

*Silicon, software, and strategies for embedded devices*

# 2010 Media Kit

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**Mission**

OpenSystems Media works with industry leaders to develop and publish articles that educate our readers about new products, technologies, real-world examples of product applications, trends, and standards. We promote the development and use of open standards and new technologies in the embedded computing industry. We continuously scan for emerging standards, technologies, and uniquely innovative products.

**Media for Engineers by Engineers**



OpenSystems Media has been a leading publisher of print magazines and Resource Guides since 1985. We are a pioneer in digital magazines, e-mail newsletters, and websites bringing the latest in multimedia technology to subscribers and advertisers alike. OpenSystems Media offers balance by taking a broad, encompassing look at trends as well as highlighting specific technology areas in our focus markets.

OpenSystems Media has seven publications plus many innovative multimedia tools, from blogs to videos to the latest in online social media networking. Select from our array of publications and multimedia services to build a communications package that is right for you.

We publish:

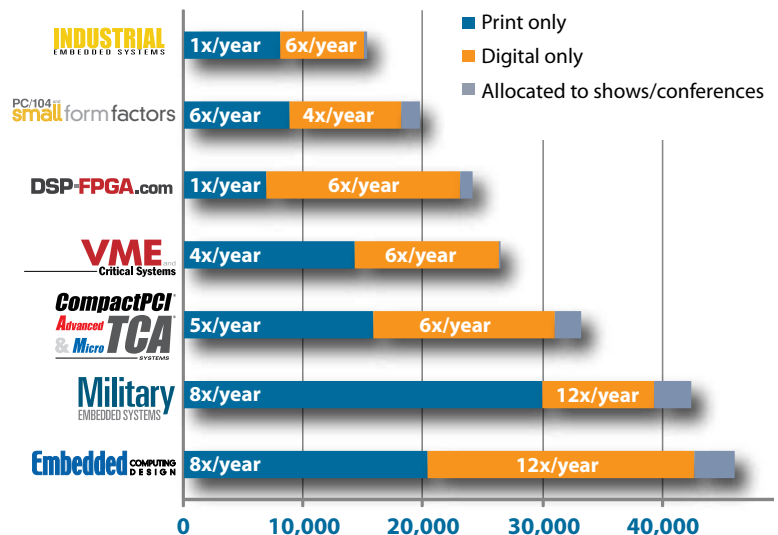
- CompactPCI, AdvancedTCA, & MicroTCA Systems
- DSP-FPGA.com
- Embedded Computing Design
- Industrial Embedded Systems
- Military Embedded Systems
- PC/104 and Small Form Factors
- VME and Critical Systems

We have systematically collected new product information since 1996 and have an up-to-date, extensive database of detailed product information from companies worldwide. This valuable resource of more than 20,000 products submitted by more than 2,000 vendors is available online at [www.opensystemsmedia.com](http://www.opensystemsmedia.com).

We actively work with trade associations and consortia by helping them promote technology and events. We track more than 100 consortia that have an impact on the embedded computing industry. In addition, we are members of:



**Circulation**



*OpenSystems Media broke new ground in multimedia by leading the way with the latest in electronic social networking.*

Patrick Hopper, VP Sales  
OpenSystems Media

## Complete Editorial Coverage of Embedded Technology and Markets

Use this matrix of topics to find the publications that best address your target audiences.

Focus Interest	●	○	<b>CompactPCI</b> <i>Advanced TCA</i> <small>Micro SYSTEMS</small>	<b>VME</b> —Critical Systems	PC/104 small form factors	DSP-FPGA.com	<b>Military</b> EMBEDDED SYSTEMS	<b>INDUSTRIAL</b> EMBEDDED SYSTEMS	<b>Embedded</b> COMPUTING DESIGN
<b>Market Segments</b>									
Consumer		○			○	○			●
Defense and aerospace	●		●	○		●	●		
Industrial automation and control			○		●	○		●	
Network security	●							○	●
Simulation, test, and measurement	○		○		○		●	○	○
Telecommunications	●				○	○	○		○
Transportation/Telematics	○		○		○	○	○	○	●
<b>Software</b>									
BIOS, firmware, middleware	●				○	○			●
High availability middleware	●		○				○		
Industry-specific issues	○		○			○	●	●	●
Integrated development environment					○	○			●
Networking	●		●	○			●	●	○
Obsolescence, DMSMS			○	○			●		
Operating systems – embedded	●		●				●	○	●
Security and biometrics			○			○	●	○	●
System management	●		●				●		○
Testing	○		○		○	●	●	○	●
Virtualization, Operating System & I/O									●
<b>Boards and Systems</b>									
A/D & D/A						○	○	●	○
Design for Energy Efficiency (DfEE)	○		○		○		●	○	●
System-level EDA design tools									●
Interconnect fabrics	●						●		●
Graphics, displays, and imaging			●		●		●	●	●
High-performance computing, clusters	●						○		
Life cycle, obsolescence			●		○		●		
Mezzanines and I/O modules	○		○		●		○		
Networking	●		○				●	●	○
Power conversion					●		●	○	○
RF and microwave							●		
Security and biometrics	●		○				●	○	●
Sensors and control					○		●	●	
Single board computers and blades	●		●		●		●	○	○
Storage	●		●		○		●	●	○
System packaging	●		●		●		●	○	
Systems, servers, and clusters	●				○		●	●	
Thermal management	●		○		○		●		○
<b>Processors and Chipsets</b>									
DSPs	●		●			●	●	○	○
FPGAs, reconfigurable computing, ASSPs	●		●		○	●	●	○	●
Intellectual Property cores	○		○			●	○		●
Microprocessors, microcontrollers					○	○	○	○	●
Multicore processors	○		○		○		●	○	●
Network controllers and switches	●								○
System-on-Chip (SoC)								●	●

### CompactPCI and AdvancedTCA Systems

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

### VME and Critical Systems

www.vmecritical.com

### PC/104 and Small Form Factors

www.smallformfactors.com

### DSP-FPGA.com

www.dsp-fpga.com

### Military Embedded Systems

www.mil-embedded.com

### Industrial Embedded Systems

www.industrial-embedded.com

### Embedded Computing Design

www.embedded-computing.com



## Circulation

OpenSystems Media distributes its publications both in print and digital editions. OpenSystems Media ensures the validity of the subscribers base through rigorous maintenance of our postal and e-mail databases.

As required by 39 U.S.C. 3685 (the US Postal Statement of Ownership, Management, and Circulation), PS Form 3526-R is published annually in all OpenSystems Media publications that are shipped at the periodical rate.

Print subscriptions are free upon request to qualified persons in the U.S. and Canada. For others, the print subscription rate is based upon the publication's frequency.

OpenSystems Media's publications are widely distributed at key industry trade shows and conferences by partnership with numerous event sponsors.

## Extended reach of the digital editions

The digital editions of OpenSystems Media's magazines enable international subscribers to have free access to the same commentary and editorial (and advertisements) as print subscribers in the U.S. and Canada. An e-mail notification announcing the publication of each new issue is sent to digital edition subscribers at the same time the print editions are mailed to print subscribers. This notification e-mail contains a hyperlink to the PDF of the magazine. These same digital editions are also accessible to non-subscribers via the web.

## Circulation list refresh

**Additions:** New subscribers are added via subscription forms that are available online at [www.opensystemsmedia.com/subscriptions](http://www.opensystemsmedia.com/subscriptions), distributed at trade shows, and offered to those who register for any of OpenSystems Media's online media products (online white papers, E-casts, videos, and so on).

**Removals:** The USPS Certification of Move Update for presorted or automation rate mail requires OpenSystems Media to make address corrections to each subscriber's mailing address that the post office deems undeliverable. The regulation requires the mailing list to go through the National Change Of Address process every 95 days.

**Changes:** Address changes or requests for removal are handled via the online form, by fax, or e-mail routed to our Circulation Manager.

## Subscriber list

OpenSystems Media does not sell or rent its subscriber lists. However, we can use our lists to generate and complete a mailing of your message to a targeted, qualified audience based on the following parameters:

- Geographical location (city, state, zip code, country)
- Job function
- Industry segmentation
- Technology interest

## Wayne Kristoff

Publisher, OpenSystems Media

	CompactPCI Advanced & Micro TCA	DSP-FPGA.com	Embedded COMPUTING DESIGN	INDUSTRIAL EMBEDDED SYSTEMS	Military EMBEDDED SYSTEMS	PC/104 small form factors	VME Critical Systems
Print Only	15,815	6,944	20,423	8,117	29,930	8,868	14,292
Digital Only	15,231	16,143	22,270	6,928	9,323	9,309	12,090
Total Average Qualified Non-Paid Circulation	31,046	23,087	42,693	15,045	39,253	18,177	26,382
Allocated For Shows & Conferences	2,200	1,000	3,800	250	3,150	1,550	100

Distribution as of September 2009

# Embedded COMPUTING DESIGN

www.embedded-computing.com

*Embedded Computing Design* is targeted at engineers, architects, and decision makers looking at silicon, software, and strategies for embedded devices. With an estimated 15,000,000,000 devices in the world soon, we're out to help every designer working on one of them—this is where the next decade of embedded computing is going.



- *With eight print issues and twelve E-letters, plus a series of E-casts, editorial coverage focuses on design from a problem/solution viewpoint. Staff-researched and written features plus contributed material from industry executives, technical experts, and thought leaders provide insight and ideas on trends, technology, and tools.*
- *Sponsorship opportunities include an annual Resource Guide issue with extended product profiles, Quick Guides with short product listings, and white papers targeting exclusive E-letter topics, along with a complete range of print and online vehicles.*
- *Real-time information is delivered via self-service RSS news feeds and online product databases, which keep the audience informed of announcements and new products.*

## Departments

- **Left to My Own Devices:** *The editorial director weighs in on the theme for the issue/E-letter and what's really going on.*
- **Deep Green:** *The latest in energy-efficient, low-power, and "green" designs and embedded applications.*
- **Editor's Choice:** *New products that have recently impressed the editorial staff.*
- **Embedded Now:** *The blog, with a wide range of musings and audio entries from editors.*

**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



**Don Dingee**, *Embedded Computing Design's* editorial director, has been in the embedded computing industry since 1983. As an editor, broadcaster, speaker, and blogger for OpenSystems Media since 2005, he's able to bring a range of experience and skills in both design and marketing to the industry. Previously, Don was a marketing professional with Embedify LLC, a marketing and sales contributor with Motorola, and a design engineer at General Dynamics. Don holds an MSEE from the University of Southern California and a BSEE from Cal Poly Pomona.

E-mail Don at [ddingee@opensystemsmedia.com](mailto:ddingee@opensystemsmedia.com)



**Jennifer Hesse**, assistant managing editor of *Embedded Computing Design*, oversees contributed article reviews, production, and layout. In addition to her work as an editor for OpenSystems Media since 2005, she has an extensive background in the media and publishing industry, including several years of experience as a copy editor at a daily newspaper, a reporter for a regional business journal, and a freelance writer for news and lifestyle publications. Jennifer earned her BA in Journalism at Whitworth University.

E-mail Jennifer at [jhesse@opensystemsmedia.com](mailto:jhesse@opensystemsmedia.com)

## Industry Coverage

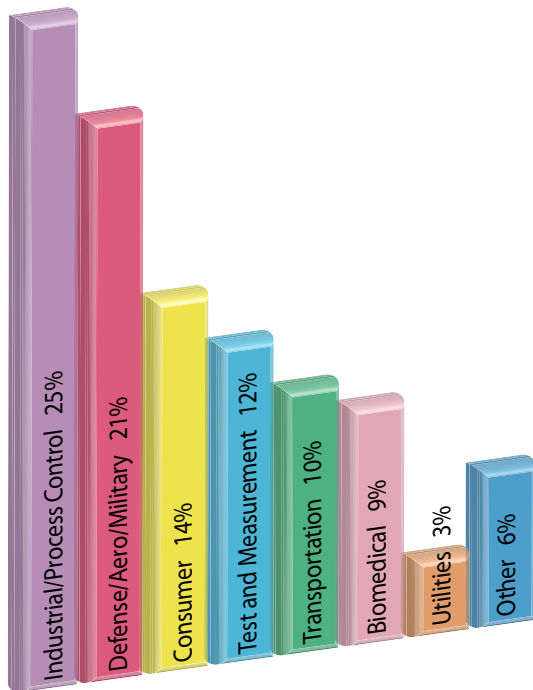
*Embedded Computing Design* focuses on four major markets for embedded devices, highlighting what decision makers need to know about selecting, designing, and succeeding with embedded technology addressing these applications:

- Mobile
- Home
- Industrial
- Medical

# Embedded COMPUTING DESIGN

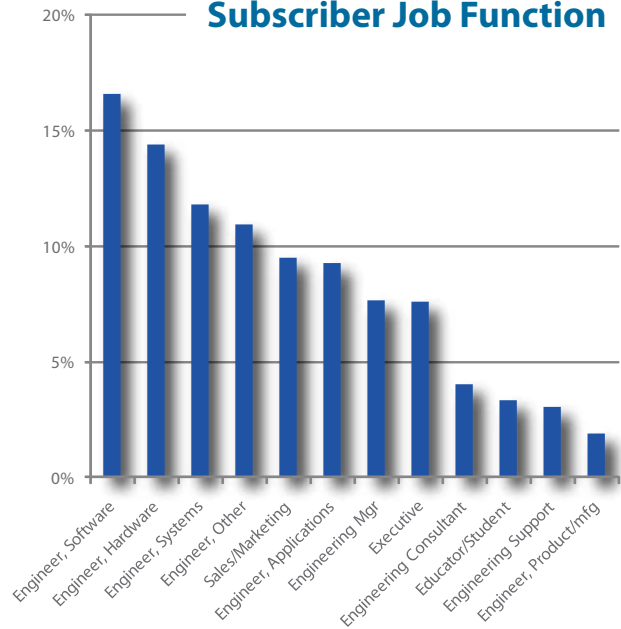
www.embedded-computing.com

## Reader Markets



The readership of *Embedded Computing Design* comes from more than 5,000 companies in the consumer, medical, telematics, defense and aerospace, test and measurement, industrial, and communications sectors.

## Subscriber Job Function



According to the Consumer Electronics Association, while other industries contracted at 30-40% during this recession, consumer electronics revenues fell only 7.7% in 2009 to \$165M, and growth will resume in 2010. CE spending as a percentage of durable goods is as high as it has been in 50 years. In 2009, unit volumes of digital displays jumped 24%; smart phone revenues rose 3% to \$14B despite continuing price declines; and netbook unit shipments reached \$3.4B with similar price pressure.

"CE is a must-have even during the darkest of economic times," says Steve Koenig, CEA director of industry analysis.

Market Study

Gartner is projecting worldwide semiconductor revenue of \$233B in 2010. In 2009, ASICs and ASSPs reached \$75B; microprocessors, MCUs, and DSPs were over \$39B; and memory reached \$41B.

According to Semicast, "ARM and MIPS are engaged in a ferocious battle in applications such as home networking gear, handheld games consoles, media players/MP3 players, digital cameras, digital TVs, set-top boxes, and DVD recorders, all of which are key growth areas for both architectures over the coming years. In comparison, Power Architecture has achieved the dominant position in wired games consoles, with design-wins for Sony PlayStation 3, Nintendo Wii, and Microsoft Xbox 360. The partnership between Intel and TSMC to introduce the Atom processor as a CPU core for ASICs and ASSPs will further help to establish the x86 architecture in the digital home, where highly customized solutions are the norm."

## Circulation

**Circulation Total: 42,693**

- Print: 20,423
- Digital: 22,270

- Event distribution: 3,800
- E-letter distribution: 30,000

**www.embedded-computing.com**

- Average monthly unique visitors: 40,500
- Average monthly page views: 266,000

As of September 2009

Market Study

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Editorial		Print and E-cast Topics		Online Topics			
Volume 8 ISSUE	Abstracts Articles	Close Materials	SILICON Contributed material	SOFTWARE Contributed material	STRATEGIES Contributed material	PROMOTIONS SHOWS E-CASTS	E-letters Contributed material
<b>January</b> E-letter only	14Dec09	18Dec09				<ul style="list-style-type: none"> <li>Consumer Electronics Show</li> </ul>	<b>The Embedded Side of CES</b> White paper: Multicore silicon
<b>February</b>	27Nov09	Dec10	<b>Microcontrollers: breaking 8-, 16-, 32-bit boundaries</b>	<b>Compilers, code analysis, modeling, debug, trace, profiling technology</b>	<b>Android, Eclipse, LabVIEW, Symbian, and community-driven platforms</b>	<ul style="list-style-type: none"> <li>Mobile World Congress</li> </ul>	<b>Deep Green</b> White paper: <b>Programming Tools</b>
Issue 1	10Dec09	6Jan10	Quick guide: MCUs, reference designs, development kits	Quick guide: Embedded programming tools	Quick guide: Embedded communities, platforms, and apps	E-cast: <b>EDA/ESL</b>	<b>Embedded Tech in Phones and MIDs</b> White paper: <b>Microcontrollers</b>
<b>March</b> E-letter only	12Feb10	20Feb10				Embedded World	
<b>April</b>	27Jan10	9Feb10	<b>High-end multicore: CPUs, GPUs, Network Processors</b>	<b>New ground in operating systems: RTOS, Linux, Windows Embedded</b>	<b>Applications: Mobile devices, Automotive, Home, Industrial, Medical</b>	<b>Bonus ESC Silicon Valley Issue</b>	<b>From the Floor at ESC</b> White paper: <b>Operating Systems</b>
Issue 2	9Feb10	2Mar10	Quick guide: Multicore processors, chipsets, and boards	Quick guide: Embedded operating systems	Executive Speakouts on Device Apps	ESC Silicon Valley	
<b>May</b>	26Feb10	11Mar10	<b>Shape shifting: FPGAs, CPLDs, more programmable logic, IP</b>	<b>Virtualization: mix and match cores, OS, costs with needs</b>	<b>Security: keeping ahead of the game</b>	<ul style="list-style-type: none"> <li>Multicore Expo</li> </ul>	<b>Deep Green</b> White paper: <b>FPGAs and Programmable Logic</b>
Issue 3	11Mar10	1Apr10	Quick guide: FPGAs, programmable logic, boards, IP, tools	Software development kits for any application	Security-focused chips, software, devices	E-cast: <b>FPGAs and CPLDs</b>	
<b>June</b>	26Mar10	9Apr10	<b>Around the core: memory, Ethernet, PCI Express, USB, graphics, HDMI, audio, wireless, and more</b>	<b>EDA: verification, DFM, simulation, and moving beyond basic RTL</b>	<b>Focus on low power, energy-efficient, green designs and applications</b>	Design Automation Conference	<b>Windows Embedded</b> White paper: <b>EDA tools</b>
Issue 4	9Apr10	30Apr10	Quick guide: Memory, connectivity, multimedia chipsets	Quick guide: EDA and ESL design, simulation, verification tools	Executive Speakouts on Deep Green	E-cast: <b>Around the Core: PCI Express and USB, SoCs</b>	
<b>July</b> E-letter only	11Jun10	18Jun10					<b>EDA: The Latest from DAC</b> White paper: <b>Green device design</b>
<b>August</b>	27May10	10Jun10				<b>Bonus ESC Boston Issue</b>	<b>Deep Green</b> White paper: <b>Security</b>
Issue 5	10Jun10	21Jun10	MICUs and ref designs • Embedded programming tools • Multicore processors • Embedded operating systems • Board-level products	Editorial and full product listings: System-level products • FPGAs and prog logic • SDKs • Security chips and software • Memory • Connectivity chipsets • Multimedia chipsets	<ul style="list-style-type: none"> <li>ESC Boston</li> <li>NIWeek</li> </ul>	E-cast: <b>Software Development Tools</b>	
<b>September</b> E-letter only	13Aug10	20Aug10					<b>Embedded Linux and Devices</b> White paper: <b>SDKs for Mobile Apps</b>
<b>October</b>	30Jul10	12Aug10	<b>Multicore on a device mission: SoCs</b>	<b>New frontiers: graphical system design, Java, Web 2.0, virtual platforms, and more</b>	<b>Same processor, different boards: Adding value around x86 chips</b>	SAE Convergence	<b>ESC and NIWeek Highlights</b> White paper: <b>Multicore programming</b>
Issue 6	12Aug10	25Sep10	Quick guide: SoCs, reference designs, development kits	Graphical design, prototyping, simulation tools	Quick guide: x86 modules and boards	E-cast: <b>High-End Multicore</b>	
<b>November</b>	30Aug10	13Sep10	<b>Technology for low power and energy efficiency in devices</b>	<b>Advanced multicore programming with Embedded Linux and RTOS</b>	<b>EDA: dealing with mixed signal, power, high-speed interconnects</b>	Electronica	<b>Deep Green</b> White paper: <b>New SW frontier</b>
Issue 7	13Sep10	4Oct10	Quick guide: Low-power core IP, power mgmt chips, batteries, energy harvesting	Quick guide: Simulation tools	EDA mixed signal, power optimization tools, IP	E-cast: <b>Low-Power Devices</b>	
<b>December</b>	29Sep10	12Oct10	<b>Memory and disk: flash, MRAM, phase change, disks, emerging standards</b>	<b>Infotainment browsers and application frameworks: Mobile, Auto, Home</b>	<b>Annual Trends Issue: Editor's Choice Revisited with Executive Speakouts</b>	E-cast: <b>Embedded Linux</b>	<b>Top 20 Embedded Device Stories</b> White paper: <b>Flash and SSDs</b>
Issue 8	12Oct10	2Nov10	Quick guide: Hard drives, solid-state disks, MRAM chips, flash chips	Quick guide: Multimedia middleware, content delivery tools			

**Columns:** Left to My Own Devices • Deep Green

**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 (@embedded\_mag) and our Embedded Computing Design 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 best of print and online plus new products.

**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.

OpenSystems Media works to get your message in front of your target audience year round.

Use this schedule to plan the best coverage for your upcoming media campaigns.

	Type	Circulation	January	February	March	April	May	June	July	August	September	October	November	December
<b>CompactPCI<sup>®</sup></b> <i>Advanced &amp; Micro</i> <b>TCA</b> <small>SYSTEMS</small>	Print/Digital	31,046		RG		✓				✓	✓	S3		BG
	E-letter	18,000	✓		✓		✓		✓		✓		✓	
<b>DSP-FPGA.com</b>	Print/Digital	23,087											RG	
	E-letter	17,000		✓		✓		✓		✓		✓		✓
<b>Embedded</b> <small>COMPUTING DESIGN</small>	Print/Digital	42,693		✓		✓	✓	✓		RG		✓	✓	✓
	E-letter	30,000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>INDUSTRIAL</b> <small>EMBEDDED SYSTEMS</small>	Print/Digital	15,045				RG								
	E-letter	17,000	✓		✓		✓	✓	✓		✓	✓	✓	
<b>Military</b> <small>EMBEDDED SYSTEMS</small>	Print/Digital	39,253		✓		✓ S1	✓	✓	✓ S2		RG	✓ S3		✓
	E-letter	25,500	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<small>PC/104 and</small> <b>small form factors</b>	Print/Digital	18,177		S1	RG		Spring	Summer			Fall	Winter	BG	
	E-letter	16,000				✓		✓				✓		✓
<b>VME</b> <small>and Critical Systems</small>	Print/Digital	26,382			Spring		Summer	RG			Fall	S2		Winter
	E-letter	15,000		✓		✓		✓		✓		✓		✓
<b>MIL/COTS</b> <b>DIGEST</b>														
				S1						S2		S3		

Supplements

### Key

BG = Buyer's Guide

RG = Resource Guide

S1 = supplement on rugged small form factor boards and systems

S2 = supplement on VME products

S3 = supplement on PICMG and communications-related products



Legend: E= Electronic | P = Print | TM = Tracking Metrics

OpenSystems Media provides a range of integrated multimedia products to help you deliver your messages directly to your audience. Our dedicated sales staff will work closely with you to understand your sales and marketing goals. With an audience ready for you, our sales staff can help you select the right OpenSystems Media print and online venues for your marketing needs.

### Advertisement, Print Options **P**

Ads reach your audience with your message displayed with your unique look and feel. Well-designed ads enhance your company's image and reputation in the eyes of the publication's readers. In addition to full-page or fractional ads, OpenSystems Media can help you design two-page spread ads, multiple page ads, cover photos, belly bands, sticky notes, tabs, and various gatefolds that will capture the readers' attention.

### Advertisement, Online **E | TM**

Ads placed on our websites draw visitors to a landing page on your website. Standardized ad sizes can be placed in various locations for any magazine, and "keywords" can be selected as well. Ads are available on a first-come, first-served basis. Banners, skyscrapers, buttons and many other formats are available.

### Article reprints **E | P**

OpenSystems Media makes it easy to buy reprints and acquire the rights to almost any content. By simply clicking on the license button above an article, you will find an extensive menu of choices for your particular needs. Reprints are excellent for point-of-purchase displays, direct mail campaigns, trade show handouts, and media kits.

### Blogs **E**

Our editors voice their opinions on all sorts of topics. Vendor briefings and announcements are a viable source for blog entries. Ad slots are available.

### Digital magazines **E | TM**

For subscribers who prefer electronic versions or those who have missed a particular print issue, back issues of all magazines are available for download in PDF or page-flipping format. Advertisements and product guide listings are highlighted with links to the vendors' websites.

### E-casts **E | TM**

**E-casts** are live moderated webcasts that may have a single sponsor or multiple sponsors. They are used to educate your audience about a problem and possible solutions. Custom polls and surveys can be included.

**Product-casts** are short product promotions.

### Editor's Choice Products **E | P**

Our editors comb through the latest product news releases each month looking for notable Editor's Choice products candidates. If your company's product is selected, OpenSystems Media will provide our Editor's Choice logo for your use in your company's marketing collateral.

### E-letters

A dedicated e-mail blast with your product information, webcasts, news items, or white papers is sent to our subscriber base. Customize a mailing list that hits your target audience with your message.

### E-letters **E | TM**

E-letters are virtually electronic versions of OpenSystems Media publications e-mailed to our audience of readers in HTML format. They are packed with original articles and editorial with an interactive element to link readers to even more information. Sponsorship includes your corporate logo placed near the introduction banner.

### E-mail list management **E**

We can manage your e-mail and web campaigns through our list management service. Let us set up a list of target readers for your media campaign.

### Embedded Channels **E | TM**

OpenSystems Media can design custom microsite internet channels by matching up your company and relevant content from our extensive library of material. Position your company as an industry leader and subject matter expert by providing a single destination for information. Search engine optimization will get you improved results.

### Guide, Buyer's **E | P**

Select publications have an annual Buyer's Guide that includes editor prepared directories of recently released products pulled from our extensive product database. Make your company/product stand out by sponsoring a tab or mini tab.

### Guide, Resource with product profiles **E | P**

An annual issue for each publication is devoted as a Resource Guide, which presents a range of vendor products categorized and displayed in product profiles. We provide the profile template and you fill in the information. Make your company/product stand out by sponsoring a tab or mini tab.

### Inserts/Outserts **P**

Your marketing material can be inserted inside or outside in a polybag in any magazine issue. Either ship us the finished piece or outsource the design and/or printing to us. OpenSystems Media can provide competitive pricing and quick turnaround.

### News feeds **E**

Submit your news releases at our website to have them syndicated in dozens of dynamic, content-sensitive news feeds and broadcast around the globe via search engines and RSS.

### Podcasts **E**

Our editors podcast prerecorded audio in MP3 formats for download, along with thoughts on recent events and news. Sponsorships are available with short transition messages at the introduction and conclusion.

### **E | TM**

### Polls, and surveys

We are continually polling and surveying our audience for their feedback on a variety of topics. We can develop a targeted poll or detailed survey for your own needs. Surveys can be part of any of our electronic services, such as E-letters and E-casts.

### Product database **E | TM**

Online product listings are free of charge. These listings are searchable by website visitors and provide a link to product data sheets supporting requests for more information. Listings are used by editorial staff to select Editor's Choice Products and to create new product and Buyer's Guide features in print issues and E-letters. OpenSystems Media consistently ranks very high in key online search engine results.

### Social Media Networking **E | TM**

Social networking is a great way to reach out to your audience in a real-time and interactive style. OpenSystems Media offers Twitter and LinkedIn Groups with a large following of interested readers. Get your information out quickly through our social media networking services.

### Supplements **E | P**

OpenSystems Media can combine our editorial resources along with your product information to create a custom supplement to accompany any issue of our magazines or to be sent to our exclusive online audience. You can also sponsor any of our pre-planned supplements.

### White papers **E | TM**

Add your white papers to our portfolio of topical white papers to gain increased exposure. We can promote white papers and provide tracking metrics.

### Video library **E | TM**

Add to our portfolio of topical videos. OpenSystems Media archives videos from webcasting events and can host your video content. We can spotlight videos and provide tracking metrics.

### Virtual Conferences **E | TM**

The Virtual Conference is a day-long online event featuring themed technical sessions, keynotes, and an "Ask the Experts" round table. These conferences offer attendees worldwide the option to participate in the sessions that are most relevant to them from the comfort of their office. No travel is required, attendee registration is fast and simple, the sessions are archived online for a year making it easy to access sessions if attendees are unable to attend on the live event date. OpenSystems Media will supply industry-leading moderators to tackle the tough questions facing today's design engineers and their marketing staff can help facilitate sponsorship opportunities.

**Trackable lead generation** is a key function of marketing. OpenSystems Media provides an extensive selection of lead generation products to help you deliver your message directly to your target audience while tracking the responses.

OpenSystems Media is continually adding tracking analytics and metrics to its properties ranging from ad placements in print to the number of e-mail recipients opening an E-lert to audience registration details on an E-cast.

Our dedicated sales staff will work closely with you to understand your marketing goals and requirements to design a quantitative and measurable program to reach your goals.



Product or Service	# of Placements	# of Pageviews	# of e-mails opened	Click throughs	URL Domains	Leads		
						Partial contact info	Full contact info	
Ads, Print	<input checked="" type="checkbox"/>							Pick distribution list to meet your goals
Ads, Online & Digital		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				Pick distribution list to meet your goals
Embedded Channel & Blog		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				Bring your message to the top
E-letter & E-lert	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			Focused distribution and messages
RSS news feed & Product database				<input checked="" type="checkbox"/>				Link back to your website
Social Media Networking	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>				Quick distribution of your message
Video & White paper						<input checked="" type="checkbox"/>		Detailed product or service information
E-cast & Product-cast							<input checked="" type="checkbox"/>	Plus detailed activity report

**Notes:**

- Placements:** Number of registered subscribers that were sent material.
- Pageviews:** Counted every time someone uses their web browser or e-mail program to display a page.
- Emails opened:** Number of unique subscribers that open the HTML formatted version of your page.
- Click Throughs:** Recorded every time someone clicks a link in their e-mail program to display a page (HTML only).
- Domains:** Refers to only the portion of the e-mail address after the @ symbol, i.e. @opensystemsmedia.com.
- Partial:** First name, last name, company, e-mail, partial address (city, state, country, IP address via Google Analytics)
- Full:** First name, last name, company, e-mail, phone, full address

## Rate Plan: Embedded Computing Design and Military Embedded Systems

Size		1x	2-3x	4-6x	7-9x	10-12x	13-18x	19-24x	25-30x
2 page spread		\$8,910	\$7,830	\$7,380	\$6,750	\$6,075	\$5,535	\$5,040	\$4,770
1		\$4,950	\$4,350	\$4,100	\$3,750	\$3,375	\$3,075	\$2,800	\$2,650
2/3		\$3,750	\$3,400	\$3,050	\$2,750	\$2,475	\$2,225	\$2,025	\$1,825
1/2		\$2,600	\$2,275	\$2,125	\$1,975	\$1,875	\$1,750	\$1,675	\$1,550
1/3 *		\$1,825	\$1,750	\$1,675	\$1,575	\$1,500	\$1,425	\$1,350	\$1,275
1/4		\$1,500	\$1,450	\$1,400	\$1,350	\$1,300	\$1,250	\$1,200	\$1,150
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
Product profile non-advertiser	full page	\$1,400	\$1,375	\$1,350	\$1,325	\$1,300	\$1,275	\$1,250	\$1,200
	half page	\$850	\$825	\$800	\$775	\$750	\$725	\$700	\$675
Tabs	Full	\$4,950							
	Mini	\$1,750							

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](http://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 you 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](mailto: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

16626 E. Avenue of the Fountains, Ste 203  
 Fountain Hills, AZ 85268  
 Tel: 480-967-5581  
 Fax: 480-837-6466

#### Advertiser Service

30233 Jefferson • St. Clair Shores, MI 48082  
[sales@opensystemsmedia.com](mailto:sales@opensystemsmedia.com)  
 Tel: 586-415-6500  
 Fax: 586-415-4882

E-letter	1x	2-5x	6-9x	10-14x	15-20x	21+
<b>Advertorial:</b> Includes web exclusive article or white paper, 728 x 90 leaderboard and 336 x 60 banner	\$2,300	\$2,050	\$1,825			
<b>Sponsorship:</b> Includes logo at the top, PLUS a product placement, one survey question	\$1,000	\$900	\$875	\$850	\$825	\$800
<b>Product:</b> 200 words, 1-3 photos, logo, link, and contact information (on page right)	\$735	\$650	\$600	\$575	\$550	\$525
<b>Video, White Paper, Webcast Promotion Only:</b> 15 words, 125 x 125 pixel image, and link; does not include posting on OpenSystems Media website	\$735	\$650	\$600	\$575	\$550	\$525
Note: All photos and logos should be 300 DPI, JPG or GIF files. All text should be provided in Microsoft Word.						

E-lerc	1x	2-4x	5-8x	9-12x	13-16x	17+
Sponsor specific content; cost per E-lerc	\$3,400	\$3,200	\$3,000	\$2,800	\$2,500	\$2,200
Note: for specific geographical regions or job titles, ask your account manager for pricing.						

White Papers and Video Library Posting	1x	2-3x	4-6x
<b>Tier 1:</b> Posting online only, search	6 months	\$500	
<b>Tier 2:</b> Posting online, viewer registration, tracking metrics, promotion in E-letter, highlighted search	6 months	\$2,000	\$1,750
	12 months	\$3,300	\$3,000
<b>Tier 3:</b> Tier 2 plus promotion in E-lerc and print, float to top search	6 months	\$5,250	\$4,950
	12 months	\$6,300	\$6,000

E-cast Products	Focus	Moderated	Live	Q&A	Length (minutes)	Format	Sponsors *	1x	2-5x	6-9x	10-14x
E-cast	Problem / Solution Format	Y	Y	Y	60	PPT	Single	\$9,000	\$8,500	\$8,000	\$7,500
							Dual	\$4,500	\$4,300	\$4,000	\$3,800
							3 - 4	\$3,500	\$3,300	\$3,100	\$2,900
							Global	\$13,000	\$11,500	Two broadcasts on same day. Additional for translation or subtitles.	
Product-cast	Product/Service	N	N	N	15	PPT	Single	1x	2-3x	4-6x	
								\$5,000	\$4500	\$4,000	
PPT = PowerPoint		* Price is per sponsor per event, except for Global which is per event. Includes promotion of the event in print, E-lerc, E-letters, OpenSystems Media websites, and Google Ad Words. Includes full customer support, 1-year archive on OpenSystems Media websites, and posting to iTunes.									

Online Advertising			Online Advertising		
Ad Position	Price	Dimensions (pixels)	Ad Position	Price	Dimensions (pixels)
Welcome	\$2,500 gross/week		Peel-Back	\$1,500 gross/week	
Leaderboard	\$150 CPM	728 x 90	Roadblock	\$2,000 /wk	
Full Banner	\$100 CPM	468 x 60	Skyscraper	\$150 CPM	120 x 600
Half Banner	\$100 CPM	234 x 60	Wide Skyscraper	\$150 CPM	160 x 600
Square Pop-Up	\$100 CPM	250 x 250	Medium Rectangle	\$100 CPM	300 x 250
Rectangle	\$100 CPM	180 x 150	Large Rectangle	\$100 CPM	336 x 280
Button 1	\$50 CPM	120 x 90	Vertical Rectangle	\$100 CPM	240 x 400
Button 2	\$50 CPM	120 x 60	Micro Bar	\$50 CPM	88 x 31
Square Button	\$50 CPM	125 x 125	Vertical Banner	\$50 CPM	120 x 240
CPM = Cost Per Thousand page views			Tickers	\$100 CPM	

Embedded Channels - Microsites are great for improving search results!	6 months	12 months
Includes: 2 white papers, 2 videos or 1 white paper and 1 video with lead tracking. 728 x 90 leaderboard across our websites when your keyword is selected in product search or article search. Your news, white papers and products "floating" to the top of the channel page. Enhanced search engine optimization to get you higher ranking search results..	\$10,000	\$16,000

**Embedded Channels Overview**

The Embedded Channel is a unique opportunity to “own” a keyword or phrase throughout one or several of the leading embedded web sites. The channels provide a one-stop portal for relevant content, driving leads and additional exposure.

The channel provides the following:

- Home page coverage of key terms ranked by popularity.
- E-letter coverage of key terms by popularity.
- Banner exclusivity: only your banner appears on channel page.
- Product search results exclusivity: your banner will be featured on all pages with your purchased keywords.
- Company name banner exclusivity: your banner will be featured on all pages where your company name is mentioned.
- Video, white paper and E-cast coverage.
- Updates posted to Twitter and LinkedIn.



The channel consists of

- Banner across the top of page
- Sponsor message on topic
- Staff-written editorial content on relevant topics
- Industry news (RSS feed), white papers, webcasts, video and articles.  
Channel sponsors content will appear at the top.
- One video with lead tracking
- One white paper with lead tracking
- Channels updated monthly with blogs and content.
- Full reporting on channel for full year.

Key Word Suggestions	
AdvancedTCA	Mission Critical
Automotive	Multicore
COTS	Networking
Distribution	OpenVPX
DSP	Packaging
ESL/EDA	Power
FPGA	RapidIO
High Availability Middleware	RapidIO
Interconnect	RTOS
Labview	SDR/JTRS
Linux	SoC
Low Power	VME
Medical	VPX
MicroTCA	

Channel Description

Sponsor Message  
25-50 words + link

RSS Feed Sponsors News  
“float to top”

White Papers

Articles Sponsors “float to top”

336 x 280 banner Or Video Image

E-casts

## E-casts and Product-casts generate LEADS!

Our E-cast service is an excellent way to get your message out to a targeted audience in a timely fashion. Our vast subscriber database allows us to help you target your audience to meet your marketing program needs.

OpenSystems Media performs pre- and post-production support of these events to be sure they are of the highest quality and are most effective for your marketing programs.

We can even help you launch an international event that is released live with two broadcasts on the same day. You can tailor your message to Europe and Asia and then to the Americas.

**E-cast** OpenSystems Media offers two types of webcastings. The first is an E-cast which is a live, single or multiple sponsor event used to educate your audience about a particular product, service, or technology. They provide a successful way to pull together complementary business partners or ecosystem members to thoroughly cover topics of interest to your market. Each E-cast consists of a 45-minute presentation and 15-minute interactive Q&A session.

These events are typically technical in content. The speaker is usually a technical spokesperson, product designer, or engineer that has in-depth knowledge of the product or service being discussed.

E-casts are moderated by a member of our editorial staff or a industry recognized guest moderator. Our E-casts are moderated to keep the event interesting, informative, and technically relevant, while also meeting the needs of both the audience and sponsors. Our moderators will work with you prior to the E-cast and during the actual event to make it as effective as possible.

OpenSystems Media moderators are known throughout the industry because of their knowledge and connection to the technologies and markets they cover.

Bring us your ideas for interesting and relevant industry topics or work with us to pick the right topic for you from our list of hot topics.

**Product-cast** Our second webcasting service is a Product-cast which is a brief product presentation from a single sponsor. It is a pre-recorded event usually done in PowerPoint and released as link in an E-Alert. These are excellent tools for new product introductions. They are quick and easy to assemble and can be distributed directly to your target audience in an informative fashion. We handle the production and promotion. Try one for your next product introduction.

*In addition to being trackable, E-casts offer many other benefits to boost your marketing campaign.*

- We handle the production and promotion, improving your sales and marketing teams' efficiency.
- With no travel costs or lost time out of the office, you can save wear and tear on your sales and marketing teams.
- You choose the target audience that is right for you.
- Live audience events give you a chance to hear questions from your target markets and to respond to them interactively.
- Lead generation is more effective as we can track attendees and view their questions and responses to polls and surveys.
- We provide sponsors with extensive reporting metrics including names, numbers, e-mails, questions, and poll and survey results.
- Events are archived for 12 months so they can be viewed or read at a time more convenient for the audience, allowing you to continue spreading your message and gather leads long after the live event.

*Registration solicitation is e-mailed to our audience of engineers, managers, and technical professionals. All events require registration to participate, thus enabling tracking.*

*OpenSystems Media promotes all of these events to a list that best meets your marketing goals. We follow up with reminders to ensure maximum exposure.*

**Detailed reporting is available to sponsors for all events.**

[ecast.opensystemsmedia.com](http://ecast.opensystemsmedia.com)

Multicore Migration: The Challenges of migrating to a multicore design. [Print This Page](#) | [View in Excel](#)

May 20, 2008 02:00 PM EDT 107632

**Event Summary Report**

Event ID: 107632 Client (ID): wccopensystemsmedia (103)

Live Start: May 20, 2008 02:00 PM EDT Live End: May 20, 2008 03:33 PM EDT

Archive Start: May 21, 2008 02:00 PM EDT

Live Duration: 1h 13m 4s

[Polls Report](#)  
[User Questions Report](#)  
[Presenter Chat Report](#)  
[Usage Summary Report](#)  
[Media Capture Tracking Report \(PartnerRef\)](#)  
[Custom Registration Report](#)  
[Interactivity Report](#)

[Edit Display](#)

**Each E-cast report has extensive subreports covering the following:**

- Polls and surveys
- User questions
- Usage summary
- Media capture tracking
- Custom registration

Presentation Summary					
<a href="#">All Registrants</a>	480				
<a href="#">Total Unique Viewers</a>	267				

### Guidelines

- E-casts follow OpenSystems Media's Editorial Guidelines (problem/solution approach with technical details).
- State the problem (in the title, abstract, and introduction).
- Go into quantitative detail about the problem.
- For the solution, go into quantitative detail about the theoretical methods of solving the problem (the same remedies you mentioned earlier in your presentation).
- Wrap up with a conclusion.

## E-cast

### Live Knowledge Broadcasts

These events allow you to measure leads instantly plus you save on travel and conference costs. Book your E-casts now to get the best time slots available.

These topics are just a sample of the many subjects that are of interest to the OpenSystems Media audience. Check our editorial calendars for additional subjects.

E-casts on the application of embedded technology in industries from automotive, consumer, industrial, medical, military, and other markets are always popular.

**Bring us your ideas and we can custom fit an E-cast for you.**

Simply check off a topic and let us know. We can either work with your ecosystem or work with our partner database to reach your target audience.

**Reserve your E-casts now!**

### Boards and systems

- Data acquisition for small form factor boards
- Low power in small form factor boards
- Stacking boards, modules on carrier, or cabling modules together
- Modules from AMC to XBee
- Blades vs motherboards
- Design challenges for boards and systems

### Processors and chipsets

- Designing with embedded processors: ARM, Freescale, Intel, MIPS, et al
- SoCs, microcontrollers, processors, and chipsets
- Maximizing performance with multicore processors
- Challenges of migrating to multicore designs
- Ultra-low-power microcontrollers
- Multimedia chipsets and software
- Multicore, partitions, and computing performance

### Programmable logic

- DSP trends and technology
- FPGAs: Tips, techniques, and challenges
- IP cores for DSP and FPGA design
- Math and algorithms in FPGAs and DSPs
- Tips, tools, and tricks to optimizing FPGA, DSP, and reconfigurable systems

### Operating Systems

- Embedded Operating Systems: Real-time, Linux, and Windows
- RTOS trends and development environments
- Open source vs proprietary commercial RTOS

### Software

- Eclipse IDE packages
- EDA and ESL tools for board and system designers
- Embedded databases in web-enabled devices
- Enterprise software in embedded applications
- Java in embedded
- Middleware for communications
- Virtual development tools for boards
- Virtualization: Operating systems, I/O, and security
- DO-178B Level A programming environment
- Life-cycle management for embedded design
- Designing VoIP with effective software
- RTOS, secure software, and trusted computing
- Signal processing

### Standards

- 10 Gb Ethernet: Challenges and opportunities
- AdvancedTCA, MicroTCA and comm platforms in military systems
- Designing for PCI Express
- Ethernet: Trends and technologies
- High availability and network management systems for 100% service availability
- PICMG standards roundup: CompactPCI, AdvancedTCA, MicroTCA, AdvancedMC, COM Express
- VITA standards roundup: VME, VSX, VPX, PMC, FMC, XMC, and much more

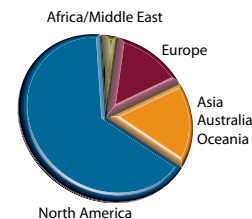
- ZigBee and the smart grid
- Power over Ethernet
- Small form factor board standards: Trends and technologies

### Additional topics of interest

- Component counterfeiting & obsolescence
- Critical embedded – mission/safety/life
- Defense/aerospace testing
- Display technology
- Distributed, data-centric applications
- Low-power, energy-efficient, green designs
- High-speed network testing
- IP telephony and TV
- Military power solutions
- Military spin-off electronics technology
- Mission critical technologies
- Net-centric warfare and battlefield communications
- Protocol analysis
- Reducing Development Cycles
- RFID and RTLS trends
- Security in embedded applications
- Smart sensors and MEMS
- Solid-state storage trends
- Software-defined radio technology
- Subscriber usage modeling
- Systems design and verification
- Thermal management strategies
- Vision systems and smart cameras
- Wireless/consumer electronics device testing

**Industry consortia and forums are invited to propose topics relevant to their membership.**

### E-cast viewers



Contact Christine Long at [clong@opensystemsmedia.com](mailto:clong@opensystemsmedia.com) or call 586-415-6500 for additional details on how we can help you create a program with topics that best address your specific needs.

Our editorial staff is available to moderate and assist you with your event. OpenSystems Media editors and industry knowledge experts have a proven, successful track record of guiding E-casts using OpenSystems Media's winning technical formula as they work with vendors prior to the E-cast and during the actual event.



### Editor's Choice

Editor's Choice Products recognize excellence in embedded computing technology, from processor boards and SoCs to debugging tools and RTOSs. OpenSystems Media editors handpick products that fit their criteria for innovative design, outstanding features, exceptional functionality, and potential market impact.

Companies that receive this award have the distinction of promoting their products as having merited Editor's Choice designation and will be provided Editor's Choice logos for use in their marketing collateral. Our editors select candidates from various sources of information, primarily drawing from new products found in OpenSystems Media's product database and RSS newsfeeds. You are encouraged to submit new products and press releases at [submit.opensystemsmedia.com](http://submit.opensystemsmedia.com) for consideration.

OpenSystems Media reserves the right to publish products based on editors' discretion alone, and does not guarantee publication of any product entries.



### Online Social Media Networking

OpenSystems Media continues to lead the way in social media networking. In 2009 we have successfully promoted news, products, webcasts, white papers regional events across Twitter and LinkedIn (including full tracking for clients to track ROI). Together, OpenSystems Media has driven more than 100,000 impressions to trackable client assets.

Visit us on Twitter: @embedded\_mag, @military\_cots, @dsp\_fpga, @industrial\_mag, and @cpai\_atca.

Join our editors on Twitter at: @cacuifo, @dondingee, or @patrickhopper

[submit.opensystemsmedia.com](http://submit.opensystemsmedia.com)



### Join our LinkedIn Groups

- CompactPCI, AdvancedTCA, MicroTCA
- DSP-FPGA.com
- Embedded Computing Design
- Industrial Embedded Systems
- Military Embedded Systems
- PC/104 & Small Form Factors



### News feeds

Submit your news releases at our website to have them syndicated in dozens of dynamic, content-sensitive newsfeeds and then broadcast around the globe via search engines and RSS. OpenSystems Media consistently ranks very high in Internet search engine results.

You can send your news to our editors, but also be sure to post the latest to our news release website to be aggregated in news feeds around the world.

### Online product database

Online product listings are free of charge. These listings are searchable by website visitors and provide a link to product data sheets supporting requests for more information. Listings are used by our editorial staff to select Editor's Choice Products and to create listings for new products and Buyer's Guide features in print issues and E-letters. OpenSystems Media consistently ranks very high in key internet search engine results.

Be sure to enter your products in our product database to be available to designers looking for solutions.

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Use this link to submit:

- News releases
- New products and photos
- Advertisement
- White papers
- Video

[submit.opensystemsmedia.com](http://submit.opensystemsmedia.com)

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