Targeted Buyers

Match Your Product Marketing with QUALIFIED Engineering Audiences!

Multi-Media Platforms

Choose the Media Platform to Fit YOUR Marketing Strategy!

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)

35+ Technology Specific Websites
400,000+ Page Views a Month

35+ Industry Targeted Email Newsletters

Embedded Systems Engineering & Engineers’ Guides covers 35+ Markets

Custom Email Blasts & Lead Generation Programs

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.

Websites
35+ website channels deliver daily editorial coverage and must-read content including industry news, product releases, videos, white papers and blogs. Average viewer session: 25 minutes

EECatalog Website Marketing Targets Technology Buyers in 35+ Online Communities!

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 Tiles (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)

EECatalog Product Showcase Lead-Generator
EECatalog Product Showcases are an easy and cost-effective tool for driving TARGETED engineering prospects to your new products and generating sales leads.

Choose one of 35+ EECatalog channels and your Product Showcase will be promoted for 12 months to this industry-targeted audience generating both PRINT and DIGITAL exposure for your products and featured in the following:
- Annual Engineers Guide print & digital magazine editions
- “Featured Product” eblast to 25,000+ EECatalog subscribers
- Featured online for 12 months on that www.eecatalog.com channel
- Promoted for 12 months in that EECatalog channel email newsletter
- Production/Layout performed by Extension Media staff.
- $1500 Full-page Showcase – or– $1000 Half-Page Showcase

EECatalog Newsletters Reach Registered Subscribers in 35+ Electronics Industry Markets!

Platinum Sponsor (2 slots)
- 728x90 banner or 125x600 banner
- First or Second 50 word text ad
- Unlimited product announcements
- 1xRate - $1,500 per broadcast
- 4xRate - $1,200 per broadcast

Gold Sponsor (4 slots)
- 125x125 banner
- 50 word text ad
- Unlimited product announcements
- 1xRate - $950 per broadcast
- 4xRate - $750 per broadcast

Choose from 35+ Industry-Targeted Newsletters!

- 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)
- PC/104 & SFF
- PCIe Express Sensors & MEMS
- Smart Energy
- Transportation
- Test & Measurement
- USB
- Virtual Reality/Augmented Reality
- VME, VPX, VXI
- Wireless


EECatalog eNewsletter 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

Each of 35+ Embedded Systems Engineering/EECatalog channels serves its target audience with a Website, Email Newsletter, monthly Magazine and annual EECatalog Engineers’ Guides.
Industry-Focused Content and Face-to-Face Events Deliver Qualified Audiences, and Powerful Marketing Options!

Industry-Targeted Lead Generation Programs

**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 eBlast 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 Prospects 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)

Editorial Leadership

**Lynnette Reese**
Editor-in-Chief
Lynnette Reese is Editor-in-Chief, Embedded Systems Engineering, and has been working in various roles as an electrical engineer for over two decades.

**Caroline Hayes**
Contributing Editor
Caroline has been an Editor covering the electronics industry for over 20 years most recently onsite Pan-European magazine EPN.

**Anne Fisher**
Managing Editor
Anne’s experience includes being managing editor, Communications Group, at OpenSystems Media, where she had the opportunity to cover a wide range of embedded solutions in the PICMG ecosystem as well as other technologies.

Events Expertise

**Pete Singer**
Editorial Director &
Associate Publisher
Pete oversees the editorial operations of Electronic Systems Design Engineering, Solid State Technology and The ConFab. He has been involved in technical journalism for more than 30 years and has written over 150 articles on all aspects of semiconductor manufacturing and design industries.

Marketing Expertise

**Clair Bright**
Publisher
Clair has 16+ years experience in electronics media, first at UBM, and since 2003 at Extension Media. Clair specializes in creating innovative media campaigns that integrate seamlessly into client strategies and exceed their ROI goals.
### 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><strong>ESE January</strong></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>
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<tr>
<td><strong>ESE February</strong></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><strong>ESE March</strong></td>
<td>Mar 14</td>
<td>Mar 18</td>
<td>IoT Solutions FPGA, PLD &amp; Signal Processing, Machine Learning &amp; Artificial Intelligence Virtual Reality &amp; Augmented Reality</td>
<td>March</td>
<td>ESC Boston, IoT DevCon</td>
</tr>
<tr>
<td>Military/Aerospace &amp; Avionics</td>
<td>Apr 15</td>
<td>Apr 17</td>
<td>Focus on Unmanned Systems</td>
<td>May</td>
<td>AUVSI XPOTENTIAL, Interdrone</td>
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<tr>
<td>Spring/Summer Issue</td>
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<tr>
<td><strong>IoT DevCon Show Guide</strong></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><strong>Electronic Systems Design Engineering</strong></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><strong>ESE June</strong></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><strong>ESE July/August</strong></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><strong>ESE September/October</strong></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</td>
<td>Oct 4</td>
<td>Oct 7</td>
<td>Focus on Military Communications</td>
<td>November</td>
<td>MILCOM, ESC Silicon Valley</td>
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<tr>
<td>Fall/Winter Issue</td>
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**Ecosystem-Focused Publications**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Frequency</th>
<th>Details</th>
<th>Release Frequency</th>
<th>Bonus Event 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</td>
<td>Quarterly</td>
<td>Embedded World, ESC Boston, IoT DevCon, Flash Memory Summit, IoT Device Security Summit, CES</td>
</tr>
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<th>Publication</th>
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<th>Details</th>
<th>Release Date</th>
<th>Bonus Event Distribution</th>
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<tbody>
<tr>
<td>Engineers’ Guide to Microchip Technology</td>
<td>27-Nov</td>
<td>Focus on Microchip Technology</td>
<td>December</td>
<td>CES, Embedded World</td>
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### 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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