

# VME and Critical Systems

[www.vmecritical.com](http://www.vmecritical.com)

## 2010 Media Kit



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# VME<sup>and</sup> Critical Systems

www.vmecritical.com

VME and Critical Systems provides the latest technical information and updates on VMEbus, VPX, OpenVPX, VXS and other VITA standards to engineers, managers, and decision makers in the United States and internationally. The website, Resource Guide, Buyer's Guide, E-letter, and print editions lend insight into embedded VME products and strategies – boards, backplanes, COTS, cooling, SDR, Linux, RTOS, and more – in weapons control systems, imaging and targeting systems, radar, test systems, and other military applications.



VME and Critical Systems' coverage also includes the latest VITA standards and VSO status reports, along with editorial on the industry-leading products and the technology that drive today's market. VME and Critical Systems gives readers the information they need to stay in-the-know about the trends that define VME, VPX, VXS and VXI.

## Key Topics

### Avionics

ARINC, bus monitors, data recorders, MIL-STD-1553, power supply, unmanned vehicles

### Commercial products

Analyzers, COTS, electronics packaging, interface cards, multiprocessing, power supplies (slot-card), test systems

### Communications

Network, shipboard, Software-Defined Radio, wireless

### Radar/Sonar

Radio scan converter, radar tracking, sonar data acquisition

### New VITA standards

VXS, VPX, VPX-REDI, FMC, PMC, XMC and others

### Rugged computer systems

Conduction-cooled, electronics packaging, flat-panel combat display, mass storage, military I/O, mission-critical, rugged chassis, spray cooled-ready (board)

### Imaging systems

Frame grabber, graphics, night vision, target locator, video, medical

### Vehicle systems

Embedded control, navigation and location, railway

### Surveillance systems

Data acquisition, DSP-based, FPGA-based, homeland defense, satellite, and telemetry

## Editorial Staff



**Chris Ciuffo** is group editorial director for VME and Critical Systems 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.

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**Terri Thorson**, VME and Critical Systems senior editor, has been in high-tech worldwide media relations, strategic public relations, and marketing and corporate communications since 1988. She is a faculty member at the University of Phoenix. Terri received her BA in Journalism and Public Relations and a Masters of Mass Communication from Arizona State University.

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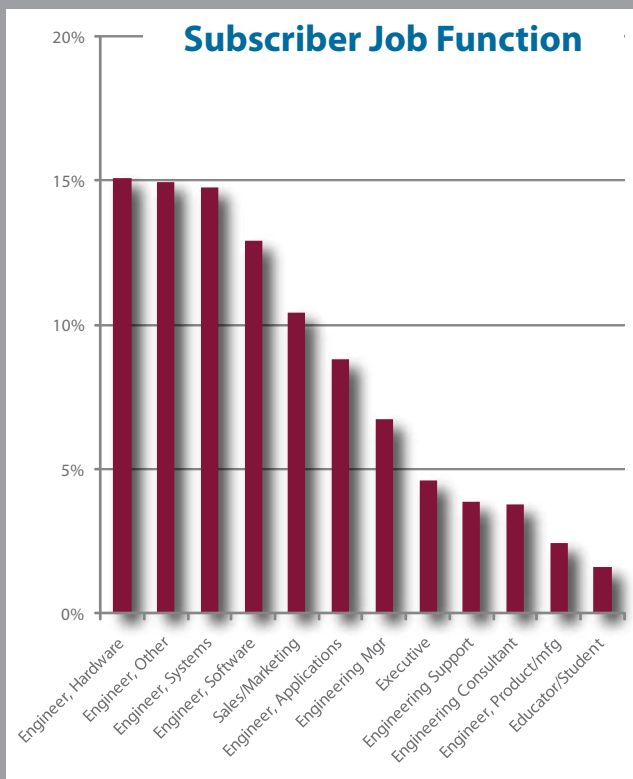
## Departments

- **Editor's Foreword:** The chief editor's laser-focused topic *du jour*.
- **VITA News:** News and products from the suppliers of VME technology.
- **VSO Update:** Catch up on the latest happenings in the development of new VME technology standards.
- **VME in Europe:** Hermann Strass updates readers on design wins and applications from Europe.
- **Defining Standards:** A close-up look at nascent VITA standards.
- **From the OpenVPX Board Room:** Guest column of industry insight into specifications and products based on OpenVPX technology.

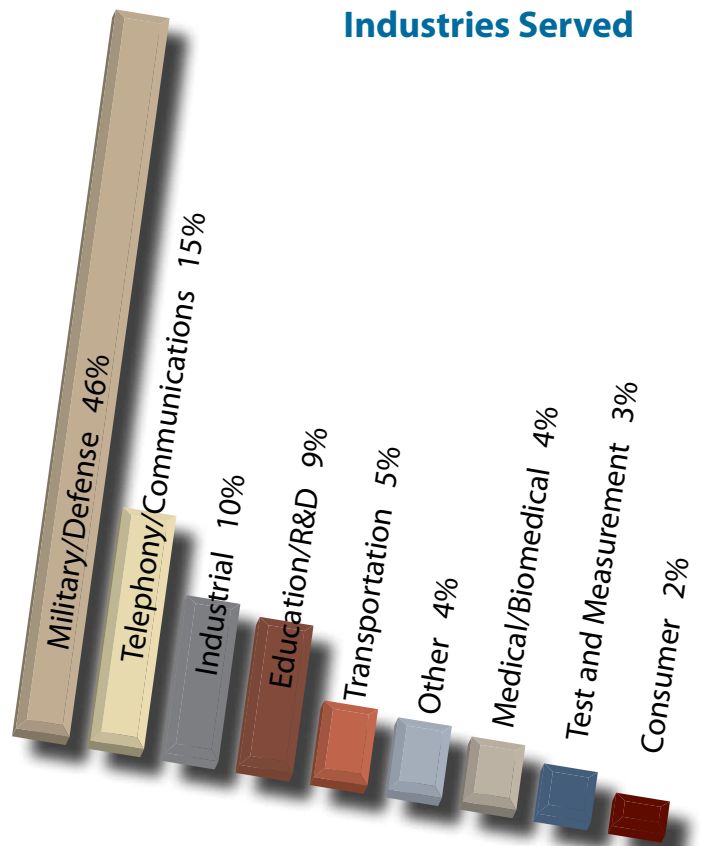
**VME** and  
**Critical Systems**

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**Demographics**



**Industries Served**



**Market Study**

Electronic Trend Publications forecasts that VMEbus market revenue – an estimated \$1 billion in 2006 – will experience a 6% overall compound annual growth rate and reach nearly \$1.3 billion by the year 2010.

**Circulation**

**Circulation Total: 26,382**

- Print: 14,292
- Digital: 12,090
- E-letter distribution: 15,000

**www.vmecritical.com**

- Average monthly unique visitors: 9,600
- Average monthly page views: 72,000

As of September 2009

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Editorial		Ads			Editorial Features			PROMOTIONS SUPPLEMENTS E-CASTS TRADE SHOWS	
Volume 28 ISSUE	Abstracts 1st Draft Final	Close Materials	SPECIAL FEATURE Contributed material	TECHNOLOGY FEATURE Contributed material	APPLICATION FEATURE Contributed material				
Spring Issue 1 (Plus E-letter)	15Dec09	22Feb10	<b>"Hottest" SBCs</b> - Intel-based - PowerPC-based - Others	<b>Flexibility required: Enabling reconfigurable computing</b> - Stratix and Virtex; other FPGAs - Programmable boards - Middleware	<b>Avionics get technical: DO-178, DO-254</b>	E-cast: <b>VPX</b>			
	19Jan10 22Feb10	1Mar10	<b>SPECIAL COVERAGE – Call to duty: VPX</b> - OpenVPX - VITA 65 (VPX System specifications and practices) - VPX enabling large system configurations Also: VITA 48 (RED) and VITA 41 (VXS) Where are they now?	<b>Getting critical: RTOS and software</b> Ada, Java, virtualization, middleware, separation kernels/security		E-cast: <b>VXS</b>			
Summer Issue 2 (Plus E-letter)	12Mar10 16Apr10 18May10	18May10 28May10	<b>Annual VME and Critical Systems Resource Guide</b> <b>EXECUTIVE Q&amp;As – Which VITA technology is most relevant to today's military market needs?</b> <b>Also EXEC "GUEST OPINION" ARTICLES – Can converted commercial technologies really make the grade in mission- and safety-critical apps?</b> <b>CONTRIBUTED ARTICLES – The latest in the I/O and mezzanine scene: PMC, XMC, FMC, plus: 1553, Serial FPDP, USB, ARINC, Ethernet</b>			E-cast: <b>VPX</b>			
Fall Issue 3 (Plus E-letter)	15Jun10 15Jul10 16Aug10	16Aug10 25Aug10	<b>Special MIL/COTS DIGEST supplement edition – FEATURING 600-word contributed mini articles on nascent VITA standards: VITA 41, 46, 48, 51, 56, 57, 58, 59, 65, and others</b> <b>Key Resource Guide categories include:</b> Audio/Video • Devices • Carrier boards • Mezzanines • Communications • TCP/IP • Serial fabrics • Automation • Packaging • Ruggedized • MIL-STD • Software and development tools • Test and analysis • VXI controllers • Displays • Instruments • SBCs • and more			 <b>Supplement on VME products</b>			
				<b>Maximizing signal processing and data acquisition</b> SDR, DSPs, FPGAs, ADCs, DACs, signal conditioning, waveform generators, data recorders, I/O, sensors			E-cast: <b>Mission critical</b>		
Winter Issue 4 (Plus E-letter)	13Sep10 30Sep10 22Oct10	22Oct10 29Oct10	<b>Annual VME and Critical Systems Buyer's Guide</b> <b>Theme: How will VPX fit into today's VME-based critical systems?</b>			E-cast: <b>Cooling and Ruggedization 'ilities</b>			
			<b>SBCs on a power trip</b> Design considerations for: - Low-power - Multicore - AMD, Intel, IBM, Freescale, and others			<b>The latest upswings in mass storage and data recorders</b> HDD and SSD; JBOD, RAID			
			<b>Rugged mechanicals</b> Up to the challenge? MIL-SPEC, chassis/cablings/other packaging; air- and conduction-cooling; backplanes; connectors			<b>Seeing is believing</b> Graphics and simulation, GPUs, JPEG/MPEG compression, OpenGL			

**Columns:** Editor's Foreword • VITA News • VSO Update and Activity • Defining Standards • VME in Europe • From the OpenVPX Board  
**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 and our LinkedIn groups.  
**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.



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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

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

\* Not available in Resource Guide issues.



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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

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- Tabs and Mini-tabs
- Products on cover
- Cover peel backs
- and many more

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Page Spread		Full	16" x 10.875" / 16.25" x 11.125"
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		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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