotional eblasts
• WPs may link to your own online registration form – or – link to the EECatalog WP subscriber form, in which case leads are supplied monthly.
• $2950 to promote one WP + $600 each additional WP

Extension Media Events Deliver Quality Face-to-Face Marketing Opportunities!
Exhibition and Presentation sponsorships provide opportunities to connect with pre-qualified embedded design engineers, system developers and managers developing IoT and Machine Learning/Al technologies and applications.
Well-attended Conference Sessions, Catered Lunches and Evening Receptions offer unparalleled networking opportunities and encourage productive discussions between exhibitors, presenters and qualified attendees.
To receive an Events Prospectus and Media Kit for these Extension Media events, please contact: Clair Bright, VP/Sales @ cbright@extensionmedia.com

Custom Content Marketing
Our editors create content that engages your customers and prospects and effectively tells your value proposition.
• Article (3 pages) (800 to 1,200 words max) - $5,000
• Interview (1 or 2 pages) (400 to 800 words) - $2,950
• Article/Case Study (4 pages) (1,800 words max) - $7,000
• Social Media Enhancement - Quoted upon request
• Monthly Blog (250 words) - $1,750 per month (6 month minimum)
• Webcasts - Quoted upon request
• Custom Events - quoted upon request
• Custom Email Newsletter
  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

Content Syndication Showcase
Leverage EECatalog Industry-Focused Websites & Newsletters to promote your original content to target engineering audiences!
• Exclusive featured online position on EECatalog channel home page and rotating on home page of www.eecatalog.com
• Positioned within the “News, Analysis & Features Section”
• 4-6 headlines which links to your website URL
• Marketers provide headline, image file, abstract and URL links for.
• Content also incorporated into quarterly email newsletter for your chosen EECatalog channel.
• $2,500/month with 3-month minimum (4-6 headlines)
• $1,000/month (1 headline)
## 2019 Editorial Calendar

### Embedded Systems Engineering Magazine

#### EECatalog Engineers’ Guides

<table>
<thead>
<tr>
<th>Magazine Issue</th>
<th>Space Deadline</th>
<th>Materials Deadline</th>
<th>Engineers’ Guide/Market Focus</th>
<th>Release Date</th>
<th>Bonus Event Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESE January</td>
<td>Dec 12</td>
<td>Dec 17</td>
<td>VME, VPX &amp; VXS Test &amp; Measurement</td>
<td>January</td>
<td>Embedded World, Embedded Tech Trends, Design Con</td>
</tr>
<tr>
<td>ESE February</td>
<td>Feb 1</td>
<td>Feb 4</td>
<td>PC/104 &amp; Embedded Small Form Factors</td>
<td>February</td>
<td>IoT DevCon, Embedded World, ESC Boston</td>
</tr>
<tr>
<td>Military/Aerospace &amp; Avionics Spring/Summer Issue</td>
<td>Apr 15</td>
<td>Apr 17</td>
<td>Focus on Unmanned Systems</td>
<td>May</td>
<td>AUVSI XPOTENTIAL, Interdrone</td>
</tr>
<tr>
<td>IoT DevCon Show Guide</td>
<td>May 17</td>
<td>May 20</td>
<td>IoT DevCon Attendees</td>
<td>Special Issue</td>
<td>IoT DevCon</td>
</tr>
<tr>
<td>Electronic Systems Design Engineering</td>
<td>May 21</td>
<td>May 23</td>
<td>Advanced Electronic Systems and IC designers</td>
<td>Special Issue</td>
<td>DAC, Arm TechCon</td>
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<tr>
<td>ESE June</td>
<td>June 11</td>
<td>June 17</td>
<td>Medical, eHealth &amp; Home Health Sensors &amp; MEMS Design Industrial Computing</td>
<td>June</td>
<td>Sensors Expo, Medical Device R&amp;D Summit, MedTech Conference</td>
</tr>
<tr>
<td>ESE July/August</td>
<td>July 19</td>
<td>July 22</td>
<td>AdvancedTCA®, MicroTCA® &amp; CompactPCI® Embedded Storage &amp; Network Security Networking &amp; Data Center Technologies (incl. NFV/SDN) Wireless (LTE, Wi-Fi, Bluetooth, Zigbee) USB Technologies PCI Express Solutions Ethernet Technologies</td>
<td>August</td>
<td>Flash Memory Summit, Storage Developer Conference, NFV &amp; Carrier SDN, Mobile World Congress America, ESC Minneapolis, IoT Device Security Summit</td>
</tr>
<tr>
<td>ESE September/October</td>
<td>Sep 9</td>
<td>Sep 13</td>
<td>Arm Technology IoT Device Security/Embedded Security Digital Signage, POS, Kiosk &amp; Retail Gaming &amp; Entertainment</td>
<td>September</td>
<td>Arm TechCon, G2E, ESC Minneapolis, Digital Signage Conference, CES, ESC Silicon Valley, RSA Conference, IoT Tech Expo NA</td>
</tr>
<tr>
<td>Military/Aerospace &amp; Avionics Fall/Winter Issue</td>
<td>Oct 4</td>
<td>Oct 7</td>
<td>Focus on Military Communications</td>
<td>November</td>
<td>MILCOM, ESC Silicon Valley</td>
</tr>
</tbody>
</table>

### Ecosystem-Focused Publications

<table>
<thead>
<tr>
<th>Publication</th>
<th>Frequency</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Embedded Intel® Solutions Magazine</td>
<td>Quarterly</td>
<td>Engineers and embedded developers who design with Intel® Embedded Processors Quarterlly Embedded World, ESC Boston, IoT DevCon, Flash Memory Summit, IoT Device Security Summit, CES</td>
</tr>
<tr>
<td>Engineers’ Guide to Microchip Technology</td>
<td>27-Nov</td>
<td>Focus on Microchip Technology</td>
</tr>
</tbody>
</table>

### Advertising Contacts

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

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