

# Target Specific Electronics Buyers



- 25+ Annual Resource Catalog Programs
- Qualified Print & Email Subscribers
- Industry-Targeted Microsites
- *E-Product Alerts*
- Online Product Guides at [eecatalog.com](http://eecatalog.com)
- Targeted Events Distribution
- Custom Email Newsletter Marketing
- White Paper/Lead Generation Programs

**Extension**  
MEDIA

2009 Media Kit

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

# Extension Media Resource Catalogs for the Electronics Market

## Each Resource Catalog Program Reaches 70,000 Qualified Buyers!



Over 25 annual Extension Media Resource Catalogs focus on Processor Architectures, Operating Systems, Bus Structures and Interfaces, Emerging Technologies and Vertical Market Applications.

- **Qualified Print and Digital Edition Distribution** - 25,000+ copies of each Resource Catalog are distributed to subscribers qualified by their purchasing responsibilities.
- **Events Distribution at Industry Conferences and Trade shows worldwide!** Resource Catalogs are distributed worldwide through our alliances with the Embedded Systems Conferences, *Embedded World/Nuremberg*, *CES*, *CTIA*, *NXTComm*, *SUPERCOMM*, *DAC*, *DesignCon*, *Power.org Conference*, *TI Developer Conference* and *RTC* events.
- **25+ Industry-Targeted Microsites** support each Resource Catalog and are aggressively promoted with search engine advertising and links from industry associations & market-leading companies.
- **E-Product Alert** email newsletters promote each Resource Catalog and are broadcast quarterly - each reaching 25,000-35,000 subscribers. *E-Product Alerts* feature each Data Sheet and Advertorial from the print catalog + Industry News from catalog advertisers.

Resource Catalog advertisers may publish one **FREE** Industry News Announcement in **EACH** quarterly *E-Product Alert!*

### Ala Carte Menu—Resource Catalogs

PRODUCT / SERVICE DATASHEETS	STANDARD RATE	ADD COLOR	DISPLAY ADVERTISING / ADVERTORIALS	STANDARD RATE	ADD COLOR
1st Full Page Data sheet	\$1,495	\$250	2-Page Spread, Black and White	\$3,750	\$400
Each Additional Data Sheet	\$1,175	\$250	1-Page, Black and White	\$2,750	\$300

#### Data Sheets & Advertorials will be featured in:

- Print & Digital Editions of Resource Catalogs ► 12 months on Resource Catalog Microsite ► Four quarterly E-Product Alert email newsletters

## Customize Your Multi-Media Resource Catalog Sponsorship!

### DIAMOND SPONSORSHIP—\$17,000 (one slot) (Choose 25 points from Menu Options)

- Points Menu Option (12 month exposure)**
- (comp) Logo- top position of Catalog cover
  - (comp) Logo- home page of Catalog Microsite
  - (comp) Unlimited Microsite Product Announcements
  - (5) Dedicated Email blast to 25,000 subscribers
  - (4) BACK COVER Display Ad
  - (1) Data Sheet (per page) (full page/color)
  - (2) Advertorial (per page) (full page/color)
  - (2) Display Ad (per page) (full page/color)
  - (6) E-Product Alert Platinum Sponsorship (4 issues)
  - (2) E-Product Alert Platinum Sponsorship (1 issue)
  - (3) E-Product Alert Gold Sponsorship (4 issues)
  - (1) E-Product Alert Gold Sponsorship 1 issue)
  - (2) Digital Catalog Edition Platinum Sponsor/Text Ad #1
  - (3) White Paper Library Lead Gen Program
  - (1) White Paper Library (No Lead Gen)
  - (2) Blog Spot (12 months)
  - (2) Video Spot (12 months)
  - (3) Rotating Leaderboard Banner- Microsite (with 30,000 guaranteed impressions)

### PLATINUM SPONSORSHIP—\$12,500 (two slots) (Choose 16 points from Menu Options)

- Points Menu Option (12 month exposure)**
- (comp) Logo- top position of Catalog cover
  - (comp) Logo- home page of Catalog Microsite
  - (comp) Unlimited Microsite Product Announcements
  - (3) Page 1 or Inside Front Cover Display Ad
  - (3) Dedicated Email blast to 15,000 subscribers
  - (1) Data Sheet (per page) (full page/color)
  - (1) Advertorial (per page) (full page/color)
  - (1) Display Ad (per page) (full page/color)
  - (6) E-Product Alert Platinum Sponsorship (4 issues)
  - (2) E-Product Alert Platinum Sponsorship (1 issue)
  - (3) E-Product Alert Gold Sponsorship (4 issues)
  - (1) E-Product Alert Gold Sponsorship 1 issue)
  - (2) Unlimited Microsite Product Announcements
  - (1) Digital Catalog Edition Text Ad #2 or #3
  - (3) White Paper Library Lead Gen Program
  - (1) White Paper Library (No Lead Gen)
  - (2) Blog Spot (12 months)
  - (2) Video Spot (12 months)
  - (3) Rotating Boombox Banner- Microsite (with guaranteed 30,000 impressions)

### GOLD SPONSORSHIP—\$10,000 (10 slots) (Choose 12 points from Menu Options)

- (comp) Logo- on Catalog cover**
- (comp) Logo- home page of Catalog Microsite
  - (3) Opposite Intro, TOC or Lead Editorial Display Ad
  - (1) Data Sheet (per page) (full page/color)
  - (2) Advertorial (per page) (full page/color)
  - (2) Display Ad (per page) (full page/color)
  - (6) E-Product Alert Platinum Sponsorship (4 issues)
  - (2) E-Product Alert Platinum Sponsorship (1 issue)
  - (3) E-Product Alert Gold Sponsorship (4 issues)
  - (1) E-Product Alert Gold Sponsorship 1 issue)
  - (3) Unlimited Microsite Product Announcements
  - (3) White Paper Library Lead Gen Program
  - (1) White Paper Library (No Lead Gen)
  - (2) Blog Spot (12 months)
  - (2) Video Spot (12 months)
  - (2) Rotating Tile Banner- Microsite (with guaranteed 15,000 impressions)

**Target Online Buyers with Extension Media E-Product Alert email newsletters, Industry-targeted Microsites and on www.eecatalog.com**



**E Product Alert**

**E-Product Alerts** feature product announcements, industry news and articles from Extension Media editors and industry thought leaders. Broadcast quarterly to between 25,000-35,000 qualified subscribers, these industry-targeted emails give product marketers a unique opportunity to promote your leading products and announce the newest application solutions! Two levels of sponsorship offer premium position Banner and Text ads. Resource Catalog advertisers may publish one FREE Industry News Announcement in EACH quarterly *E-Product Alert*!



**eecatalog.com**

**The Portal @ www.eecatalog.com** features a Datasheet Directory where users can quickly search through thousands of detailed product data sheets, white papers, videos. Industry news and featured articles from industry thought leaders provide a daily look at emerging markets. Blogs and polls follow important industry topics and trends.



**Microsite**

**25+ Industry-Targeted Microsites** each focusing on a specific market with news, product announcements, community interaction and searchable Buyers' Guides.

- **Processor Architectures:** 8-bit, 16-bit, DSP, Embedded Intel®, FPGA and PLDs, MIPS, Power Architecture™/Power PC, Multicore
- **Operating Systems:** Eclipse, Embedded Linux, Java, Wind River, Windows Embedded, Wind River Technologies
- **Bus Structures/Interfaces:** AdvancedTCA®/MicroTCA™, PC/104, PCI Express, VME, WiMAX, Zigbee
- **Vertical Markets:** Automotive, Communication/Networking, Consumer Electronics, Electronic Sensors, Industrial, Multimedia Design

**New for 2009: White Papers, Videos, Sponsored Blogs!**

**Online Advertising, E-Product Alert Sponsorships, and Lead Generation Programs**

**Deluxe Online Sponsorship**

- ▶ Rotating boombox banner (40,000 guaranteed impressions)
- ▶ One dedicated email blast (20,000 names)
- ▶ UNLIMITED product announcements
- ▶ 2 white papers (no lead gen)  
OR 1 white paper (w/lead gen)

**\$12,000 (12 month program)**

**E-Product Alert Sponsorships**

- **Platinum Sponsorship** (*one company only*)
  - ▶ 468x60 leaderboard banner
  - ▶ Top position text ad
  - ▶ Product Announcement  
1x rate: \$1,500 per issue  
4x rate: \$1,200 per issue
- **Gold Sponsorship** (*limited to 4 companies*)
  - ▶ 125x125 banner
  - ▶ Text ad
  - ▶ Product Announcement  
1x rate: \$850 per issue  
4x rate: \$750 per issue

**Website Banner Advertising**

- [www.eecatalog.com](http://www.eecatalog.com)
- [EE Catalog.com](http://EECatalog.com) Microsites
- [EmbeddedIntel.com](http://EmbeddedIntel.com)
- [ChipDesignMag.com](http://ChipDesignMag.com)
- ▶ Leaderboards (728x90) \$120 cpm
- ▶ BoomBox (336x280) \$135 cpm
- ▶ Banner Tiles (125x125) \$50 cpm

**White Paper Library/Lead Generation**

- ▶ 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
- ▶ **White papers featured for 12 month period**

**Featured Blog Position**

- ▶ One microsite, 6 months \$2,000
- ▶ One microsite, 12 months \$3,000

**Video Library**

- ▶ One microsite, 6 months \$2,500
- ▶ One microsite, 12 months \$3,950

**White Papers, Videos, and Blogs featured in:**

- ▶ Market-focused Microsites
- ▶ Quarterly E-Product Alert email newsletters
- ▶ Dedicated monthly White Paper Library email broadcast

**Market Surveys**

- ▶ 8-10 questions
- ▶ 75 guaranteed responses/leads
- ▶ Four page executive summary report
- ▶ \$9,500

# 2009 Resource Catalog, Microsite & E-Product Alert Programs

Market-Focused Programs	Pub Date	Space Deadline	Materials Deadline	Targeted Reach
<i>Low Power Design Resource Catalog</i>	February	February 9	February 13	Designers and engineers working on low power and power efficient designs
<i>Open Source Technologies Resource Catalog</i>	February	February 16	February 20	Software developers using open source solutions
<i>MIPS® Embedded Resource Catalog</i>	March	March 6	March 9	Engineers, designers and embedded developers using the MIPS® architecture
<i>8-bit &amp; 16-bit Embedded Resource Catalog</i>	March	March 9	March 11	8-bit and 16-bit engineers and embedded developers
<i>Power Architecture™ Embedded Resource Catalog (Including PowerPC)</i>	March	March 11	March 13	Power Architecture/PowerPC engineers and embedded developers
<i>Wireless Connectivity Resource Catalog (Featuring Wi-Fi, Bluetooth, CDMA, GSM/GPRS and Zigbee compatible products and services)</i>	April	March 13	March 16	Engineers and embedded system developers incorporating wireless connectivity to their IT, telecom and home networking designs
<i>PC/104 &amp; PC/104-Plus Embedded Resource Catalog</i>	April	March 13	March 16	Embedded PC engineers and developers
<i>Java Technologies Resource Catalog</i>	May	May 4	May 8	Developers and IT professionals using Java
<i>Electronic Sensors Design Resource Catalog</i>	May	May 8	May 13	Designers and engineers working with embedded sensors, MEMS and related technologies
<i>Military and Aerospace Technologies Resource Catalog</i>	June	May 11	May 14	Military and aerospace engineers
<i>AdvancedTCA® and MicroTCA™ Resource Catalog</i>	June	May 15	May 18	Communication system designers in wireless and telecom infrastructure applications
<i>WiMAX Solutions Resource Catalog</i>	June	May 18	May 22	Engineers, designers and testers developing and implementing WiMAX broadband fixed and mobile technologies and platforms
<i>USB Resource Catalog</i>	July	June 12	June 19	Developers, engineers and designers implementing USB connectivity
<i>Chip Design Resource Catalog</i>	July	July 10	July 14	Advanced IC designers
<i>Embedded Linux Resource Catalog</i>	August	July 17	July 22	Engineers and embedded developers using embedded Linux
<i>Embedded Processing and DSP Resource Guide - TI Platforms</i>	August	August 3	August 10	System developers and designers using TI processor platforms including DSP, OMAP, DaVinci and MSP430
<i>Embedded Intel® Solutions Resource Catalog</i>	August	August 10	August 14	Engineers and embedded developers who design with Intel® Embedded Processors
<i>Windows Embedded Resource Catalog</i>	September	August 17	August 20	Developers, designers and engineers using Windows embedded operating systems
<i>Multicore Technologies Resource Catalog</i>	September	August 21	August 24	Developers and engineers using multicore and multiprocessing designs
<i>PCI Express Resource Catalog</i>	October	October 2	October 7	Engineers and embedded developers using or considering PCI Express solutions
<i>Medical Electronics Design Resource Catalog</i>	October	October 9	October 14	Architects, designers and embedded managers working on clinical IT, medical monitoring and diagnostic systems
<i>Eclipse Platform Resource Catalog</i>	October	October 16	October 19	Software developers and end users using eclipse tools and technologies
<i>Embedded Security Solutions Resource Catalog</i>	November	November 6	November 11	Engineers and embedded developers responsible for security in embedded applications
<i>Wind River Technologies Resource Catalog</i>	December	November 13	November 20	Developers, designers and engineers using Wind River technology and operating systems
<i>FPGA and PLD Solutions Resource Catalog</i>	December	November 16	November 20	FPGA and PLD system application engineers
<i>VMEbus Solutions Resource Catalog</i>	December	December 1	December 4	VMEbus system engineers and managers
<i>Multimedia Electronics Design Resource Catalog - The Engineers Resource to Audio and Video System Design</i>	December	December 8	December 12	Architects, engineers and designers developing multimedia systems

## Microsite and E-Product Alert Only Programs

Title	Audience
<i>Automotive</i>	Embedded hardware, software developers and system architects working on automotive solutions
<i>Zigbee</i>	Engineers and embedded system developers using Zigbee technology
<i>Industrial</i>	Engineers, embedded developers and designers working on industrial solutions
<i>Communications/Networking</i>	Engineers, embedded developers and designers working on communications/networking solutions
<i>Consumer Electronics</i>	Systems architects and embedded hardware/software developers developing home entertainment/network products

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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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