

DSP-FPGA.com

2010 Media Kit

Contents

Editorial Staff and Departments	2
Demographics and Circulation	3
Editorial Calendar	4
Print Rates and Specifications	5
Contacts	6



DSP-FPGA.com

www.dsp-fpga.com

Why have we coupled “DSP” with “FPGA?” Because all manner of systems – from cellular base stations to telecom line cards to radar and sonar processors to wireless networking – rely on signal processing and/or programmable logic such as FPGAs. And increasingly, DSPs and FPGAs are being used together to solve consumer “triple play” multimedia applications. We not only cover technology from the systems angle, but also from the IC design and development tools side as well. HDL, ESL, RTL, and other IC design technologies, tools, and techniques are part of our regular editorial coverage.



DSPs (Digital Signal Processors) and FPGAs (Field Programmable Gate Arrays) are two of the hottest and fastest moving areas of technology – so fast that only an all-electronic publication allows our editors to keep up with the latest announcements and trends. DSP-FPGA.com consists of:

- An annual *DSP-FPGA.com* Resource Guide, which lists full- and half-page product profiles of products and resources available to designers and specifiers of DSP and FPGA-based systems. The Resource Guide is published in the fall.
- A bimonthly website update composed of regular columns, contributed articles, new products, and industry announcements.
- A monthly newsletter (E-letter) composed of regular columns, contributed articles, and an RSS news feed. The articles in the E-letter are separate from those on the website (though all material eventually winds up in the searchable website archives).

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.

Editorial Staff



Chris Ciuffo is group editorial director for *DSP-FPGA.com* magazine. He brings more than seven years of experience with *COTS Journal*, where he was editor-in-chief for nearly five years and where he became widely recognized as one of the early proponents and commentators on the military's use of Commercial Off-the-Shelf (COTS) technology. Chris held key management positions at Dy4 Systems and VISTA Controls Corporation. His technical career began in 1985, having also held management positions in the semiconductor industry with AMD and Sharp Microelectronics Technology. He holds a BS in Electrical Engineering and a BS in Materials Science.

E-mail Chris at cciufo@opensystemsmedia.com



Will Strauss is special contributing editor for *DSP-FPGA.com*. Will is president of Forward Concepts, an electronics market research firm based in Tempe, Arizona. He is also considered the authority on DSP semiconductor trends in wireless, audio, and VoIP markets. He has degrees in Electrical Engineering (Georgia Tech) and Business (Southern Methodist University) and has worked in electronic design, marketing, sales, and market research positions.

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Anne Fisher is the *DSP-FPGA.com* 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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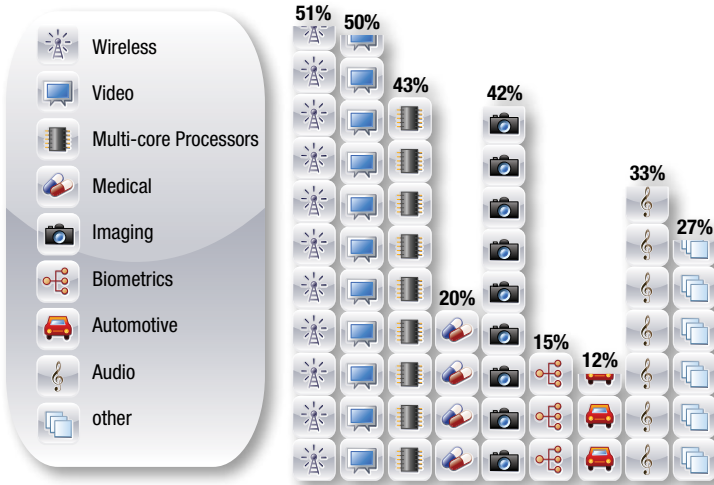
Departments

- **Editor's Insight:** Incisive commentary by OSM's editors and industry leaders.
- **Forward Thinking:** Commentary from Will Strauss on the latest happenings in the world of programmable logic.
- **The Tool Box:** The latest in development tools.
- **Military DSP-FPGA Insights:** Observations on the use of DSP and FPGA technology in military applications.
- **Software Insights:** Notes on software developments.
- **Editor's Choice:** Products that have recently impressed the editorial staff.

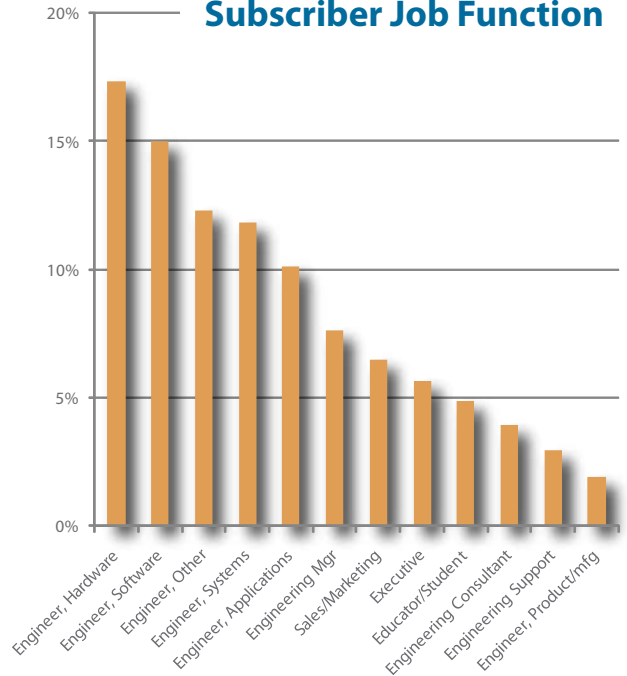
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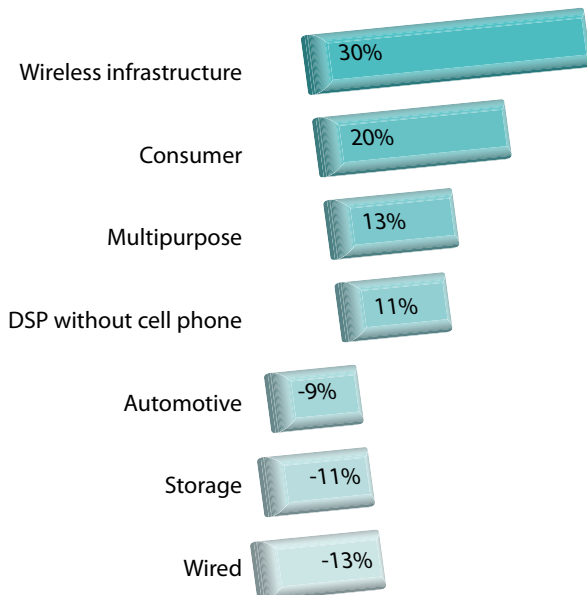
What technologies or markets are you currently involved with?



Subscriber Job Function



DSP-FPGA.com's audience consists of those involved in wireless, video, multicore, military, medical, imaging, biometrics, automotive, and audio technologies.



Non-cell phone DSP shipments change, 1st half 2008
Forward Concepts, 8/5/08, Wireless/DSP Market Bulletin

Circulation

Circulation Total: 23,087

- Print: 6,944
- Digital: 16,143
- Event distribution: 1,000
- E-letter distribution: 17,000

www.dsp-fpga.com

- Average monthly unique visitors: 15,000
- Average monthly page views: 47,000

As of September 2009

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www.dsp-fpga.com
 www.opensystemsmedia.com

Editorial		Ads		EDITORIAL FEATURES			E-CASTS		
Issue	Abstracts 1st Draft Articles	Close Materials	SPECIAL FEATURE Contributed material	TECHNOLOGY FEATURE Contributed material	APPLICATION FEATURE Contributed material	QUICK GUIDES			
February Issue 1 E-letter	3Nov09 1Dec09 4Jan10	4Jan10 23Jan10	TI DSP road map	Compressing ADCs	High-speed converters and FPGAs in wireless design	FPGA development kits	Integrating IP into SoC and FPGA designs		
April Issue 2 E-letter	21Dec09 29Jan10 26Feb10	26Feb10 19Mar10	EDA tools for FPGAs and IP, including static analysis	Overcoming stumbling blocks in using high-level languages for DSP based systems	Delivering IP at even higher levels of integration	Designed for military FPGAs and DSPs	DSP trends and technology		
May Issue 3 E-letter	29Jan10 19Feb10 8Mar10	8Mar10 30Mar10	MCUs and MPUs adjust to perform DSP	Accelerators and specialty cores as DSP efficiency tools	Using FPGAs to embed test instruments into PCB designs	Power efficient DSP and FPGA components, software, systems	IP cores for DSP & FPGA design		
June Issue 4 E-letter	26Mar10 23Apr10 17May10	17May10 28May10	IP cores for ASICs and FPGAs	Algorithms and CODECs for video	Embedded applications centered on Altera Stratix-based boards	Algorithm development tools	Designing with ASICs		
August Issue 5 E-letter	24May10 21Jun10 26Jul10	26Jul10 9Aug10	Top 10 trends in programmable logic devices	Moving FPGA designs to SoCs	Processor solutions for driver assistance and telematics	Xilinx Virtex-based standard form factor boards	Hot DSP and COTS trends		
October Issue 6 E-letter	26Jul10 23Aug10 20Sep10	20Sep10 11Oct10	Cutting total system cost through using the latest FPGA configuration techniques	Integrating peripherals with DSP cores	Sizing up DSPs and FPGAs for real-time signal processing challenges	Rad-hard and space-ready DSP, FPGA and hardware products	FPGAs and reconfigurable computing		
November Issue 7 Print	16Aug10 13Sep10 11Oct10	11Oct10 1Nov10	Annual DSP-FPGA Resource Guide DSP chips & cores • DSP resource boards • DSP enabled software • DSP based carrier boards • FPGA hardware • FPGA & CPLDs • I/O hardware • Applications • Software Tools • Services						
December Issue 8 E-letter	27Sep10 18Oct10 22Nov10	22Nov10 13Dec10	Annual virtual Buyer's Guide	Porting modem software to DSP platforms	Latest audio solutions using algorithms and CODECs	Editor's Choice: DSP and FPGA solutions that altered the ecosystem in 2010			

Columns: Editor's Insight • Military DSP-FPGA Insights • Will Strauss' Forward Thinking • Software Insights • The Tool Box
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 (@dsp_fpga) and our DSP-FPGA.com 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-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.

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"
1/3 Page		Island	4.625" x 7"
		Vertical	2.125" x 10"
1/4 Page		Square	4.625" x 4.875"
		Vertical	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.

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