

2010 Media Kit

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CompactPCI® Advanced TCA® & Micro TCA® SYSTEMS

www.compactpci-systems.com
www.advancedtca-systems.com

CompactPCI, AdvancedTCA, & MicroTCA Systems, covers telecom, enterprise, military/harsh environment, medical, and industrial market segments. Stay up to date with the latest technology specifications. Discover how leading vendors are addressing both business and technology challenges, and learn what trends will matter five, ten, or even twenty years down the road. Six print issues a year, E-casts and TechCasts, and monthly E-letters keep you up to date on the many facets of open systems.



White papers, annual Resource and Buyer's Guides, Editor's Choice, online news and videos, plus the industry's most searchable and relevant database of new products keep you well-informed.

Departments

- **Editor's Foreword:** Only CompactPCI, AdvancedTCA, & MicroTCA Systems brings embedded developers the perspective of a successful developer who now heads the PICMG organization, Joe Pavlat.
- **Global Technology:** Taking advantage of being in the heart of Europe, European representative Hermann Strass reports on what's new in Europe and around the world.
- **Software Corner:** What you need to know about today's vital topics including simplifying VoIP, subscriber usage modeling, high-performance multimedia data transfer, and more.
- **Editor's Choice:** Solutions that have recently impressed the editorial staff.

Editorial Staff



Joe Pavlat is CompactPCI, AdvancedTCA, & MicroTCA Systems editorial director. He has more than 30 years of experience in the embedded computer industry. Joe is president and chairman of PICMG, a consortium that develops open standards for the communication industry and other markets. Joe received his BS in Computer Science from the University of Wisconsin.

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Anne Fisher is CompactPCI, AdvancedTCA, & MicroTCA Systems managing editor. Her more than 20 years of writing and editing experience encompasses a broad range of technologies. Anne received her BA in English with a Writing Emphasis at Santa Clara University.

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Curt Schwaderer is CompactPCI, AdvancedTCA, & MicroTCA Systems technology editor and Software Corner columnist. Since 1990, he has held technical leadership and management positions with RadiSys, Microware Systems, and E-Systems/Raytheon, and is currently a principal software engineer and cofounder of IP Fabrics, Inc. Curt is a patent holder in the area of embedded software and network processing. Curt received his BS and MS in Computer Engineering from Iowa State University.

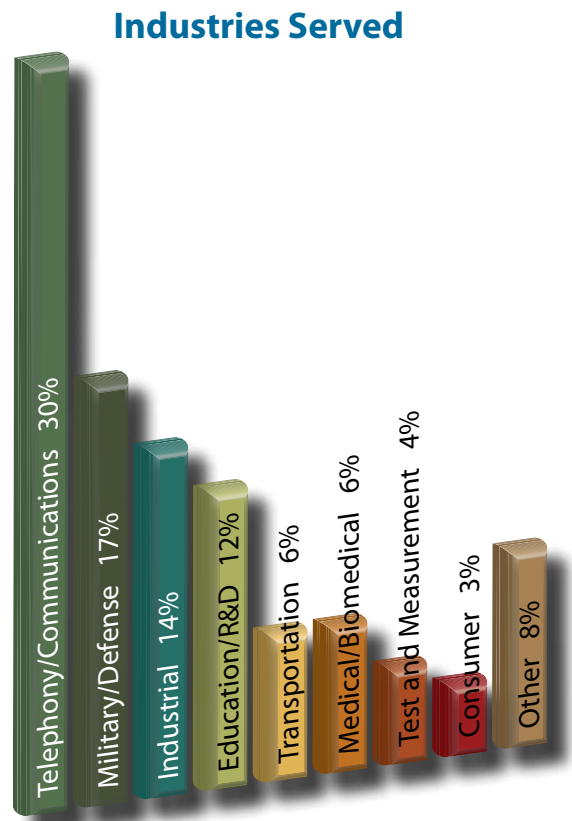
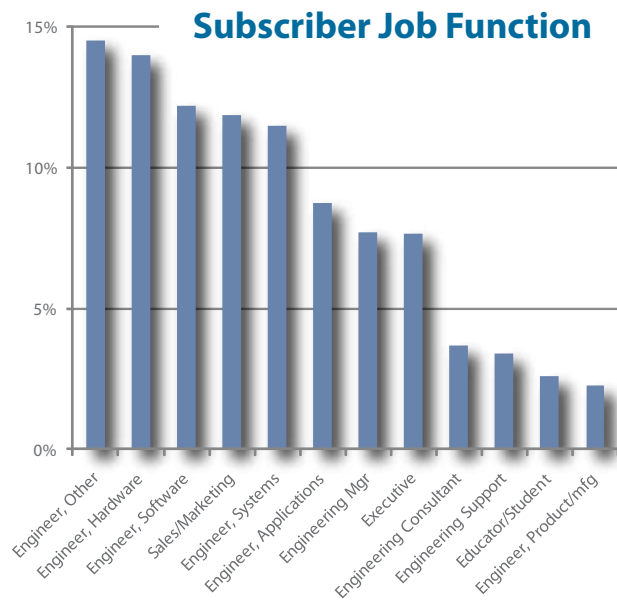
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Hermann Strass, CompactPCI, AdvancedTCA, & MicroTCA Systems European representative, is an analyst and consultant for new technologies, including industrial automation, computer bus architectures, mass storage technologies, and industrial networking. He is an active member of several national and international standardization committees and is the VITA Europe technical coordinator.

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Our editorial calendar shows many topics for contributed articles, E-casts, and more. The editorial staff can take your ideas and present them in ways that can help you get noticed. Contact the staff to submit abstracts, suggest topics, or request a briefing or discussion.



Percentage of subscribers involved in specifying products and services in these areas:



- 31% Backplanes/Enclosures
- 14% Blades
- 29% DSPs
- 29% FPGAs
- 26% Internet hardware and software
- 14% Mass storage
- 17% Mezzanines
- 28% Mil/Rugged
- 24% Networking hardware and software
- 19% SBCs
- 28% Software
- 40% Software development tools
- 29% Test and measurement
- 5% Other

Market Study

"The availability of second-generation AdvancedTCA, AMC, and MicroTCA components and systems is accelerating a major shift in the telecom and networking equipment supply chain."

– Simon Stanley, Heavy Reading

IDC predicts that AdvancedTCA will be a \$6 billion hardware industry by 2010. The firm is also seeing commercial deployments from megacarriers like NTT DoCoMo and Korea Telecom.

Circulation

Circulation Total: 31,046

- Print: 15,815
- Digital: 15,231

- Event distribution: 2,200
- E-letter distribution: 18,000

www.compactpci-systems.com
www.advancedtca-systems.com

- Average monthly unique visitors: 14,600
- Average monthly page views: 132,000

As of September 2009

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Editorial Features

Volume 14 ISSUE	Abstracts Articles	Close Materials	SPECIAL FEATURE Contributed material	TECHNOLOGY HORIZONS Contributed material	SOLUTIONS Contributed material	E-casts	PROMOTIONS E-CASTS TRADE SHOWS
January (E-letter)	1Dec09 15Dec09	15Dec09 29Dec09	Moving cost effectively to newer high-speed serial I/O Quick guide: Power Architecture, AdvancedTCA Blades Annual CompactPCI, AdvancedTCA, & MicroTCA Systems Resource Guide CompactPCI, AdvancedTCA, MicroTCA, and AdvancedMC Systems Resource Guide featuring Product Profiles Categories: AdvancedTCA • CompactPCI • CompactPCI Express • COM Express • DSP-FPGA • Mezzanines and Carrier Cards • MicroTCA • Packet Processing • PCI Express • PXI • RapidIO • SHB Express COTS Space 2011-2016 Predictions	Moving cost effectively to newer high-speed serial I/O Quick guide: Power Architecture, AdvancedTCA Blades Annual CompactPCI, AdvancedTCA, & MicroTCA Systems Resource Guide CompactPCI, AdvancedTCA, MicroTCA, and AdvancedMC Systems Resource Guide featuring Product Profiles Categories: AdvancedTCA • CompactPCI • CompactPCI Express • COM Express • DSP-FPGA • Mezzanines and Carrier Cards • MicroTCA • Packet Processing • PCI Express • PXI • RapidIO • SHB Express COTS Space 2011-2016 Predictions	CompactPCI in Avionics Cutting development cycles across PICMG technologies Performance gains when multicore partners with AdvancedTCA and/or Integrated systems – pre-configured MicroTCA products work out of the box	CompactPCI in Avionics Bonus ESC Silicon Valley Issue ♦ ESC Silicon Valley	
February Issue 1	8Jan10 26Jan10	12Feb10	Co-opetition: Where in the xTCA world is it most effective and why Quick guide: Graphics subsystems	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications	Multicore E-cast and E-letter special	
March (E-letter)	1Feb10 15Feb10	15Feb10 1Mar10	What's right for flight - SWaP savings with AMCs, FMCs, and Rugged MicroTCA	Backplane signaling in very high speed systems	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications		
April Issue 2	4Feb10 18Feb10	18Feb10 2Mar10	An across the form-factors look at best scalability solutions Quick guide: Computer on Modules PICMG AdvancedTCA Extensions Specification Update	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications	Executive Speakout: MicroTCA	
May (E-letter)	31Mar10 14Apr10	14Apr10 28Apr10	Server vs networking applications - Dichotomy of requirements driving different products (high performance x86) - Virtualization and Storage	AdvancedTCA from the thermal engineers point-of-view	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications	SCOPE, CP-TA, and PICMG AdvancedMCs	SCOPE, CP-TA, PICMG E-cast and E-letter special
July (E-letter)	28May10 11Jun10	11Jun10 25Jun10	Ruggedized systems based on MicroTCA and AdvancedTCA components Quick guide: iRTMs and RTMs	Embedded virtualization or Power efficiency	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications	MicroTCA in enterprise applications	Executive Speakout: The Military, high availability, and PICMG
August Issue 3	1Jun10 15Jun10	15Jun10 29Jun10	Power, packaging, connectors, and storage	Application-ready platforms or Building complete solutions	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications	Commercial AdvancedTCA primer	Executive Speakout: Power, packaging and connectors ♦ ESC Boston ♦ Intel Developer Forum ♦ AdvancedTCA Summit West
September (E-letter)	30Jul10 13Aug10	13Aug10 27Aug10	FEATURING contributed articles on: 3U CompactPCI, ruggedized MicroTCA, AdvancedTCA This will be shipped to the Military Embedded Systems print magazine circulation plus the CompactPCI, AdvancedTCA, & MicroTCA Systems E-letter and digital magazine circulation lists.	Signal integrity: Views from the lab Product guide: AdvancedTCA high-performance compute blades Annual CompactPCI, AdvancedTCA, & MicroTCA Systems Buyers Guide	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications	Low cost MicroTCA	MIL/COTS DIGEST supplement on PICMG and communications-related products ♦ MILCOM
September Issue 4	2Aug10 16Aug10	16Aug10 30Aug10	Signal integrity: Views from the lab Product guide: AdvancedTCA high-performance compute blades	Signal integrity: Views from the lab Product guide: AdvancedTCA high-performance compute blades	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications	Thermals and cooling - Pushing the envelope within NEB - Benefits of CP-TA B.4 or higher	
October Supplement	2Aug10 16Aug10	16Aug10 30Aug10	Signal integrity: Views from the lab Product guide: AdvancedTCA high-performance compute blades	Signal integrity: Views from the lab Product guide: AdvancedTCA high-performance compute blades	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications	Big science and xTCA: How close are the commercial opportunities?	
November (E-letter)	30Sep10 14Oct10	14Oct10 28Oct10	Signal integrity: Views from the lab Product guide: AdvancedTCA high-performance compute blades	Signal integrity: Views from the lab Product guide: AdvancedTCA high-performance compute blades	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications		Feature your 2010 New Products
December Issue 5	4Oct10 18Oct10	18Oct10 1Nov10	Signal integrity: Views from the lab Product guide: AdvancedTCA high-performance compute blades	Signal integrity: Views from the lab Product guide: AdvancedTCA high-performance compute blades	Processor farm systems for extremely demanding applications or The path to 40G - Applications and architectures for routers and packet handling systems - Evolution paths from existing applications		

Columns: Editor's Foreword • Global Technology • Software Corner
New Products: Be sure to enter your new products into our product database at submit.opensystemsmedia.com to be considered for inclusion in any New Products section. These products are also included in our social media networks, including Twitter (@cpcci_atca) and our CompactPCI, AdvancedTCA, MicroTCA LinkedIn group.
Editor's Choice Products: To be considered for Editor's Choice, enter your product news releases at submit.opensystemsmedia.com in addition to sending to an OpenSystems Media editor.
E-letters: E-letters will have the same focus as the Special Feature with bonus contributed material.
E-casts: Any feature topics will be considered for E-casts throughout the year. See our E-cast calendar at ecast.opensystemsmedia.com for more details on upcoming events.
Subscriptions: Subscribe online at www.opensystemsmedia.com/subscriptions.

Due to ongoing developments in the embedded electronics industry, topics on this calendar are subject to change without notice.



Member Since 1998

Revised 3/30/2010

Rate Plan: CompactPCI, AdvancedTCA & MicroTCA Systems, DSP-FPGA.com, Industrial Embedded Systems, PC/104 and Small Form Factors, and VME and Critical Systems

Size	1x	2-3x	4-6x	7-9x	10-12x	13-18x	19-24x	25-30x	
2 page spread	\$7,200	\$6,480	\$5,670	\$5,130	\$4,545	\$4,230	\$4,005	\$3,735	
1	\$4,000	\$3,600	\$3,150	\$2,850	\$2,525	\$2,350	\$2,225	\$2,075	
2/3	\$2,750	\$2,475	\$2,175	\$1,950	\$1,800	\$1,600	\$1,525	\$1,450	
1/2	\$2,275	\$1,950	\$1,750	\$1,600	\$1,475	\$1,375	\$1,250	\$1,150	
1/3 *	\$1,700	\$1,525	\$1,450	\$1,375	\$1,250	\$1,200	\$1,150	\$1,050	
1/4	\$1,375	\$1,275	\$1,200	\$1,150	\$1,100	\$1,050	\$1,000	\$950	
1/9 *	\$600	\$575	\$550	\$525	\$500	\$475	\$450	\$425	
Product profile, advertiser	full page	\$1,300	\$1,275	\$1,250	\$1,225	\$1,200	\$1,175	\$1,150	\$1,125
	half page	\$700	\$675	\$650	\$625	\$600	\$575	\$550	\$525

Covers 2, 3, or 4 and center spreads are available for an extra charge.

Rate combinations: Insertions can be combined to give you the maximum discount.

* Not available in Resource Guide issues.



Submit ads to submit.opensystemsmedia.com

Colors/Resolution

4-color CMYK @ 300 dpi (Spot colors will not be preserved and will be converted to 4-color process.)

File formats

Preferred format: High-resolution PDF (press setting) Adobe Acrobat 5.0 or above.

Note: If text is outlined or the below formats are used. We cannot guarantee that your ad will be searchable in our E-mag platform.

Other acceptable formats: TIF, Photoshop PSD, or JPEG (best quality setting).

Deadlines

Insertion schedules cancelable only on written notice when received 10 days prior to the closing date of advertising forms. If the new ad is not received by the material due date, OpenSystems Media reserves the right to repeat the previous advertisement.

Advertisers are to receive the publications in which their display advertising appears.

Commission

15 percent commission to recognized advertising agencies on display advertising; net 30 days. No commission allowed on tipping-in or other production charges. Invoiced date of issue.

High Impact Ads

OpenSystems Media has a variety of high impact advertising options for your next marketing campaign.

- Inserts and outserts
- Belly Bands – wrap around magazine
- Gate Folds – special fold out pages
- Post-its
- Tabs and Mini-tabs
- Products on cover
- Cover peel backs
- and many more

Contact your account manager for specifications.














Special services

Copy and design charges: Creative services for print advertisements available for a fee. Please discuss with your account manager.

Technical questions

If you are unsure about the specifications, please contact:

creative@opensystemsmedia.com

Ad Size	Shape	Trim (W x H)	Bleed (W x H)
Page Spread	 Full	16" x 10.875"	16.25" x 11.125"
1/2 Page Spread	 Horizontal	16" x 4.875"	16.25" x 5.125"
Page	 Full	8" x 10.875"	8.25" x 11.125"
2/3 Page	 Vertical	4.625" x 10"	
	 Island	5.125" x 7.375"	
1/2 Page	 Vertical	3.375" x 10"	
	 Horizontal	7" x 4.875"	
	 Island	4.625" x 7"	
1/3 Page	 Vertical	2.125" x 10"	
	 Square	4.625" x 4.875"	
1/4 Page	 Square	3.375" x 4.875"	
1/9 Page	 Square	2.125" x 3.125"	
Tab	 Full	8.5" x 10.875"	8.75" x 11.125"

Keep copy at least 0.375" from top and 0.5" from left, right, and bottom.

Production address/Mailing address for proofs

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