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 Security
Embedded Storage & Network Security
Ethernet
FPGA & PLD
Gaming
High Performance Computing
Industrial Computing
IoT & M2M
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 Cities
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

Industry Targeted Events

Embedded Systems Engineering & Engineers’ Guides covers 35+ Markets

Custom Email Blasts & Lead Generation Programs

Content Marketing Solutions

2018 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 Summit: March 21, 2018
- IoT Developers Conference: June 5-6, 2018
- IoT Device Security Summit: Sept 2018

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

- **Premium Display Ad Positions**
  - Rate
  - Back Cover: $4,000
  - Inside Front Cover: $3,500
  - Page 1: $3,500
  - Opposite Intro: $3,250
  - Opposite ToC: $3,250
  - Inside Back Cover: $3,000

- **Display Advertising/Advertorial**
  - Rate
  - 2 Page Spread 4/c: $2,950
  - 1 Page 4/c: $2,000
  - 1/2 Page (Horizontal/Vertical) 4/c: $1,500
  - 4 Page Print/Digital Insert: $7,500

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

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

**Feature your product above the fold/right hand column with a Frankie 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

**Email Newsletters**
35+ Monthly/Quarterly Report email newsletters reach 25,000 - 45,000 registered subscribers.

**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!
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 eBlasta 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/AI 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

Content Marketing Solutions

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.

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
Kevin Krewell
Events Chairman
Kevin Krewell is Principal Analyst at TIRIAS Research. He is focused on computing industry challenges, including AR/VR, autonomous machines, connectivity, CPU architecture, gaming, graphics, machine learning, and security.

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.

Elizabeth Thoma
Sales Director
<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>15-Dec</td>
<td>18-Dec</td>
<td>VME, VPX &amp; VXS</td>
<td>January</td>
<td>Embedded World</td>
</tr>
<tr>
<td>ESE February</td>
<td>30-Jan</td>
<td>2-Feb</td>
<td>PC/104 &amp; Embedded Small Form Factors</td>
<td>February</td>
<td>IoT DevCon, Embedded World, ESC Boston</td>
</tr>
<tr>
<td>ESE March</td>
<td>14-Mar</td>
<td>16-Mar</td>
<td>Transportation Systems Design</td>
<td>March</td>
<td>ESC Boston, RSA Conference, WCX™ SAE World Congress, TU-Automotive Detroit, IoT DevCon</td>
</tr>
<tr>
<td>ESE April</td>
<td>26-Mar</td>
<td>28-Mar</td>
<td>8-bit, 16-bit &amp; 32-bit Technologies</td>
<td>April</td>
<td>IoT DevCon, ESC Boston</td>
</tr>
<tr>
<td>Military/Aerospace &amp; Avionics Spring/Summer Issue</td>
<td>16-Apr</td>
<td>18-Apr</td>
<td>Focus on Unmanned Systems</td>
<td>May</td>
<td>AUVSI XPOTENTIAL</td>
</tr>
<tr>
<td>IoT DevCon Show Guide</td>
<td>18-May</td>
<td>22-May</td>
<td>IoT DevCon Attendees</td>
<td>Special Issue</td>
<td>IoT DevCon</td>
</tr>
<tr>
<td>ESE June</td>
<td>8-June</td>
<td>12-June</td>
<td>Medical, eHealth &amp; Home Health</td>
<td>June</td>
<td>Sensors Expo, Medical Device R&amp;D Summit, MEMS Executive Congress, MedTech Conference</td>
</tr>
<tr>
<td>Electronic Systems Design Engineering</td>
<td>11-June</td>
<td>13-June</td>
<td>Advanced Electronic Systems and IC designers</td>
<td>Special Issue</td>
<td>DAC, SEMICON West</td>
</tr>
<tr>
<td>ESE August</td>
<td>14-Aug</td>
<td>17-Aug</td>
<td>USB Technologies, PCI Express Solutions, Ethernet Technologies</td>
<td>August</td>
<td>ESC Minneapolis, ESC Silicon Valley, IoT Device Security Summit</td>
</tr>
<tr>
<td>ESE September</td>
<td>10-Sep</td>
<td>12-Sep</td>
<td>ARM Technology, IoT Device 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</td>
</tr>
<tr>
<td>Military/Aerospace &amp; Avionics Fall/Winter Issue</td>
<td>5-Oct</td>
<td>10-Oct</td>
<td>Focus on Military Communications</td>
<td>October</td>
<td>MILCOM, ESC Silicon Valley</td>
</tr>
</tbody>
</table>

**Ecosystem-Focused Publications**

**Embedded Intel® Solutions Magazine**
- Quarterly
- Engineers and embedded developers who design with Intel® Embedded Processors
- Quarterly
- Embedded World, Machine Learning & AI DevCon, ESC Boston, IoT DevCon, IDF; Flash Memory Summit, IoT Device Security Summit, ESC Silicon Valley, CES

**TI Embedded Processing & DSP Resource Guide**
- 20-Aug
- Texas Instruments Embedded Processing and DSP
- September
- ESC Minneapolis, Embedded World, ESC Silicon Valley

**Engineers’ Guide to Microchip Technology**
- 27-Nov
- Focus on Microchip Technology
- December
- CES, Embedded World

**Advertising Contacts**

Clair Bright  
Vice President & Publisher  
1.415.255.0390 x15  
cbright@extensionmedia.com

Elizabeth Thoma  
Sales Director  
1.415.244.5130  
etoma@extensionmedia.com