

INDUSTRIAL

EMBEDDED SYSTEMS

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2010

Media Kit

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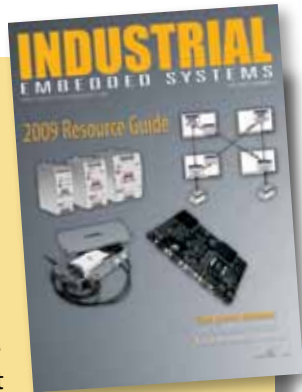
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INDUSTRIAL EMBEDDED SYSTEMS

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Industrial Embedded Systems enters the next decade looking at the new shape of industrial computing, networking, and sensing. All-original coverage focuses on both traditional industrial automation and a new, broader definition of industrial applications in the Information Age. We don't just cover the same old topics; we're into things like digital signage, RFID, vision systems, wireless sensor networks, and the Smart Grid, along with coverage on microcontrollers, motion control, data acquisition, and more.

Beyond just the routine in industrial automation, we look for innovative technology and products helping create new best practices and shifts in how to get things done in manufacturing, retail, infotainment, and transportation – anywhere automation applies. We're also covering new angles like the need for safety and security, and the impact of software design on systems for inspection, robotics, energy management, and information display. If there's a computer, a network, and a sensor, we're involved.

As an always-on resource for engineers, architects, and decision makers, *Industrial Embedded Systems* features the following opportunities:

- With six E-letters, two digital editions, one print issue, 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.

Editorial Staff



Don Dingee, *Industrial Embedded Systems* 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



Jennifer Hesse, assistant managing editor of *Industrial Embedded Systems*, 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

Departments

- **Foreword Thinking:** Thoughts from the editorial staff on the theme for the issue/E-letter and what's really going on.
- **Editor's Choice:** Selections from new products submitted via the news feeds and online product databases.
- **Embedded Now:** Coverage of industrial topics appears from time to time in the *Embedded Computing Design* blog, with a wide range of musings and audio entries from editors.

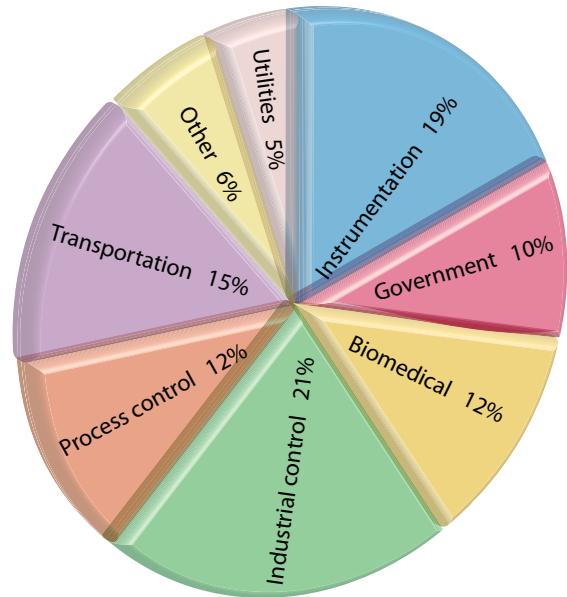
Affiliations



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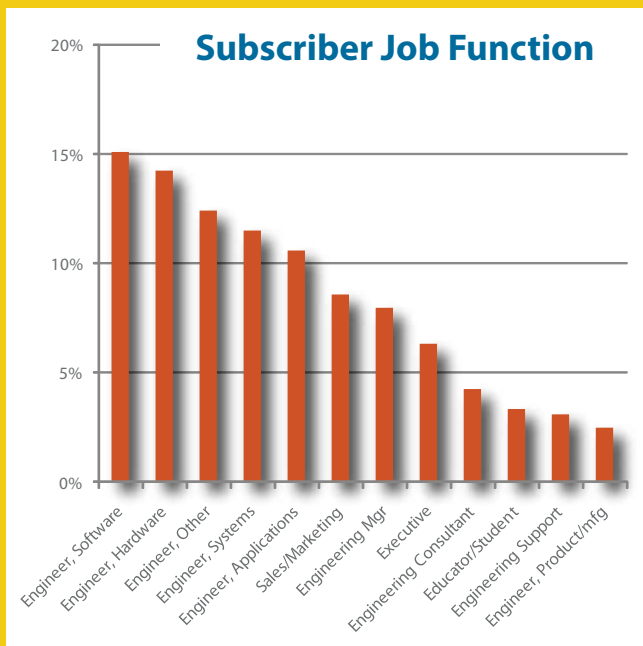
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Readership by Industry



Industrial Embedded Systems reaches biomedical, transportation, industrial control, process control, test and measurement, utilities, chemical, and federal and local governmental departments.

Subscriber Job Function



Circulation

Circulation Total: 15,045

- Print: 8,117
- Digital: 6,928

- Event distribution: 250
- E-letter distribution: 17,000

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- Average monthly unique visitors: 21,000
- Average monthly page views: 63,000

As of September 2009



The worldwide market for industrial distributed/remote I/O utilizing Ethernet-based buses/networks is forecast to grow at 13.3% annually, reaching over \$4.2 billion in 2010.

– Venture Development Corporation

The market for wireless sensor networks will grow to more than 100 million devices by 2010 in markets including industrial automation, supply chain management, building and home automation, asset tracking, and environmental monitoring.

– data from ON World, WTRS, and Harbor Research

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| Editorial | | Ads | | Editorial Features | | |
|---|-----------------------|--------------------|---|---|---|--|
| Volume 6 ISSUE | Abstracts Articles | Close Materials | HOT TOPIC FEATURE Staff-written and contributed material | TECHNOLOGY FOCUS Contributed material | APPLICATIONS FOCUS Contributed material | PROMOTIONS E-CASTS WHITE PAPERS TRADE SHOWS |
| January Issue 1 E-letter | 17Dec09 5Jan10 | 5Jan10 18Jan10 | Motion Control | Motion control software and algorithms Motion controller boards DSCs and FPGAs for motion | Robotics, Mechatronics Graphical system design | White paper: Motion Control E-cast: Motion Control |
| March Issue 2 E-letter | 18Feb 3Mar10 | 3Mar10 16Mar10 | Smart Grid | Sensors for the grid Monitoring computers Wireless and powerline networks | Utility metering Demand management software | White paper: Smart Grid Technology E-cast: Smart Grid Technology |
| April Issue 3 Print | 3Feb10 16Feb10 | 16Feb10 25Feb10 | Digital Signage | Annual Industrial Embedded Systems Resource Guide Panel PCs • Handheld computers • DIN rail mount computers and I/O • Windows Embedded, embedded Linux, and RTOS • App dev tools • Rugged LCD displays and touch panels • Motor control • Industrial power supplies • Single board computers • Rugged systems • Fieldbus networking • Device servers • Industrial Ethernet • Power over Ethernet • SCADA • OPC • MEMS sensors • Solid-state drives • Hard disks • Compact Flash, SD card, and other industrial flash formats • and more | Computing • HMI • Networking • Sensors/control • Storage | Executive Speakout: Digital Signage E-cast: Digital Signage ♦ ESC Silicon Valley |
| May Issue 4 E-letter | 19Apr10 30Apr10 | 30Apr10 13May10 | Microcontrollers | | | Ultra-low power applications Energy harvesting |
| June Issue 5 Digital | 26Apr10 7May10 | 7May10 28May10 | Data Acquisition | A/D boards and modules USB data loggers Signal processing software | Portable data acquisition systems in the field Reconfigurable data acquisition systems | Data Acquisition Vendor Directory E-cast: Data Acquisition ♦ ATX East |
| July Issue 6 E-letter | 18Jun10 1Jul10 | 1Jul10 15Jul10 | Vision Systems | Frame grabbers GigE cameras Image processing software | High-speed inspection Recognition systems | White paper: Frame grabbers E-cast: Vision Systems |
| September Issue 7 E-letter | 20Aug10 25Sep10 | 25Sep10 16Sep10 | RFID | Active, BAP, passive tags Embedded readers Edge controller systems and software | Asset protection with RFID Secure RFID | White paper: RFID |
| October Issue 8 Digital | 20Aug10 25Sep10 | 25Sep10 24Sep10 | Industrial Wireless Networks | ZigBee, 802.15.4, Wi-Fi 802.11, 6LoPAN, Bluetooth, Wireless USB, WiMAX, 900 MHz, WirelessHART, ISA100, and more wireless | The most wireless nodes wins Wireless-to-wired gateways | Executive Speakout: Industrial Wireless Wireless Vendor Directory ♦ ISA Expo |
| November Issue 9 E-letter | 19Oct10 1Nov10 | 1Nov10 12Nov10 | Safety and Security | Certified-safe RTOS IEC 61508 Cyber-risk protection of facilities | Protecting remote equipment Deploying a safe, secure system | White paper: Safety RTOS E-cast: Safety RTOS |

Columns: Foreword Thinking • Editor's Choice • Embedded Now

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 (@industrial_mag) and our Industrial Embedded Systems 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.

Contributed articles: Accepting contributed articles for each issue. Contact Don Dinglee at ddinglee@opensystemsmedia.com. Themes are the main focus, but unsolicited material with industrial context can be considered for any issue. Contact to discuss ideas – we will work to shape a story to our audience.

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.

Revised 4/24/2010

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" |
| 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.

Production address/Mailing address for proofs

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