

## Leverage digital newsletters to showcase your brand.

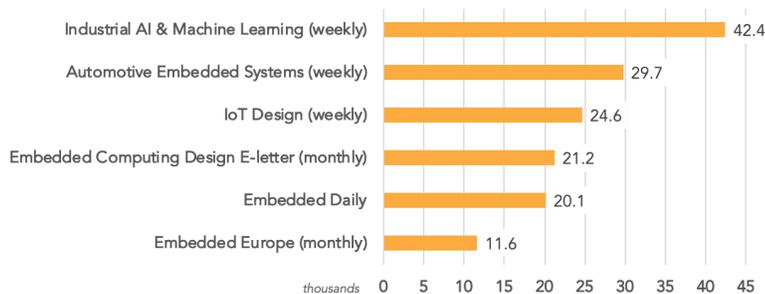
### Objectives

Increase your exposure to a targeted audience based on a horizontal and/or vertical topic

- Build your digital footprint
- Showcase your brand's personality
- Drive traffic to your site
- Position yourself as a subject matter expert
- Economize

### Target Audiences

Embedded Computing Design has several digital newsletters that enable you to showcase your brand. Some newsletters have a horizontal approach and some cover verticals.



**Display ad options**

- Top leaderboard (728 x 90) 1 available
- Middle Leaderboard (728 x 90) 2 available
- Bottom Leaderboard (728 x 90) 1 available
- Top Text Ad (20 Words, Title, and Link)
- Middle Text Ad (20 Words, Title, and Link)

### Newsletter Profiles

**AUTOMOTIVE**  
Embedded Systems

Embedded Computing Design covers the full spectrum of automotive electronics, from the devices, components, and software shipping in current vehicles to next-generation components for autonomous driving. These include advanced driver assistance systems (ADAS), vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) connectivity, infotainment, automotive cybersecurity, and more. This coverage is augmented by ongoing analysis of functional safety standards and regulations that will help accelerate the safe and secure development of vehicle designs.

**EmbeddedDaily**

The only daily publication dedicated to the embedded and IoT design communities, the Embedded Daily delivers fresh, in-depth technical engineering content Monday through Friday every week. Coverage includes the entire technology stack, from processors and IP to networking and connectivity; from analog and power electronics to development tools and operating systems; from cyber security and AI & machine learning to development kits, and more.

**EmbeddedEurope**

Delivered monthly to more than 11,000 doubly-opted-in developers and engineering managers, Embedded Europe is a geo-targeted digital content delivery platform that addresses high-profile embedded and Industry 4.0 news and design issues emanating from the EMEA market. Topics covered include functional safety design, compliance issues, network evolution, and more

## INDUSTRIAL A.I. & MACHINE LEARNING

Embedded Computing Design tracks the evolution of artificial intelligence (AI), including the use of deep neural networks (DNNs) and related approaches to autonomous compute intelligence. Coverage includes the use of frameworks such as Caffe and TensorFlow, as well as enabling technologies for AI at the edge like neural network processors and accelerators. It's easy to envision AI/machine learning becoming a foundational technology in each of our key vertical industries.



Embedded Computing Design covers all aspects of the IoT, including sensors at the Edge, connectivity in the Fog, and analytics and storage in the Cloud. Coverage also includes the embedded processors, development kits/boards, and software tools that support IoT development; short- and long-range wireless solutions; advances in machine learning and artificial intelligence; and security. 5G networking is another aspect of IoT that's growing in importance. It too spans multiple vertical segments, and is included as part of Embedded Computing Design's IoT coverage.

Interested in digital newsletter ads? [Contact your marketing consultant today.](#)