

**EECatalog**

Embedded  
Intel® Solutions

**Extension**  
MEDIA

# EECatalog Marketing and Lead Generation Programs connect you with targeted electronics buyers.



What  
Markets  
are  
important  
to  
you?

Where  
will your  
NEW  
Business  
come  
from?

**8-bit & 16-bit** AdvancedTCA®/MicroTCA™  
Automotive Chip Design Consumer Electronics  
Digital Signage **Display & Lighting** **DSP**  
Embedded Intel® **Embedded Linux & Android**  
Embedded Storage & Networking Security **Ethernet**  
FPGA & PLD **Low Power** Military & Aerospace  
**Medical Electronics** MIPS® **Multicore & Virtualization**  
PC/104 **PCI Express** Power Architecture® RF/Microwave  
**Sensors & MEMS** Smart Energy  
**Smart Phone & Tablet** Transportation **USB**  
VME & VPX **Wind River** Windows Embedded  
WiMAX and LTE **Wireless Infrastructure**

2012  
Media  
Kit



Technology Specific  
Websites



Email  
Newsletters



Print/Digital  
Guides



Dedicated Email Blasts &  
Lead Generation Programs

**New in 2012**  
→

Customized content marketing solutions to position your company  
as a trusted expert, generate leads and improve SEO results!

# EECATALOG: 25+ technology channels focused on processor architectures, operating systems, bus structures/interfaces and vertical markets

## Editorial Leadership



**John Blyler**  
**Editorial Director**  
 John has worked in the electronics industry for over 25 years holding the Editor position on Chip Design, Embedded Intel® Solutions and Wireless Systems Design.



**Cheryl Berglund Coupé**  
**EECatalog.com Editor**  
 Cheryl's 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.

**Jim Kobylecky**  
**Technology Editor**  
**Ed Sperling**  
**Consulting Editor**

Each EECatalog community program serves a specific audience of engineers, embedded developers, designers and managers with a website, videos, news, technical articles, trends analysis, a quarterly email newsletter and an annual print/digital Engineers' Guide.

### Processor Architectures

- 8-bit & 16-bit
- DSP
- Embedded Intel®
- FPGA and PLDs
- Low Power
- MIPS®
- Multicore & Virtualization
- Power Architecture®/PowerPC

### Operating Systems

- Embedded Linux & Android
- Eclipse
- Wind River
- Windows Embedded

### Bus Structures/Interfaces

- AdvancedTCA®/MicroTCA
- Ethernet Technologies
- PC/104 and Small Form Factor
- PCI Express
- USB
- VME, VPX, and VXS

### Vertical Markets

- Automotive
- Consumer Electronics
- Digital Signage
- Display & Lighting
- Embedded Storage & Network Security
- Medical
- Military/Aerospace
- RF/Microwave
- Sensors and MEMS
- Smart Energy
- Smart Phone & Tablet
- Transportation
- WiMAX & LTE
- Wireless Infrastructure

## EECatalog Website Marketing—Zero in on Specific Technology Buyers Visiting 30+ 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  
 Price - \$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  
 Price - \$2,500 per month (6 month minimum)

- Banners**
- Exclusive Ticker Push Down Expandable Banner (990x30 expanding to a maximum 990x210) - \$2,000 per month
  - Standard Pop-Under (336x280) - \$350 cpm appears when browser closes
  - Large Pop-Under (720x300) - \$450 cpm appears when browser closes
  - Skyscraper (125x600) - \$130 cpm
  - Leaderboard (728x90) - \$130 cpm
  - Large Rectangle (336x280) - \$130 cpm
  - Banner Tiles (125x125) - \$40 cpm

- Featured Videos/Blog**  
 Each video or Blog is featured on EECatalog.com and up to 3 microsites
- One video, 6 months - \$1,500
  - One video, 12 months - \$2,000

- Online Product Briefs/Data Sheets**  
 Get your product information online and in front of your target audience
- One page (12 months on microsite of your choice) - \$500
  - Five Product Pages (12 months on microsite of your choice) - \$2,000

## Email Newsletter Marketing Provides Year-Round Opportunities for Targeted Messaging!



Each EECatalog channel broadcasts a quarterly email newsletter featuring product announcements, industry news and technical articles from Extension Media editors and industry thought leaders. Each EECatalog.com community has its own subscriber list which ranges between 25,000 to 40,000.

- Platinum Sponsor** (exclusive to two companies)
- 728x90 banner or 125x600 banner
  - First or Second 50 word text ad
  - Unlimited product announcements
- 1xRate - \$1,500 per issue 4xRate - \$1,200 per issue

- Gold Sponsor** (limited to 3 companies only)
- 125x125 banner
  - 50 word text ad
  - Unlimited product announcements
- 1xRate - \$950 per issue 4xRate - \$750 per issue

**Custom Email Newsletter Sponsorships**  
 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

## High Quality Targeted Lead Generation Programs Deliver for Your Sales Team!

**Dedicated Email Blast**  
 Send your own email blast to specific EECatalog.com community subscriber lists

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

**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

**White Paper Editorial Development**

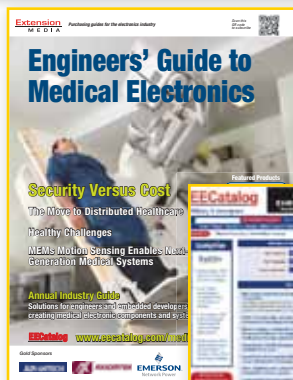
- Our Editors will write your White Paper - \$4500

**White Paper Lead Generation Program**  
 Submit your White Papers in PDF format and generate leads from EECatalog.com target markets with these promos:

- Featured for 6 months on up to (3) EECatalog.com channels
- Showcased on the home page of www.eecatalog.com
- Featured in EECatalog E-Product Alert email newsletters that are broadcast quarterly to your target EECatalog markets
- Showcased in 6 monthly EECatalog White Paper broadcasts
- \$1500 per White Paper -OR- \$3000 for 3 White Papers
- Dedicated email blast to 20,000 readers promoting your White Paper(s) for \$2500.



# Each EECATALOG community publishes an annual Engineers' Guide that is released in PRINT, DIGITAL, and ONLINE formats - and distributed through four powerful channels



- **Qualified Print & Digital edition direct distribution:** 30,000+ copies of each EECatalog Engineers' Guide are distributed to a unique subscriber list qualified by the readers purchasing responsibilities and market focus.
- **Events Distribution:** including *Embedded World/Nuremberg, ESC Silicon Valley & Boston, CES, CTIA, IDF, DAC, DesignCon, MILCOM, AEROCON Shows, Multicore Expo, ATCA & MicroTCA Summit, Open Source World, SEMICON West, Sensors Conference & Expo, TI Developer Events, RTC Events, Telematics Detroit, 4G World, LTE Conference, Ethernet Technology Summit* and *Linley Tech* events and major industry events in China.
- **Website:** Product Briefs/Datasheets and articles are featured for 12 months on their corresponding [www.eecatalog.com](http://www.eecatalog.com) community websites and updated daily.
- **Email Newsletters:** *E-Product Alerts* feature product briefs/datasheets, articles and news posts and are broadcast quarterly to 30,000+ EECatalog community subscribers.

## Customize your technology channel sponsorship to leverage your choice of EECatalog print, digital, website and email newsletter options!

Market Leader Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor
(40 Points for 12 months) – 1 company	(30 Points for 12 months) – 2 company	(20 Points for 12 months) – 3 companies	(10 Points for 12 months)
Standard Rate: □ \$36,000 (12 months)	Standard Rate: □ \$30,000 (12 months)	Standard Rate: □ \$20,000 (12 months)	Standard Rate: □ \$10,000 (12 months)
Early Bird Rate: □ \$27,000 (12 months)	Early Bird Rate: □ \$22,500 (12 months)	Early Bird Rate: □ \$15,000 (12 months)	Early Bird Rate: □ \$7,500 (12 months)
6 Month Sponsorship (20 points): □ \$2,750 per month	6 Month Sponsorship (15 points): □ \$2,250 per month	6 Month Sponsorship (15 points): □ \$1,500 per month	

POINTS	MENU OPTION	POINTS	MENU OPTION
18	Exclusive "Spotlight On" Website Position – 12 months	10	Dedicated email blast to 30,000
9	Exclusive "Spotlight On" Website Position – 6 months	6	Dedicated email blast to 15,000
20	Exclusive "Interactive Showcase" Website Position – 12 months	2	White Paper with Lead Generation
10	Exclusive "Interactive Showcase" Website Position – 6 months	2	Video Spot or Featured blog placement
18	Exclusive Push Down Banner - 12 months	7	<i>E Product Alert</i> Platinum Sponsorship – 4 issues
9	Exclusive Push Down Banner - 6 months	2	<i>E Product Alert</i> Platinum Sponsorship – 1 issue
5	40,000 Leaderboard Banner Impressions	3	<i>E Product Alert</i> Gold Sponsorship – 4 issues
3	25,000 Leaderboard Banner Impressions	1	<i>E Product Alert</i> Gold Sponsorship - 1 issue
1	10,000 Leaderboard Banner Impressions	4	Back Cover Ad Placement
5	40,000 Large Rectangle Banner Impressions	3	Preferred Ad Positions: IFC, Page 1, IBC, Opp ToC or Intro
3	25,000 Large Rectangle Banner Impressions	4	Exclusive Digital Edition Multimedia Sponsor
1	10,000 Large Rectangle Banner Impressions	2	Display Ad
3	25,000 Skyscraper Banner Impressions	2	Advertorial (per page)
1	10,000 Skyscraper Banner Impressions	1	Product Brief/Data Sheet (per product)
3	5,000 Standard Pop-Under Banners	2	Unlimited PR posts to website & email newsletter
5	5,000 Large Pop-Under Banners		

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

## Annual Print/Digital Edition - A La Carte Menu - Product Briefs/Data Sheets, Display Ads, Advertorials, Inserts

<b>Product Briefs / Data Sheets</b>	<b>Rate</b>	<b>Display Advertising/Advertorial</b>	<b>Rate</b>	<b>Event Distribution Sponsorship</b>	<b>\$2,500</b>
First Full Page 4/c data sheet	\$1,250	2 Page Spread 4/c	\$2,950	<i>Polybag your insert, up to 8 pages and leverage our trade show distribution</i>	
Each Additional Data Sheet	\$1,000	1 Page 4/c	\$2,000		
		4 Page Print/Digital Insert	\$7,500		
<b>Premium Display Ad Positions</b>	<b>Rate</b>	<b>Digital Edition Sponsorship</b>	<b>\$3,500</b>	<b>Data Sheets &amp; Advertorials featured in print, digital, online &amp; email newsletter editions</b>	
Back Cover	\$4,000	<i>Includes banner opposite digital edition landing page, pop-up flash advertising on each of your pages and unlimited web links on your pages</i>			
Inside Front Cover	\$3,750				
Page 1	\$3,500				
Inside Back Cover	\$3,500				
Opp ToC/Intro	\$3,250				

## Custom Content Marketing Solutions from EECatalog.com

Hire the [EECatalog.com](http://EECatalog.com) Editorial and Marketing teams to produce and deliver valuable, relevant and compelling content to your customers and prospects on a consistent basis.

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

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

## Reach the High-Growth 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.



# 2012 Editorial Calendar — EECatalog Annual Engineers' Guides

Market Focus	Pub Date	Formats	Space Deadline	Materials Deadline	Targeted Reach	Bonus Distribution
<i>Embedded Storage &amp; Network Security Solutions</i>	February	Print/Digital	January 31	February 3	Embedded developers and engineers incorporating storage and interface technology into today's secure embedded networks.	Embedded World, RSA Conference, Storage Networking World
<i>PC/104 &amp; Embedded Small Form Factors</i>	March	Print/Digital	February 27	March 1	Embedded PC engineers and developers	ESC Silicon Valley
<i>8-bit &amp; 16-bit</i>	April	Print/Digital	March 1	March 5	8-bit and 16-bit engineers and embedded developers	ESC Silicon Valley
<i>Low Power System Design (Including Energy Harvesting)</i>	April	Print/Digital	March 5	March 8	Designers and engineers working on low power and power efficient designs	ESC Silicon Valley
<i>Multicore and Virtualization Technologies</i>	April	Print/Digital	March 9	March 14	Developers and engineers using multicore and multiprocessing designs	ESC Silicon Valley, Multicore Expo
<i>Sensors and MEMS Design</i>	May	Print/Digital	May 10	May 14	Designers and engineers working with embedded sensors, MEMS and related technologies	Sensors Expo, MEMS Executive Congress, CES
<i>Transportation Systems Design</i>	June	Print/Digital	May 14	May 18	Engineers, designers and managers who are developing integrated transportation networks for commercial and commuter applications including buses, light and heavy rail, subways, trucking and shipping.	Telematics Detroit, ESC Chicago, Embedded World
<i>Chip Design Resource Catalog</i>	June	Print/Digital	May 15	May 21	Advanced IC designers	DAC
<i>AdvancedTCA® and MicroTCA™</i>	June	Print/Digital	May 16	May 22	Communication system designers in wireless and telecom infrastructure applications	TIA 2012 Inside the Network, ATCA/MicroTCA Summit
<i>USB Technologies</i>	July	Print/Digital	June 11	June 15	Developers, engineers and designers implementing USB connectivity	ESC Boston, IDF
<i>Military and Aerospace Technologies</i>	July	Print/Digital	June 18	June 22	Military and aerospace engineers	MILCOM, AEROCON Shows
<i>Embedded Linux and Android</i>	July	Print/Digital	July 16	July 20	Engineers and embedded developers using embedded Linux	LINUXCON, ESC Boston
<i>Embedded Processing and DSP Resource Guide - TI Platforms</i>	August	Print/Digital	August 15	August 20	System developers and designers using TI processor platforms including DSP, OMAP, DaVinci and MSP430	ESC Boston, TI Tech Days
<i>Medical Electronics Design</i>	September	Print/Digital	August 22	August 27	Architects, designers and embedded managers working on clinical IT, medical monitoring and diagnostic systems	ESC Boston / DesignMED
<i>Embedded Intel® Solutions Industry Fall Guide</i>	September	Print/Digital	August 31	September 7	Engineers and embedded developers who design with Intel® Embedded Processors	ESC Boston, ATCA/MicroATCA Summit
<i>Display &amp; Lighting Technologies</i>	September	Print/Digital	September 1	September 8	Engineers and Embedded Developers creating complete display and lighting solutions for consumer, medical, and industrial	OLEDs World Summit, LEDs 2012, Lighting Fair
<i>Windows Embedded</i>	September	Print/Digital	September 10	September 13	Developers, designers and engineers using Windows embedded operating systems	ESC Boston, TechEd, CES
<i>Automotive Embedded Technology</i>	October	Print/Digital	September 24	September 28	Engineers and managers creating embedded hardware and software systems for infotainment and control platforms	SAE Convergence, Embedded World
<i>WiMAX and LTE Solutions</i>	October	Print/Digital	October 3	October 8	Engineers, designers and testers developing and implementing WiMAX and LTE broadband fixed and mobile technologies and platforms	4G World, ATCA/MicroTCA Summit, LTE Conference, CTIA Wireless
<i>PCI Express</i>	October	Print/Digital	October 10	October 15	Engineers and embedded developers using or considering PCI Express solutions	ATCA/MicroTCA Summit, Embedded World
<i>Wind River Technologies</i>	November	Print/Digital	November 16	November 26	Developers, designers and engineers using Wind River technology and operating systems	Embedded World
<i>FPGA and PLD Solutions</i>	November	Print/Digital	November 26	November 30	FPGA and PLD system application engineers	ESC Silicon Valley, DesignCon, DAC
<i>Smart Phone &amp; Tablet Design</i>	December	Print/Digital	December 2	December 6	Engineers and Embedded Firmware Developers creating smart phone and tablet technology	CES, Mobile World Congress, CTIA Wireless, Embedded World
<i>Digital Signage</i>	December	Print/Digital	December 5	December 12	Architects, engineers and designers developing digital signage solutions	CES, Embedded World, Digital Signage Expo
<i>Smart Energy (Embedded Utility and Appliance Meters, Sensors and Wired and Wireless Interfaces)</i>	January	Print/Digital	December 10	December 13	Engineers and embedded developers creating smart energy products for consumer and business applications	CES, Embedded World, ESC Silicon Valley, Sensors Expo
<i>Ethernet Technologies</i>	January	Print/Digital	December 11	December 14	Engineers, designers and embedded developers requiring ethernet connectivity for embedded, corporate, industrial and home networking applications	Ethernet Tech Summit, Embedded World, ESC Silicon Valley
<i>VME and VPX</i>	January	Print/Digital	December 12	December 17	VMEbus system engineers and managers	MILCOM, AEROCON Shows Embedded World

## Advertising & Marketing Contacts

**EECatalog**

**Clair Bright**  
Vice President & Associate Publisher  
+1 415.255.0390 x15  
cbright@extensionmedia.com

**Embedded Intel® Solutions**

**Marcy Carnerie**  
Sales Manager  
+1 510.919.4788  
mcarnerie@extensionmedia.com

**Chip Design**

**Extension  
M E D I A**

Extension Media publishes business to business magazines, resource catalogs, email newsletters 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.