Marketing & Lead Generation Programs
Connect You with Targeted Electronics Buyers

30+ Editorially-Focused Engineering Communities

- 8/16/32-bit Android/Embedded Linux ARM
- ATCA®/MicroTCA™ Automotive Chip Design
- Consumer Electronics Digital Signage, POS & Retail
- Embedded Intel® Solutions DSP (TI Platforms)
- Embedded Security Embedded Storage Ethernet
- FPGA & PLD Gaming Industrial Computing IoT & M2M
- LTE & 4G Military/Aerospace & Avionics
- Medical Electronics Design Multicore & Virtualization
- PC/104 & SFF PCI Express RF/Microwave
- Safety Critical Systems Sensors & MEMS Smart Energy
- Smartphone & Tablet Transportation Ultra Low-Power
- USB VME/VPX/VXS Wind River
- Windows Embedded Wireless Infrastructure

www.eecatalog.com
Each of 30+ Embedded Systems Engineering/EECatalog channels serves its audience with a website, quarterly email newsletter, monthly magazine and annual Engineers’ Guides.

**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 (+ 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.

**Websites**
30+ website channels deliver daily editorial coverage and must-read content including industry news, product releases, videos, white papers and blogs.

**Face to Face Events**
The IoT Developers Conference and 10th annual Multicore Developers Conference will take place May 6-7 at the Hyatt Santa Clara Conference Center and attract 2000+ qualified attendees for two days of Technical Sessions & Exhibitions.

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

**Email Newsletters**
30+ Monthly/Quarterly Report email newsletters reach 25,000 - 45,000 registered subscribers. 4x/year.

**Content Syndication & Custom Content Marketing**
Leverage EECatalog’s network of technology websites and email newsletters to showcase your content to targeted technology users. – OR – hire the EECatalog editorial team to create custom content that will engage your target customers and effectively communicate your value proposition!

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**Embedded Systems Engineering magazine & EECatalog Engineers Guides - Product Showcases, Display Ads, Advertorials, Inserts**

<table>
<thead>
<tr>
<th>Product Briefs / Data Sheets</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Full Page 4/c data sheet</td>
<td>$1,250</td>
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<tr>
<td>Each Additional Data Sheet</td>
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<table>
<thead>
<tr>
<th>Premium Display Ad Positions</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Back Cover</td>
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<tr>
<td>Inside Front Cover</td>
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<tr>
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<tr>
<td>Inside Back Cover</td>
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<td>Opp Tel/Intro</td>
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<table>
<thead>
<tr>
<th>Display Advertising/Advertorial</th>
<th>Rate</th>
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<tbody>
<tr>
<td>2 Page Spread 4/c</td>
<td>$2,950</td>
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<tr>
<td>1 Page 4/c</td>
<td>$2,000</td>
</tr>
<tr>
<td>4 Page Print/Digital Insert</td>
<td>$7,500</td>
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</table>

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

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

**Data Sheets & Advertorials**
featured in print, digital, online & email newsletter editions

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**EECatalog Channel Website Marketing—Target 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
- $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

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

**Exclusive “Push Down” Banner**
High impact and above the fold banner pushes down content expanding to a maximum of 970 x418 and then retracts to 970 x 90
- 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)

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

**Product Showcase Lead Generator**
Product Showcases reach your target audience:
- Published in an EECatalog Engineers Guide print & digital edition
- Featured in a Promotional eblast to target EECatalog subscribers
- Promoted in 4 issues of an EECatalog channel email newsletter
- Production/Layout performed by our staff
- $1250 Full-page Product Showcase
- $950 Half-page Product Showcase
- Add on: 12 month “Featured Product” banner campaign - $500 per product

**Channel Specific Quarterly Report - Email Newsletter Marketing Provides Year-Round Opportunities for Targeted Messaging!**

**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 broadcast
  - 4xRate - $1,200 per broadcast

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

**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
- 1xRate - $7,500 per issue
- 6xRate - $5,000 per issue
Dedicated Email Blast
Send your own email blast to specific EECatalog.com community subscriber lists
• $300 cpm
• 15,000 minimum list size

White Paper Lead Generation Program
Submit your White Papers in PDF format and generate leads from EECatalog.com target markets with these promos:
• Featured 6 months on up to (3) EECatalog channels
• Showcased on the home page of www.eecatalog.com
• Featured in EECatalog email newsletters that are broadcast quarterly to your target EECatalog markets
• Showcased in 6 monthly EECatalog White Paper broadcasts
• $1500 per White Paper - OR- $3000/3 White Papers
• Dedicated email blast to 20,000 readers promoting your White Paper(s) for an additional $2500.

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

Create a Branded Industry-Targeted Marketing & Lead-Generation Campaign that is Customized to Your Messaging Strategy + Meets your ROI Goals!

Market Leader Sponsor (per EECatalog channel)
Minimum Annual Budget-$18,000 which includes:
• Full 20% Discount on all Marketing Options
• First Choice on all Exclusive Print & Digital Slots
• One Custom Editorial Profile by EECatalog Editors
• Invitation to contribute (2) Editorial Features per year
• Top Sponsor Branding on all Print, Website and Email Newsletters
• Unlimited PR posts for 12 months

Gold Sponsor (per EECatalog channel)
Minimum Annual Budget-$8000 which includes:
• Full 10% Discount on all Marketing Options
• Invitation to contribute (1) Editorial Feature per year
• Sponsor LOGO Branding on all Print, Website and Email Newsletters
• Unlimited PR posts for 12 months
• Companies booking Branded Sponsorships (at either level) on 3 or more EECatalog channels receive an additional 20% discount.

Custom Content Marketing
Hire editorial and marketing teams to create content that engages your customers and prospects and effectively tells your value proposition.
• Monthly Blog (250 words) - $1,750 per month (6 month minimum)
• Article (3 pages) (800 to 1,200 words max) - $5,000
• Case Study (4 pages) (1,800 words max) - $7,500
• White paper (10 pages) - $12,500
• eNewsletter - Quoted upon request
• Social Media Enhancement - Quoted upon request
• Print/Digital Magazine - Quoted upon request
• Webcasts - Quoted upon request

Content Syndication Services
Promote your original content to target EECatalog audiences!
• Exclusive featured online position on EECatalog channel home page and rotating to home page of www.eecatalog.com
• Positioned directly under the “News Section” (rotating story on top middle of landing page)
• 4-6 headlines link to an abstract which links to your website URL.
• Marketers provide headline, image file, abstract and URL links for each content piece.
• Content also incorporated into quarterly email newsletter for your chosen EECatalog channel.
• $2500/month with 3-month minimum

Custom Content Marketing & Content Syndication Solutions

Face to Face: Internet of Things Developers Conference | 10th Annual Multicore Developers Conference | May 6-7, 2015, Santa Clara, CA.

Contact Clair Bright: cbright@extensionmedia.com for a 2015 Media Kit
<table>
<thead>
<tr>
<th>Market Focus</th>
<th>Space Deadline</th>
<th>Materials Deadline</th>
<th>Industry-Targeted Reach</th>
<th>Digital Release</th>
<th>Print Publication</th>
<th>Bonus Event Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>VME, VPK &amp; VXS</td>
<td>12-Dec</td>
<td>15-Dec</td>
<td>VMEbus system engineers and managers</td>
<td>January</td>
<td>Embedded Systems Engineering - January</td>
<td>Embedded World; AeroCon West</td>
</tr>
<tr>
<td>Safety Critical Systems Design</td>
<td>15-Dec</td>
<td>16-Dec</td>
<td>Designers and engineers working on safety critical systems</td>
<td>January</td>
<td>Embedded Systems Engineering - January</td>
<td>Embedded World; AeroCon West</td>
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<tr>
<td>Internet of Things (IoT) &amp; M2M</td>
<td>30-Jan</td>
<td>2-Feb</td>
<td>Developers, engineers and managers developing IoT and M2M technologies</td>
<td>February</td>
<td>Embedded Systems Engineering - February</td>
<td>Embedded World; RSA Conference; IoT DevCon</td>
</tr>
<tr>
<td>Embedded Security</td>
<td>2-Feb</td>
<td>4-Feb</td>
<td>Embedded developers, designers and managers concerned about the security risks and threats facing embedded systems</td>
<td>February</td>
<td>Embedded Systems Engineering - February</td>
<td>RSA Conference; Embedded World; IoT DevCon</td>
</tr>
<tr>
<td>Smart Energy</td>
<td>3-Feb</td>
<td>4-Feb</td>
<td>Engineers and embedded developers creating smart energy products for consumer and business applications</td>
<td>February</td>
<td>Embedded Systems Engineering - February</td>
<td>RSA Conference; Embedded World; IoT DevCon</td>
</tr>
<tr>
<td>8-bit, 16-bit &amp; 32-bit Technologies</td>
<td>11-Mar</td>
<td>13-Mar</td>
<td>8-bit and 16-bit engineers and embedded developers</td>
<td>March</td>
<td>Embedded Systems Engineering - March</td>
<td>IoT DevCon; ESC Boston</td>
</tr>
<tr>
<td>Ultra Low-Power/High Performance Design</td>
<td>13-Mar</td>
<td>16-Mar</td>
<td>Designers and engineers working on low power and power efficient designs</td>
<td>March</td>
<td>Embedded Systems Engineering - March</td>
<td>IoT DevCon; ESC Boston</td>
</tr>
<tr>
<td>PC/104 &amp; Embedded Small Form Factors</td>
<td>22-Mar</td>
<td>27-Mar</td>
<td>Embedded PC engineers and developers</td>
<td>April</td>
<td>Embedded Systems Engineering - April</td>
<td>ESC Silicon Valley; ESC Boston</td>
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<tr>
<td>RF and Microwave</td>
<td>2-Apr</td>
<td>7-Apr</td>
<td>Engineers and managers engaged in RF and Microwave SoCs</td>
<td>April</td>
<td>Embedded Systems Engineering - April</td>
<td>IMS 2015; DAC</td>
</tr>
<tr>
<td>Military/Aerospace &amp; Avionics (Special Focus of Unmanned Systems)</td>
<td>8-Apr</td>
<td>13-Apr</td>
<td>Military and Aerospace Engineers</td>
<td>May</td>
<td>Embedded Systems Engineering - May</td>
<td>AUVSI, ESC Silicon Valley</td>
</tr>
<tr>
<td>Multicore &amp; Virtualization Technologies</td>
<td>10-Apr</td>
<td>17-Apr</td>
<td>Developers and engineers using multicore designs and IoT technologies</td>
<td>May</td>
<td>Engineers’ Guide to Multicore &amp; Virtualization + Show Issue</td>
<td>Multicore DevCon + IoT DevCon</td>
</tr>
<tr>
<td>Medical Electronics Design</td>
<td>27-Apr</td>
<td>30-Apr</td>
<td>Architects, designers and embedded managers working on clinical IT, digital health, medical monitoring and diagnostic systems</td>
<td>May</td>
<td>Embedded Systems Engineering - May</td>
<td>Medical Device Summit, ESC Silicon Valley, Sensors Expo</td>
</tr>
<tr>
<td>Sensors &amp; MEMS Design</td>
<td>4-May</td>
<td>6-May</td>
<td>Designers and engineers working with embedded sensors, MEMS and related technologies</td>
<td>May</td>
<td>Embedded Systems Engineering - May</td>
<td>Sensors Expo, MEMS Executive Congress, ESC Silicon Valley</td>
</tr>
<tr>
<td>Industrial Computing</td>
<td>6-May</td>
<td>8-May</td>
<td>Designers, engineers, and managers working on Industrial Computing applications</td>
<td>May</td>
<td>Embedded Systems Engineering - May</td>
<td>Sensors Expo, MEMS Executive Congress; ESC Silicon Valley</td>
</tr>
<tr>
<td>Transportation Systems Design</td>
<td>11-May</td>
<td>13-May</td>
<td>Engineers, designers and managers developing integrated transportation networks for commercial and commuter applications including buses, light and heavy rail, subways, trucking and shipping</td>
<td>June</td>
<td>Embedded Systems Engineering - June</td>
<td>Telematics Detroit; ESE Silicon Valley</td>
</tr>
<tr>
<td>Automotive Embedded Technologies</td>
<td>14-May</td>
<td>18-May</td>
<td>Engineers and managers creating embedded hardware and software systems for infotainment and control platforms</td>
<td>June</td>
<td>Embedded Systems Engineering - June</td>
<td>Telematics Detroit; ESE Silicon Valley</td>
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<tr>
<td>Chip Design</td>
<td>18-May</td>
<td>20-May</td>
<td>Advanced IC designers</td>
<td>June</td>
<td>Chip Design Summer Issue</td>
<td>DAC, ARM TechCon</td>
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<tr>
<td>AdvancedTCA® and MicroTCA™</td>
<td>22-Jun</td>
<td>24-Jun</td>
<td>Communication system designers in wireless and telecom infrastructure applications</td>
<td>July</td>
<td>Embedded Systems Engineering - July</td>
<td>ESC Silicon Valley; IDF; Flash Memory Summit; SNW; LTE Conference</td>
</tr>
<tr>
<td>Embedded Storage &amp; Network Security</td>
<td>1-Jul</td>
<td>6-Jul</td>
<td>Engineers, designers, system architects developing storage intensive systems and network security systems</td>
<td>July</td>
<td>Embedded Systems Engineering - July</td>
<td>ESC Silicon Valley; IDF; Flash Memory Summit; Storage Networking World; LTE Conference</td>
</tr>
<tr>
<td>LTE &amp; 4G Solutions</td>
<td>6-Jul</td>
<td>8-Jul</td>
<td>Engineers, designers and testers developing and implementing LTE and 4G broadband fixed and mobile technologies and platforms</td>
<td>July</td>
<td>Embedded Systems Engineering - July</td>
<td>ESC Silicon Valley; IDF; Flash Memory Summit; SNW; LTE Conference</td>
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<tr>
<td>USB Technologies</td>
<td>29-Jul</td>
<td>31-Jul</td>
<td>Developers, engineers and designers implementing USB connectivity</td>
<td>August</td>
<td>Embedded Systems Engineering - August</td>
<td>IDF; ESC Minneapolis</td>
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<td>PCI Express Solutions</td>
<td>3-Aug</td>
<td>7-Aug</td>
<td>Engineers and embedded developers using or considering PCI Express solutions</td>
<td>August</td>
<td>Embedded Systems Engineering - August</td>
<td>IDF; ESC Minneapolis</td>
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<tr>
<td>Ethernet Technologies</td>
<td>7-Aug</td>
<td>11-Aug</td>
<td>Engineers and embedded developers requiring ethernet connectivity for embedded, corporate, industrial and home networking applications</td>
<td>August</td>
<td>Embedded Systems Engineering - August</td>
<td>IDF; ESC Minneapolis</td>
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<td>Digital Signage, POS, Kiosk &amp; Retail</td>
<td>17-Aug</td>
<td>21-Aug</td>
<td>Architects, engineers and designers developing digital signage, POS, kiosk and retail solutions</td>
<td>September</td>
<td>Embedded Systems Engineering - September</td>
<td>ESC Minneapolis; Digital Signage Conference, CES</td>
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<td>Gaming &amp; Entertainment</td>
<td>24-Aug</td>
<td>29-Aug</td>
<td>Engineers, embedded developers, managers developing gaming &amp; Entertainment solutions</td>
<td>September</td>
<td>Embedded Systems Engineering - September</td>
<td>G2E; ESC Minneapolis; CES</td>
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<td>Military/Aerospace &amp; Avionics (Focus on Military Communications)</td>
<td>9-Sep</td>
<td>11-Sep</td>
<td>Military and Aerospace Engineers</td>
<td>October</td>
<td>Embedded Systems Engineering - Special Military and Aerospace Issue - MILCOM/AeroCon Issue</td>
<td>MILCOM, AEROCON Shows</td>
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<td>Android &amp; Embedded Linux</td>
<td>11-Sep</td>
<td>14-Sep</td>
<td>Engineers and embedded developers using Android and embedded Linux</td>
<td>October</td>
<td>Embedded Systems Engineering - October</td>
<td>AndeCon, Embedded Linux Conference Europe; ESC Minneapolis; ARM TechCon</td>
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<td>ARM Technology</td>
<td>14-Sep</td>
<td>15-Sep</td>
<td>Chip Designers, embedded developers, system engineers and designers working on ARM-based embedded products</td>
<td>October</td>
<td>Embedded Systems Engineering - October</td>
<td>ARM TechCon; ESC Minneapolis; AndeCon, Embedded Linux Conference Europe</td>
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<td>FPGA, PLD &amp; SoC Solutions</td>
<td>16-Nov</td>
<td>23-Nov</td>
<td>FPGA and PLD system application engineers</td>
<td>December</td>
<td>Embedded Systems Engineering - Nov/Dec</td>
<td>DesignCon; Embedded World; DAC</td>
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<td>Ecosystem-Focused Programs</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Embedded Intel® Solutions - Magazine</td>
<td>Quarterly</td>
<td>Quarterly</td>
<td>Engineers and embedded developers who design with Intel® Embedded Processors</td>
<td>Quarterly Issues</td>
<td>Embedded World; ESC Boston; IoT DevCon; Multicore DevCon; ESC Silicon Valley; IDF; Flash Memory Summit; LTE Conference</td>
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<td>TI Embedded Processing and DSP</td>
<td>24-Aug</td>
<td>28-Aug</td>
<td>System developers and designers using TI processor platforms including DSP, OMAP, DaVinci and MSP430</td>
<td>October</td>
<td>Embedded Processing &amp; DSP Resource Guide</td>
<td>ESC Minneapolis; Embedded World</td>
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</tbody>
</table>

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