

Contents

| | |
|---------------------------------|---|
| Editorial Staff and Departments | 2 |
| Demographics and Circulation | 3 |
| Editorial Calendar | 4 |
| Products and Services | 5 |
| TechChannels Overview | 6 |
| E-letter/E-lert Overview | 7 |
| E-cast Overview | 8 |
| Contacts | 9 |
| Rates and Specifications | http://opsy.st/Ratecard |



VITA Technologies 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/sonar, avionics, vehicle, surveillance, and other military applications.

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

Editorial Staff



Jerry Gipper is editorial director of VITA Technologies. He cofounded Embedify LLC, a marketing services firm for embedded computing businesses, and an active member of the VITA Standards Organization. His background includes product marketing, sales, business development, and strategic planning. Jerry

earned his BS in Computer Engineering at Iowa State University and his MS in Computer Engineering at San Jose State University.

E-mail Jerry at jgipper@opensystemsmedia.com



Sharon Hess, VITA Technologies managing editor, oversees both the editorial and production processes, including article solicitations/reviews and layout. She earned her BA in Journalism from Arizona State University's Walter Cronkite School of Journalism and Mass Communication and has worked as a freelance reporter and online editor.

E-mail Sharon at sharon_hess@opensystemsmedia.com

Terri Thorson, VITA Technologies senior editor (columns), 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.

E-mail Terri at tthorson@opensystemsmedia.com

Departments

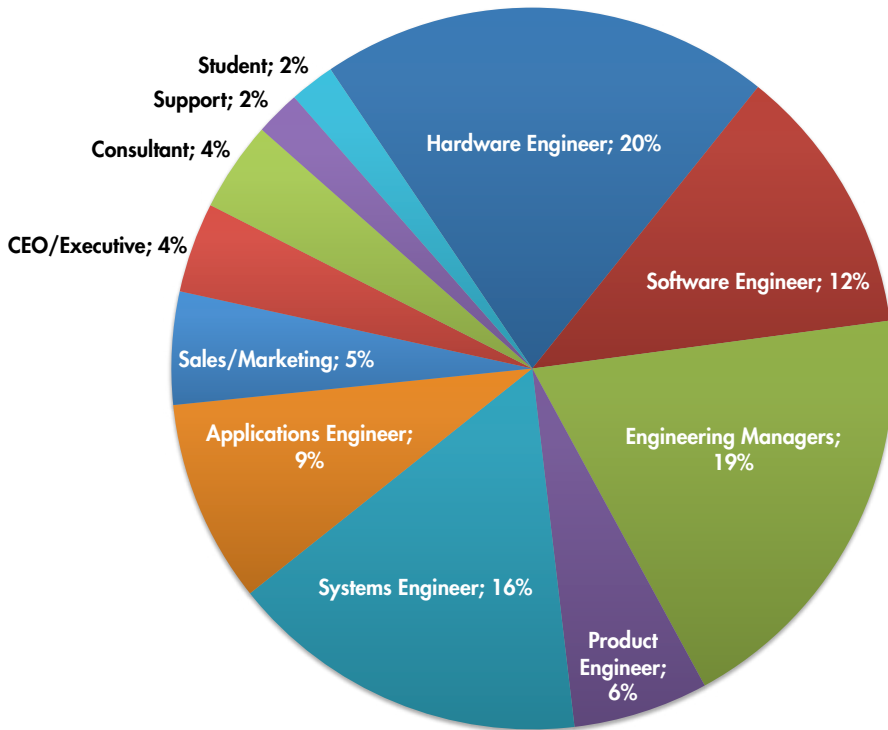
- Editor's Foreword
- VITA News
- VITA Standards Update
- Defining Standards
- Primetime Choices
- Design Wins Spotlight: This news section focuses on recent design wins. Learn which products/services were chosen and why.

TechChannels

tech.opensystemsmedia.com

- Rugged Power
- Safety and security
- VPX

Subscriber Job Function



Key Stats

Circulation Total: 19,886

Print: 12,745

Online: 7,141

15,000 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

55,000 Monthly page views

15,000 Monthly online visitors

32,000 E-cast/Virtual Event leads generated in 2011

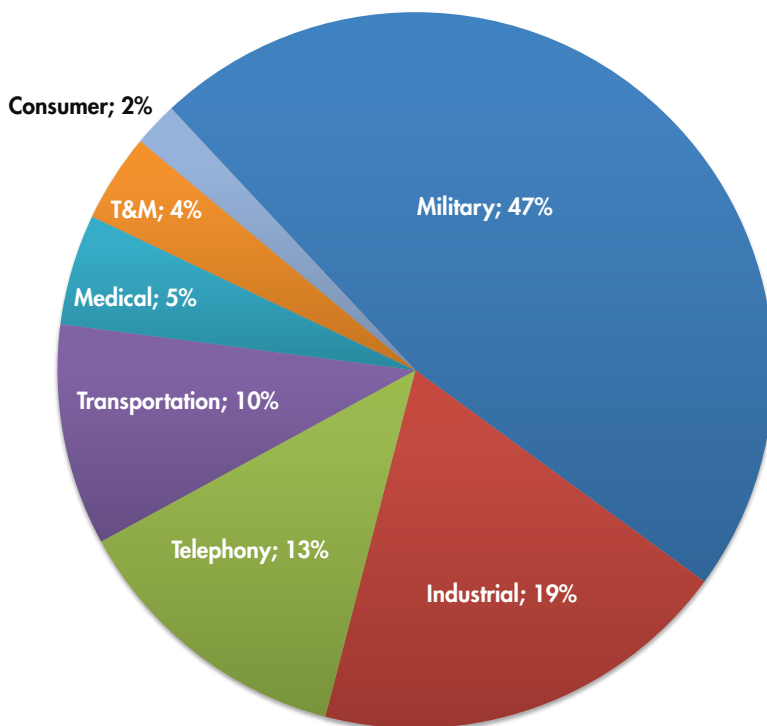
30,100 White paper leads generated in 2011

35,000 Online products in database

1,500 News releases

1,500 E-mail campaigns distributed, driving over 60,000 click throughs

Reader Markets



| VITA Technologies 2012 Print and E-letter Editorial Calendar | | | | | Ad Dates | | Digital Updates |
|---|---|--|---|---|----------|----------|---|
| Issue | Main Feature | Special Feature | Tech Feature | Promotions and Tradeshows | Close | Due | E-casts and Virtual Events* |
| Distributed with Military Embedded Systems March edition | | | | | | | |
| Spring Print | Critical embedded systems defined What are they? Why are they critical? Who uses them? | Latest VITA technology SBC "finds" and trends: Latest in processors, memory, I/O, form factors, mezzanines | Flexibility required: FMCs Enabling reconfigurable computing Actel, Altera, Lattice, Xilinx, and others Programmable boards with FMCs | Advertorial: OpenVPX ESC Silicon Valley | 2/3/12 | 2/8/12 | OpenVPX Linux, Android* |
| Spring E-letter | Designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, and others are encouraged. Unsolicited articles are welcomed. Please contact editors: jgipper@opensystemsmedia.com or sharon_hess@opensystemsmedia.com with your ideas. | | | | 2/22/12 | 3/1/12 | |
| Summer Print | Annual VITA Technologies Resource Guide: Technically Speaking – Q&As and guest opinion pieces on VITA technologies Key Resource Guide categories include: Audio/video, devices, carrier boards, mezzanines, communications, TCP/IP, serial switch fabrics, automation, packaging, ruggedized, MIL-STD, software and development tools, test and analysis, VXI controllers, displays, instruments, SBCs, VPX/OpenVPX plus many other VITA technology-based products, and more | | | Advertorial: Security | 6/19/12 | 6/26/12 | Security |
| Summer E-letter | Designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, and others are encouraged. Unsolicited articles are welcomed. Please contact editors: jgipper@opensystemsmedia.com or sharon_hess@opensystemsmedia.com with your ideas. | | | | 5/25/12 | 6/1/12 | |
| Distributed with Military Embedded Systems October edition | | | | | | | |
| Fall Print | Optical backplanes and interconnects Current technology Adoption of optical When will it be mainstream? | Customization What's so special? Board design and system integration | Serial switch fabrics – Got you covered Higher speeds – how does that impact current specifications? What's next? | Advertorial: The future of COTS AUVSI, ESC Boston, MILCOM (editorial coverage) | 8/19/12 | 8/31/12 | The future of COTS Safety certification* |
| Fall E-letter | Designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, and others are encouraged. Unsolicited articles are welcomed. Please contact editors: jgipper@opensystemsmedia.com or sharon_hess@opensystemsmedia.com with your ideas. | | | | 8/22/12 | 8/31/12 | |
| Annual VITA Technologies Buyer's Guide | | | | | | | |
| Winter Print | The Annual Buyer's Guide features the latest VITA technology-based products plus mini-tab and bellyband sponsorships | Reliability Community What is the reliability community all about? What does it mean to the critical embedded systems industry? | VITA small form factors get rugged Why so many choices? Which ones will win? | Annual Buyer's Guide VME/VITA products plus mini-tab and bellyband sponsorships | 9/21/12 | 9/28/12 | Managing Size, Weight, and Power (SWaP) |
| Winter E-letter | Designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, and others are encouraged. Unsolicited articles are welcomed. Please contact editors: jgipper@opensystemsmedia.com or sharon_hess@opensystemsmedia.com with your ideas. | | | | 11/12/12 | 11/21/12 | |

Features: All features are editor written based on interviews and contributed sidebars.

Columns: Editor's Foreword • VITA News • VITA Standards Update • Defining Standards • Design Wins Spotlight • Primetime Choices

Design Wins Spotlight: This new section focuses on recent design wins. Learn which products/services were chosen and why.

Editorial Contacts: Jerry Gipper, Editorial Director, jgipper@opensystemsmedia.com | Sharon Hess, Managing Editor, sharon_hess@opensystemsmedia.com | Terri Thorson, Senior Editor tthorson@opensystemsmedia.com

E-casts and Virtual Events: Christine Long, Director of Online Development, clong@opensystemsmedia.com | **Sales:** Patrick Hopper, Publisher phopper@opensystemsmedia.com

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

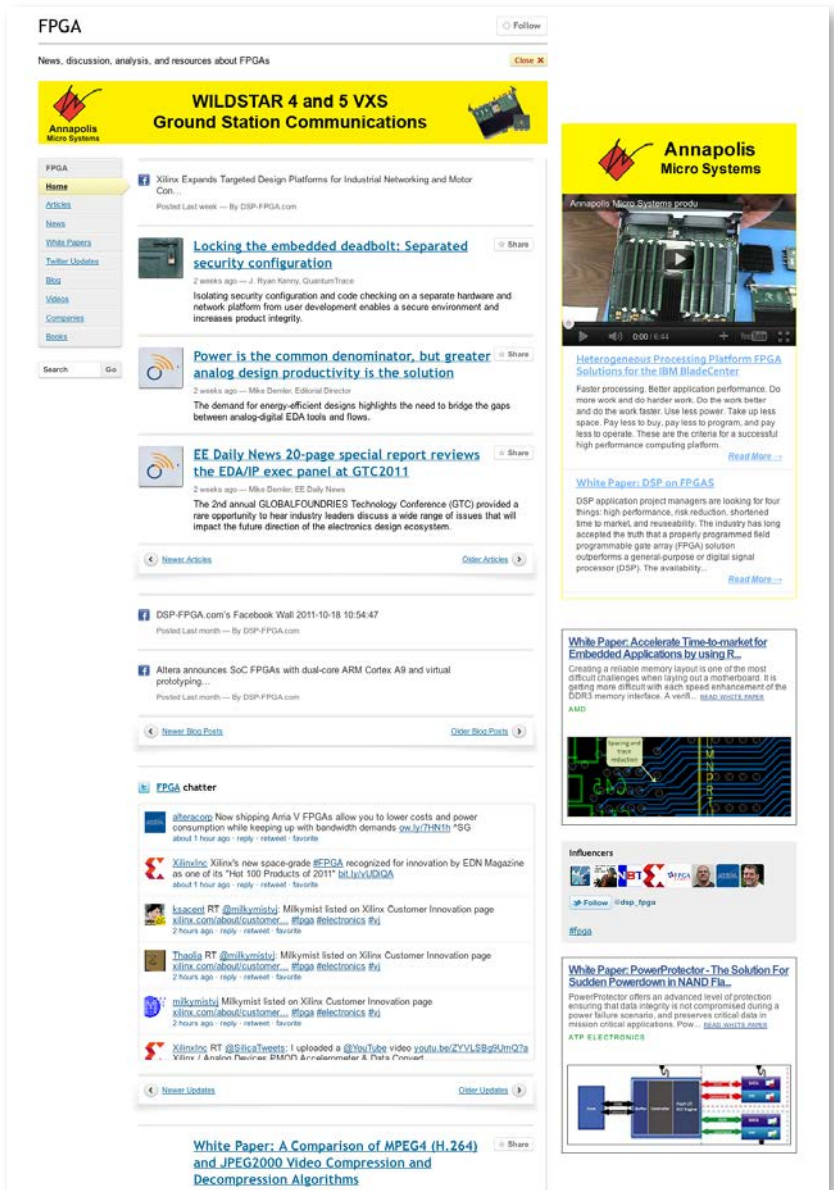
Standard TechChannel Campaign

- 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 Ground Station Communications' is featured. The main content area contains several news items: '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>).

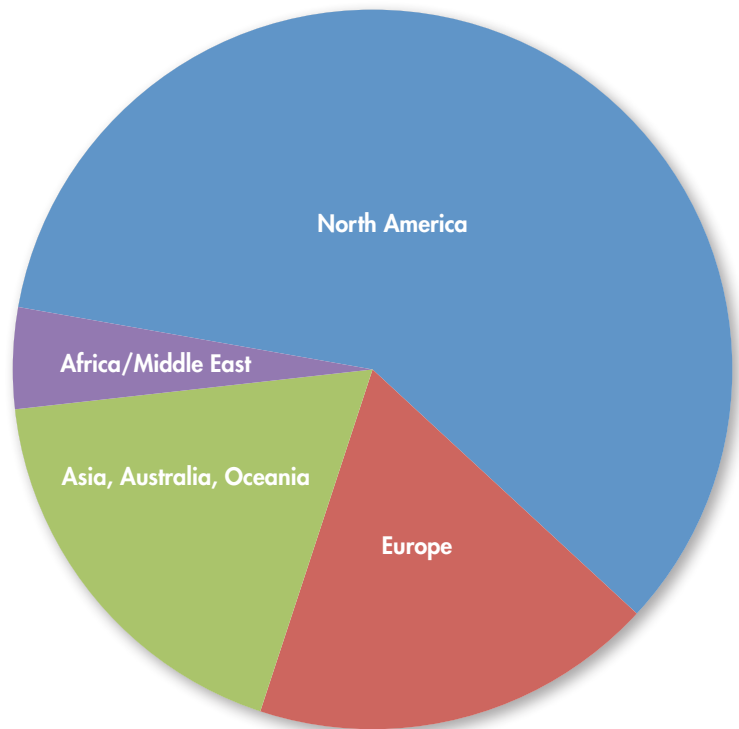
- | | |
|--------------------|--------------------------|
| ■ Future of COTS | ■ Digital Signage |
| ■ Managing Size | ■ Embedded Tools |
| ■ Weight and Power | ■ Multicore |
| ■ EDA | ■ Cloud |
| ■ FPGAs | ■ 40G |
| ■ eHealth | ■ Virtualization |
| ■ Apps | ■ PICMG Standards in Mil |

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 Systems | | 16,000 | — |
| DSP-FPGA.com | | 33,000 | — |

Sales/Marketing

St. Clair Shores, Michigan | 586-415-6500

Publisher

Patrick Hopper
phopper@opensystemsmedia.com

Senior Account Manager

Tom Varcie
tvarcie@opensystemsmedia.com

Director of Online Development

Christine Long
clong@opensystemsmedia.com

Southwest

Barbara Quinlan
bquinlan@opensystemsmedia.com
480-236-8818

East Coast/Mid Atlantic

Ron Taylor
rtaylor@opensystemsmedia.com
215-542-3985

Southern California

Denis Seger
dseger@opensystemsmedia.com
760-518-5222

Northern California

Sydele Starr
sstarr@opensystemsmedia.com
775-299-4148

Asia

Elvi Lee
elvi@aceforum.com.tw

Strategic Account Manager

Rebecca Barker
rbarker@opensystemsmedia.com
281-724-8021

Ann Jesse

ajesse@opensystemsmedia.com
785-841-8834

Eric Henry

ehenry@opensystemsmedia.com
785-917-0990

Sales/Marketing Office

30233 Jefferson
St. Clair Shores, MI 48082
586-415-6500 | Fax: 586-415-4882
sales@opensystemsmedia.com

Editorial

Fountain Hills, Arizona | 586-415-6500

President

Rosemary Kristoff
rkristoff@opensystemsmedia.com

Editorial Directors

Joe Pavlat, CompactPCI,
AdvancedTCA, & MicroTCA Systems
jpavlat@opensystemsmedia.com
831-238-7715

Warren Webb

Embedded Computing Design
wwebb@opensystemsmedia.com

Jerry Gipper

VITA Technologies
jgipper@opensystemsmedia.com

John McHale

Military Embedded Systems
jmchale@opensystemsmedia.com

Mike Demler

DSP-FPGA.com
mdemler@opensystemsmedia.com

Managing Editors

Sharon Hess
sharon_hess@opensystemsmedia.com
480-967-5581

Jennifer Hesse

jhesse@opensystemsmedia.com
480-612-1858

Senior Editor

Terri Thorson
tthorson@opensystemsmedia.com
480-998-8385

Assistant Managing Editor

Monique Devoe
mdevoe@opensystemsmedia.com

Associate Editor

Brandon Lewis
blewis@opensystemsmedia.com

Technology Editor and Network Intelligence Columnist

Curt Schwaderer
cschwaderer@opensystemsmedia.com

Embedded Moderator

Jim Turley
jturley@opensystemsmedia.com

Resources

Subscriptions | subscriptions@opensystemsmedia.com

Advertising Staff

586-415-6500
sales@opensystemsmedia.com

Creative Staff

creative@opensystemsmedia.com

Subscription Updates

opensystemsmedia.com/subscriptions

Web Services

Use the link below to submit:

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

submit.opensystemsmedia.com

Headquarters/Editorial

16626 E. Avenue of the Fountains
Suite 201
Fountain Hills, AZ 85268
480-967-5581