

TechChannels

tech.opensystemsmedia.com



TechChannels are microsites that explore a topic in depth, with editors managing content from all OpenSystems Media and selected external resources on that topic. Content includes magazine articles and columns, RSS news feeds, E-casts and virtual events, white papers, blogs, videos, social networking snips, and more. TechChannels are a great opportunity to line up your key message with relevant content.

Topics

Telehealth, Virtualization, Multicore, ESC, Safety and Security, Touch Interface, Unmanned Aerial Vehicle and more....

Sponsorship options

Sponsorship is purchased in monthly increments so viewers regularly see new ideas, encouraging frequent return visits.



Leaderboard

Size (pixels): 728 x 90
Price: \$750/month
 includes 5000 impressions across OSM sites including keywords on TechChannel.



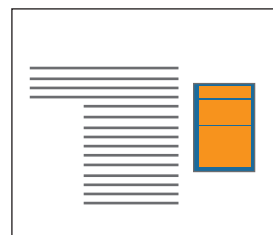
Product Spotlight

Showcase your product with a photo and headline linking from an E-letter of your choice.
Size (pixels): 336 x 280
Price \$500/month includes 3000 impressions across OSM sites including keywords of TechChannel.



Roadblock

Multiple Banners Displayed Simultaneously
Price: \$995/month



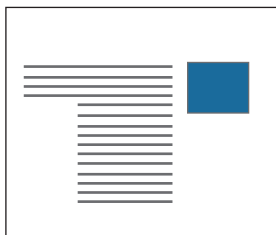
InSite

InSite widget includes a header image and up to three options: Video, white paper, active blog, Twitter feed, advertorial, product, Editor's Choice product, E-mag outsert.
Price \$1,500 gross/week



"Quotable..."

Your featured Tweet displayed prominently at the top. Increase exposure for your campaign.
Price: \$500 per week and re-Tweeted across two OSM Twitter accounts.



Large Rectangle

Size (pixels): 336 x 280
Price: \$500/month includes 3000 impressions across OSM sites including keywords of TechChannel.

Dimensions/File formats

Header Image (Top image of ad) : 334 x 80
Video: (320 x 240) MPEG-1, MPEG-2, MPEG-4, VP6, VP5, H.264, H.263, WMV/WMA, or MJPEG
E-mag Outsert: Hi-res, print-ready PDF
Rates \$2000/month
(1 month minimum/3 month maximum*).
 Includes coverage on one E-letter (25k distribution) and one E-mag email blast (22k subscribers).
 *New creative must be supplied every 30 days

InSite: A site within a TechChannel.

Below are some examples of ways you can creatively customize your own InSite:

Healthcare Technology **Dell**
Better care starts with better information

mHealth Summit 2010 - Harry Greer

Valley Health eliminates 30-minute wait for cath lab and treats heart attack victims faster using Dell and Intel solutions

Healthcare organizations have struggled for years to treat heart attacks faster. The period of time following an acute heart attack during which it is possible to reopen clogged arteries by inflating a tiny balloon at the site of the blockage before the heart is fatally damaged is known as the "golden 90 minutes." Balloon angioplasty is the most time-critical process in all of medicine-and can cut a patient's risk of dying by 40 percent.

Dell Healthcare DellHealth

NIST ok's contract for #HIPAA electronic toolkit <http://bit.ly/eEDAVM>

- Video
- White Paper
- Twitter feed

embedded INNOVATOR
DESIGNS, IDEAS AND SOLUTIONS FOR TODAY'S ENGINEERS

Editor's Note **Contents**

The Real Heroes

Hardware "box" consolidation using virtualization

Consolidation of hardware platforms, or "boxes," is a goal for many companies needing to update one or both pieces of hardware. Consolidation without massive change to legacy software can be a tricky job. Intel's Virtualization Technology can ease the migration process.

"Time and tides wait for no man"(1) – and neither does concrete.

Making concrete is one of those amazing chemical reactions that we often take for granted.

<http://www.facebook.com/apps/block.php?id=174039292640518&action=block&source=174039292640518>
924 people shared this.

CITROËN DS3 : Le Match – Tentez de gagner une Citroën DS3 unique et inédite !
453 people shared this.

Facebook social plugin

- E-mag or digital insert
- Article
- Facebook feed

mentor embedded **Featured Events & Offers**

USB Technology Overview

Three types of USB device

- Host
- Peripheral
- On-The-Go (OTG)

Advanced USB On-Demand Webinar
Learn the overall functionality of a USB system, the basics of how USB software works and what improvements are added by USB 3.0. Presented by Colin Walls of Mentor Graphics. [View at Mentor.com](#)

Mentor Embedded White Paper
USB Technology Past, Present and Future
[View at Mentor.com](#)

The Colin Walls Blog
I have over twenty-five years experience in the electronics industry, largely dedicated to embedded software. A frequent presenter at conferences and seminars and author of numerous technical articles and two books on embedded software. I am a member of the marketing team of the Mentor Graphics... [View at Mentor.com](#)

- Product gallery
- Product Info
- Blog

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