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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 by 2015, we're out to help every designer working on one of them. This is where the next decade of embedded computing is going.

- Editorial coverage focuses on design from a problem/solution viewpoint in eight print issues and 12 E-letters, plus a series of E-casts. 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, advertorial articles, interviews, and white papers, targeted 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



Warren Webb, is *Embedded Computing Design's* editorial director. Also, Warren divides his time between moderating E-casts and blogging. His background includes 30 years as a design engineer and entrepreneur developing automatic test and measurement systems for General Dynamics, The Computation Company, and Sundstrand Power Systems. Prior to joining OpenSystems, Warren also spent 12 years as the Embedded Systems Analyst/Editor with Reed Business Information, writing articles and perspectives on hardware design, software development, and emerging technologies for international trade magazines. Warren holds a MBA from Pepperdine University, a MS in Electrical Engineering from San Diego State, and a High Honors BSEE from the University of Tennessee.

E-mail Warren at wwebb@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.

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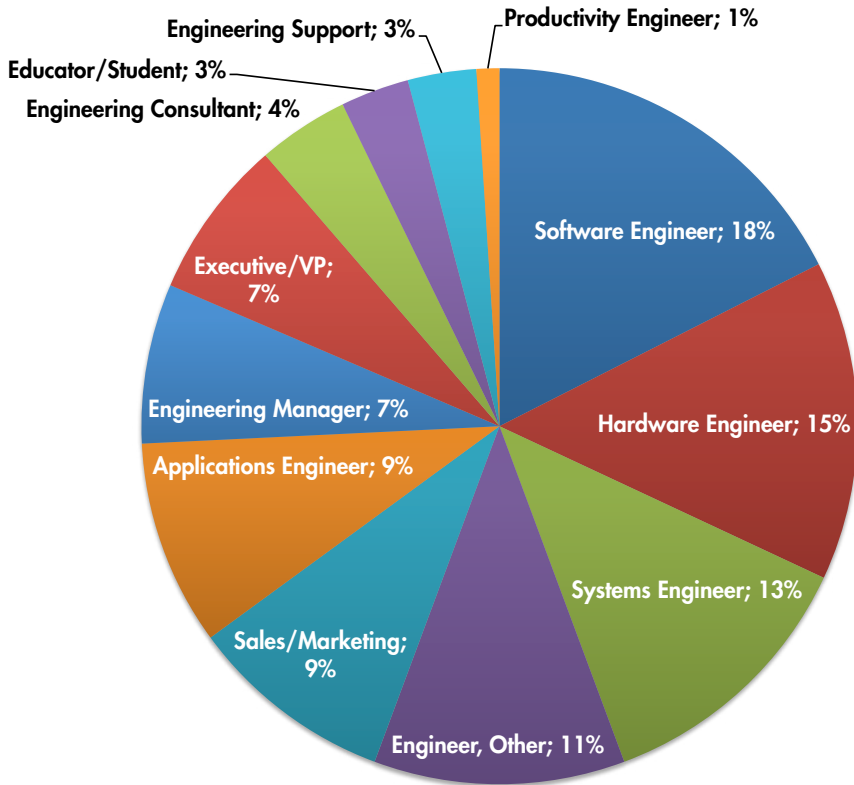
- **Tracking Trends in Embedded Technology:** The editorial director weighs in on the theme for the issue/E-letter and what's really going on.
- **E-community Beat:** The latest in embedded blogs, videos, social networking, and more.
- **Editor's Choice:** New products that have recently impressed the editorial staff.

TechChannels

tech.opensystemsmedia.com

- Linux
- Multicore
- EDA
- Embedded Software
- Safety and Security
- Smart Energy
- ESC
- Android
- Virtualization
- Telehealth

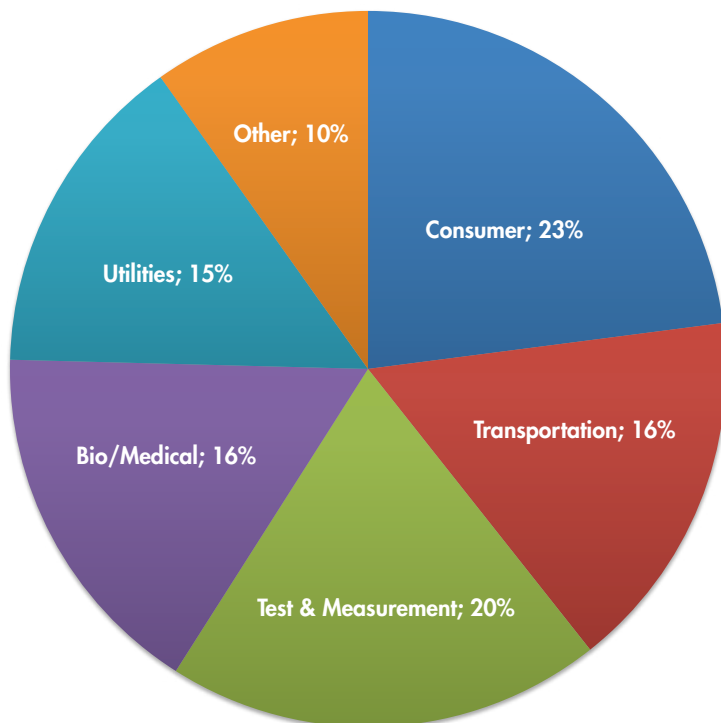
Subscriber Job Function



Key Stats

- Circulation Total: 42,474
- Print: 24,429
- Online: 18,045
- 33,000 E-letter subscribers
- 155,000 Total online subscribers to OSM magazines and E-letters
- 9,000 Qualified European online subscribers
- 12,000 Qualified Asian online subscribers
- 110,000 Monthly pageviews
- 35,000 Monthly online visitors
- 32,000 E-cast/Virtual Event leads generated in 2011
- 30,100 White paper leads generated in 2011
- 35,000 Online products in database
- 1,500 News releases
- 1,500 E-mail campaigns distributed, driving more than 60,000 click throughs

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.

Embedded Computing Design 2012 Print and E-letter Editorial Calendar					Due Dates			Digital Updates	
Issue	Silicon	Software	Strategies	Promotions and Trade Shows	Abstracts	Articles	Ads	TechChannels*	E-casts and Virtual Events*
January E-letter	Power Management	Integrated Development	Wireless Networking	Consumer Electronics Show				Android	The Cloud
February Print & E-letter	Microcontrollers, Systems-on-Chip	Real-Time Operating Systems	Smart Energy	Embedded World	11/23/11	12/15/11	1/4/12	Analog	Embedded Tools
March Print & E-letter	FPGA Technology	Analysis Tools	Small Form Factors, Integration and Test	PC/104 and Small Form Factors Insert ESC Silicon Valley	12/29/11	1/23/12	2/1/12	LTE	Android/Linux*
April E-letter	Low-Power Processors for Portable Devices	Software Services	The Cloud					FPGA	eHealth
May Print & E-letter	Digital Image Analysis	Software Test Automation	Telehealth	DSP-FPGA Resource Guide*	2/28/12	3/20/12	3/29/12	DSP	Multicore
June Print & E-letter	Special Innovation Issue - Top Embedded Innovators			Executive Q&A - What are the top embedded innovations? IBM Innovate, ESC Chicago, DAC	3/28/12	4/19/12	5/10/12	EDA	FPGA*
July E-letter	Analog/Mixed Signal	Windows Embedded	Open Standards					Analog	Apps in the Embedded World
August Print & E-letter	Annual Embedded Computing Design Resource Guide MCUs and ref designs – Embedded programming tools – Multicore processors – Embedded operating systems – Board-level products – System-level products – FPGAs – SDKs – Security chips and software – Memory – EDA and ESL tools – SoCs – Graphical design tools – Simulation/modeling – LCD displays – Test – Solid-state drives – and more			Intel Developer Forum, ESC Boston	6/1/12	6/22/12	6/25/12	DSP	Safety Certification*
September E-letter	Touch-Screen Control	Development Tools	Remote Management					FPGA	Digital Signage
October Print & E-letter	Memory Options	Virtualization	Intellectual Property Cores	Industrial Embedded Systems Insert	7/27/12	8/17/12	8/28/12	LTE	EDA*
November Print & E-letter	ARM Technology Update	Security	Digital Signage	ARM Technology Conference	8/17/12	9/10/12	9/19/12	Android	40G
December Print & E-letter	High-Speed Interconnects	Android	Multicore	Executive Q&A - What will be hot in 2013?	9/19/12	10/10/12	10/19/12	EDA	Virtualization

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

OpenSystems Media provides a range of integrated multimedia products to help you deliver messages directly to your targeted 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 online and print venues for your marketing needs.

Advertisements, Magazine P | E

Ads reach your audience displayed with your unique look and feel. Well-designed ads enhance your company's image and reputation in the eyes of readers. In addition to full-page or fractional ads, OpenSystems Media can help you design multiple page ads, belly bands, sticky notes, tabs, and various gatefolds that will capture readers' attention. Ads placed in our publications are included in E-mags and on the magazine app available for *Embedded Computing Design*.

Advertisements, Online E | TM

Ads placed on our websites draw visitors to your website. Standardized ad sizes are placed on our websites in strategic locations, and "keywords" can be selected as well. Ads spaces are available on a first-come, first-serve basis. Many formats are available, including banners, skyscrapers, buttons and more.

Apps E

Expand your reach by marketing your company or product to the growing tablet market. We can feature a full-page ad, audio, video, E-cast, banner ad, or supplement. Custom apps are available by request through your sales rep.

Blogs E

Our editors voice their opinions on a variety of topics. Vendor briefings and announcements are a viable source for blog entries.

E-casts E | TM

E-casts are live, moderated online events that may have a single or multiple sponsors. They are used to educate your audience about a problem and possible solutions, and tracking attendees allows you to view industry questions and responses to polls and surveys. Events are archived for 12 months, enabling you to continue spreading your message and gathering leads long after the event.

Editor's Choice products E | P

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

E-lerts E | TM

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

E-letters E | TM

E-letters are OpenSystems Media newsletter publications e-mailed to our audience of readers in HTML format. They are packed with original articles and editorials with an interactive element to link readers to even more information. Sponsorship includes your corporate logo placed in a prominent location. We can also feature your products in the E-letter, linking them to detailed product pages.

E-mags P | E | TM

An interactive magazine format is e-mailed directly to our audience of readers. E-mags are filled with a variety of creative ways to enhance and expand your marketing campaign. Advertisements and product guide listings are highlighted with links to the vendors' websites. We can create dynamic additions to help get your message out with forms, animations, blow-ins, belly bands, tabs, and gate folds.

E-mail list management E

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

Guide, Buyer's E | P

Select publications have an annual Buyer's Guide that includes editor-prepared directories of recently released products from our extensive product database. Stand out by sponsoring an enhanced listing or mini tab.

Guide, Resource E | P

An annual issue for each publication is devoted to 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 to make your company/product stand out.

Inserts/outserts P

Your marketing material can be inserted inside the magazine or outside in a polybag with 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

Use submit.opensystemsmedia.com to have your news releases syndicated in dozens of dynamic, content-sensitive news feeds and broadcasts around the globe via search engines and RSS.

Polls and surveys E | TM

We are continually polling and surveying our audience for 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-lerts and E-casts.

Product database E | TM

Online product listings are free of charge. These searchable listings 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 new product and Buyer's Guide featured in print issues and E-letters. OpenSystems Media consistently ranks very high in key online search engine results.

Reprints E | P

OpenSystems Media makes it easy to buy reprints and acquire the rights to almost any content by simply clicking the republish link below an article or contacting republish@opensystemsmedia.com. 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.

Social media E | TM

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

TechChannels E | TM

TechChannels are microsites that explore a topic in depth, with editors managing content from all of OpenSystems Media and selected external resources. Fresh content is delivered to subscribers in a timely, easy-to-read format, and includes a lead-in article from our technical experts, editorials, RSS news feeds, E-casts and Virtual Events, white papers, blogs, videos, social networking, and more. TechChannels are a great opportunity to link your key message with pointed, specific content.

Video library E | TM

OpenSystems Media archives videos from E-cast events and can host your video content. We spotlight videos and provide tracking metrics.

White papers E | TM

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

Virtual Events E | TM

Virtual Events are day-long online events, featuring themed technical sessions, keynotes, and an "Ask the Experts" roundtable. These conferences offer attendees worldwide the option to participate in sessions most relevant to them from the comfort of their office. Attendee registration is fast and simple, and the sessions are archived online for a year, making it easy to access sessions. OpenSystems Media supplies industry-leading moderators to tackle the tough questions facing today's design engineers, and the marketing staff helps facilitate sponsorship opportunities.

TechChannels

Specialized microsites tailored to specific audiences, Embedded TechChannels offer a one-stop destination for engineers and execs searching precise embedded concepts. Through creation of a custom keyword or adoption of an existing topic, capture the traffic interested particularly in your field of expertise by securing exclusive quarterly advertising rights to individual channels displayed prominently on both the TechChannel homepage and digital edition promotional e-mails of 6 publications.

Highlighted around authentic content and news from the industry's brightest editorial team and marketed via e-mail to focus groups of over 20,000 engineers, Embedded TechChannels showcase skill and viability in your niche with reduced-rate, comprehensive 3 month sponsorship packages.

Selections

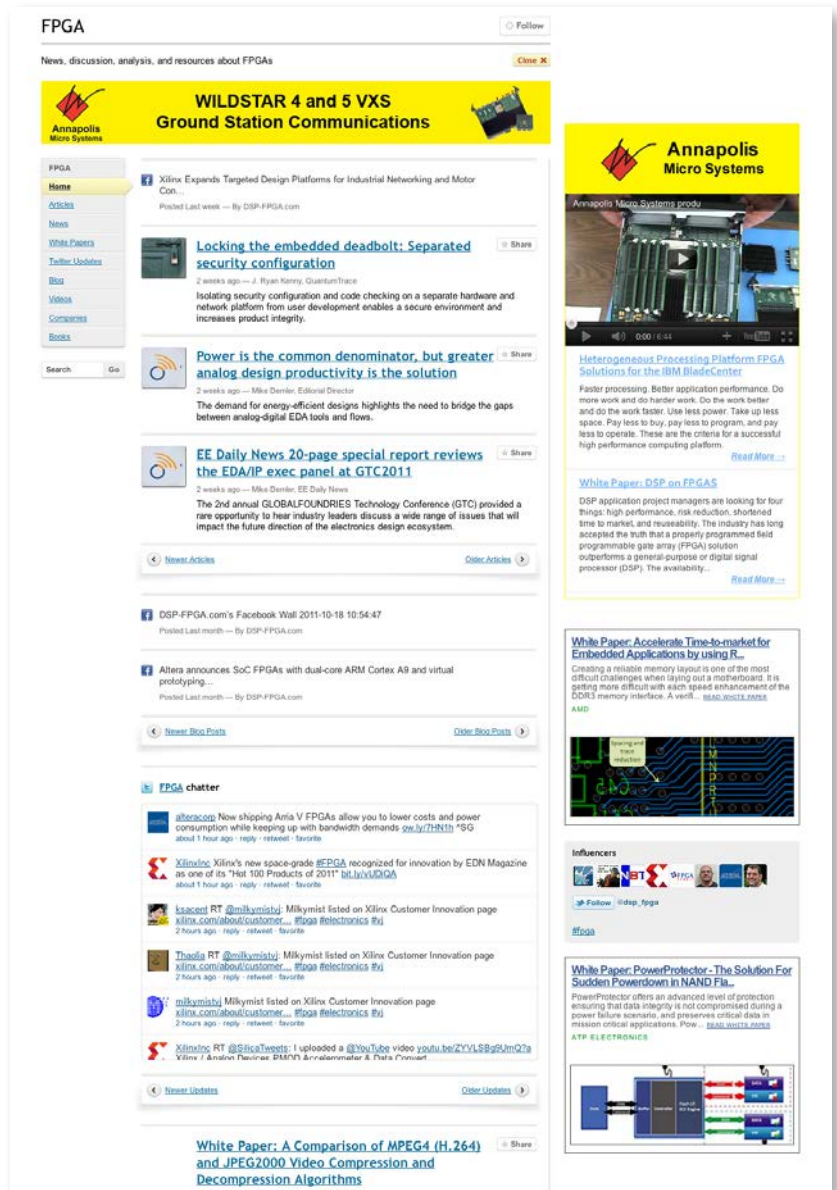
Standard TechChannel Campaign

- Includes a **keyword** selected from available TechChannels
- An E-lert to 20k subscribers
- White paper or video with leads
- 5,000 banner impressions (720 x 90 Leaderboard & 336 x 280 Large Rectangle)

Deluxe TechChannel Campaign*

- Includes **keyword of your choice**
- An E-lert to 20k subscribers
- White paper or video with leads
- 5,000 banner impressions (720 x 90 Leaderboard & 336 x 280 Large Rectangle)

*1 month notice required for TechChannel activation



The screenshot shows the FPGA TechChannel website interface. At the top, there's a navigation bar with 'FPGA' and 'Follow'. Below it, a main article titled 'WILDSTAR 4 and 5 VXS Grand Station Communications' is featured. The main content area contains several articles, including 'Xilinx Expands Targeted Design Platforms for Industrial Networking and Motor Control', 'Locking the embedded deadbolt: Separated security configuration', 'Power is the common denominator, but greater analog design productivity is the solution', 'EE Daily News 20-page special report reviews the EDA/IP exec panel at GTC2011', and 'DSP-FPGA.com's Facebook Wall 2011-10-18 10:54:47'. A sidebar on the left offers navigation options like Home, News, White Papers, and Videos. On the right, there are promotional banners for 'Annapolis Micro Systems' and 'White Paper: Accelerate Time-to-market for Embedded Applications by using R...'. At the bottom, there's a 'White Paper: A Comparison of MPEG4 (H.264) and JPEG2000 Video Compression and Decompression Algorithms'.

TechChannel Topics

- Analog
- FPGA
- Rugged Power
- Android
- Safety and Security
- Virtualization
- DSP
- Linux
- AdvancedTCA
- LTE-Advanced
- Multicore
- Telehealth
- EDA
- Embedded Software
- VPX
- Smart Energy
- ESC
- Or contact sales and create your own Deluxe Campaign!

E-casts and Virtual Events offer many benefits to boost your marketing campaign.

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

We promote E-casts and Virtual Events to 32,000 engineers, managers, and technical professionals. All events require registration to participate, thus enabling tracking. OpenSystems Media promotes all of these events to the specific markets that best meet your marketing goals. We follow up with reminders to ensure maximum exposure.

Book your E-casts now to get the best time slots available.

Topics

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 content areas. (<http://opsy.st/OSM2012cal>).

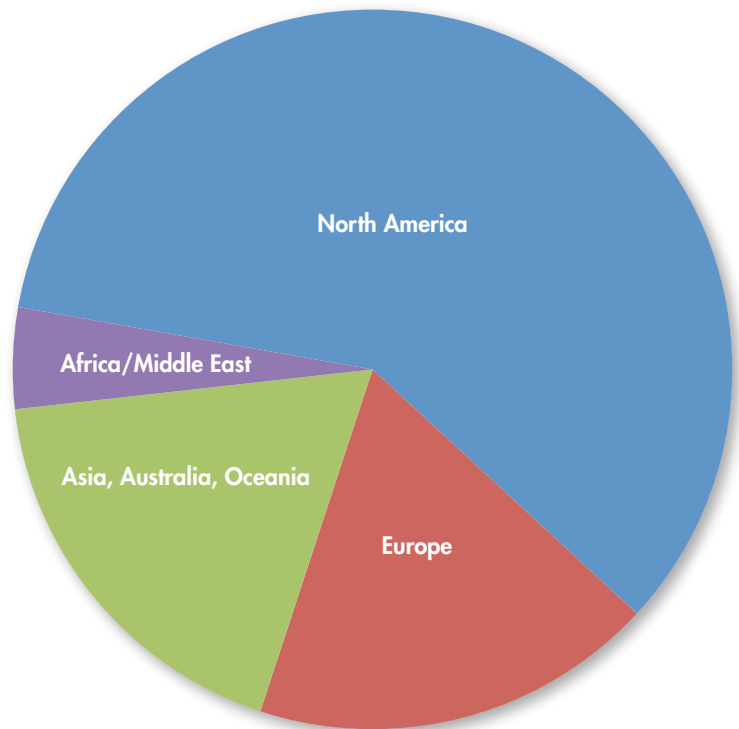
- | | |
|--------------------|--------------------------|
| ■ Future of COTS | ■ Digital Signage |
| ■ Managing Size | ■ Embedded Tools |
| ■ Weight and Power | ■ Multicore |
| ■ EDA | ■ Cloud |
| ■ FPGAs | ■ 40G |
| ■ eHealth | ■ Virtualization |
| ■ Apps | ■ PICMG Standards in Mil |

Bring us your ideas for an E-cast or Virtual Event that we can work with to effectively get your message across.

Contact Christine Long at 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 with your event. OpenSystems Media editors and industry experts have a proven, successful track record of guiding E-casts and Virtual Events, using OpenSystems Media's winning technical formula to work with vendors prior to and during the actual event.

E-cast/Virtual Event Viewers



We can work with your ecosystem or our partner database to reach your target audience.

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

Guidelines

E-casts and Virtual Events follow OpenSystems Media's editorial guidelines (problem/solution approach with technical details).

- State the problem (in title, abstract, and introduction)
- Go into quantitative detail about the problem
- For the solution, go into quantitative detail about theoretical methods of solving the problem (the same remedies you mentioned earlier in the presentation)
- Close with a concise conclusion



E-lerc

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



E-letter



E-letters are OpenSystems Media newsletter publications e-mailed to our audience of readers in HTML format. They are packed with original articles and editorials and contain an interactive element to link readers to even more information. Sponsorship includes your corporate logo headlining the newsletter, and can also feature your products, linking them to detailed product pages.

E-letter and E-lerc	Archive URL	Distribution	Frequency
Embedded Computing Design	embedded-computing.com/eletter	31,000	12x
Military Embedded Systems	mil-embedded.com/eletter	27,000	12x
CompactPCI, AdvancedTCA, & MicroTCA Systems	advancedtca-systems.com/eletter	18,000	4x
PC/104 and Small Form Factors	smallformfactors.com/eletter	16,000	4x
VITA Technologies	vita-technologies.com/eletter	15,000	4x
Industrial Embedded Sytems		16,000	—
DSP-FPGA.com		33,000	—

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- New products and photos
- Advertisements
- White papers
- Videos

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