EECatalog Marketing & Lead Generation Programs

Targeted Buyers
⬇

Match Your Product Marketing with QUALIFIED Engineering Audiences!

35+ Editorially-Focused Engineering Communities

8/16/32-bit

Android/Embedded Linux

Arm

ATCA®/MicroTCA® & CompactPCI®

Automotive & Connected Car

Chip Design

Consumer

Digital Signage, POS & Retail

DSP /Embedded (TI Platforms)

Embedded Intel®

Embedded Storage & Memory

Ethernet

FPGA & PLD

Gaming & Entertainment

High Performance Computing

Industrial Computing

IoT & M2M

IoT/Embedded Security

Machine Learning & Artificial Intelligence

Medical, eHealth & Home Health

Military, Aerospace & Avionics

Networking & Data Center (NFV/SDN)

OS & Development Tools

PC/104 & SFF

PCI Express

RF/Microwave

Sensors & MEMS

Smart Energy

Smartphone,Tablet & Wearables

Test & Measurement

Transportation

Ultra Low-Power/Power Management

USB

Virtual & Augmented Reality

VME, VPX, VXS

Wireless (LTE, Wi-Fi, Bluetooth, Zigbee)

Multi-Media Platforms
⬇

Choose the Media Platform to Fit YOUR Marketing Strategy!

35+ Technology Specific Websites 400,000+ Page Views a Month

Industry Targeted Events

35+ Industry Targeted Email Newsletters

Embedded Systems Engineering & *Engineers' Guides* covers 35+ Markets

Custom Email Blasts & Lead Generation Programs

Content Marketing Solutions

EMBEDDED SYSTEMS ENGINEERING
powered by EECatalog

2019 Media Guide

Each of 35+ *Embedded Systems Engineering*/EECatalog channels serves its target audience with a Website, Email Newsletter, monthly Magazine and annual *EECatalog Engineers' Guides*.

Since 2005*, Embedded Systems Engineering* & *EECatalog* provide comprehensive online, magazine, newsletter, face-to-face and direct response opportunities for marketers to reach, influence and engage specific audiences of engineers, system designers, embedded developers and managers.

■ *Embedded Systems Engineering* magazine
Embedded Systems Engineering publishes monthly (including two special issues each year focused on Military-Aerospace Technologies). Each issue of Embedded Systems Engineering features one or more of the annual EECatalog Engineers Guides.

■ Face to Face Events
- Machine Learning & AI Developers Conference and
- IoT Developers Conference: June 5-6, 2019
- IoT Device Security Summit: Sept 2019
  All events held in Santa Clara, CA

■ EECatalog Engineers Guides – DIGITAL EDITIONS
35+ annually published EECatalog Engineers Guides published as stand-alone DIGITAL EDITIONS with each issue reaching 25,000 to 45,000 subscribers.

■ Websites
35+ website channels deliver daily editorial coverage and must-read content including industry news, product releases, videos, white papers and blogs.
Average viewer session: 25 minutes

■ Email Newsletters
35+ Monthly/Quarterly Report email newsletters reach 25,000 - 45,000 registered subscribers.

■ Content Marketing
Leverage EECatalog's network of technology websites and email newsletters to showcase your content to targeted technology users. – OR – hire the EECatalog editorial team to create custom content that will engage your target customers and effectively communicate your value proposition!

Embedded Systems Engineering magazine & EECatalog *Engineers Guides*

Premium Display Ad Positions	Rate
Back Cover	$4,000
Inside Front Cover	$3,500
Page 1	$3,500
Opposite Intro	$3,250
Opposite ToC	$3,250
Inside Back Cover	$3,000

Display Advertising/Advertorial	Rate
2 Page Spread 4/c	$2,950
1 Page 4/c	$2,000
1/2 Page (Horizontal/Vertical) 4/c	$1,500
4 Page Print/Digital Insert	$7,500

Event Distribution Sponsorship $2,500
Polybag your insert, up to 8 pages and leverage our trade show distribution

Digital Edition Text Ads
- Text Ad (50 words + URL link)
- Limited to (4) Advertisers
- Broadcast to Engineers Guide Digital Subscribers
- $1,000 per text ad

EECatalog Product Showcase Lead-Generator

EECatalog Product Showcases are an easy and cost-effective tool for driving TARGETED engineering prospects to your new products and generating sales leads:

Choose one of 35+ EECatalog channels and your Product Showcase will be promoted for 12 months to this industry- targeted audience, generating both PRINT and DIGITAL exposure for your products and featured in the following:

- Annual Engineers Guide print & digital magazine editions
- "Featured Product" eblast to 25,000+ EECatalog subscribers
- Featured online for 12 months on that www.eecatalog.com channel
- Promoted for 12 months in that EECatalog channel email newsletter
- Production/Layout performed by Extension Media staff.
- $1500 Full-page Showcase – or– $1000 Half-Page Showcase

EECatalog Website Marketing Targets Technology Buyers in 35+ Online Communities!

Exclusive "Spotlight On" Position
High impact and above the fold, this position leverages your headlines to drive maximum visibility and traffic to your site
- $2,000 per month (6 month minimum)

Standard Banners
- Leaderboard (728x90) - $125 cpm
- Large Rectangle (336x280) - $125 cpm
- Half Page (300x600) - $125 cpm
- Banner Tiles (125x125) - $50 cpm
- Large Pop-Under (720x300) - $400 cpm appears when browser closes

Exclusive "Push Down" Banner
High impact and above the fold banner pushes down content expanding to a maximum of 970x418 and then retracts to 970x90
- EECatalog Home Page - $3000/month
- EECatalog Channel Home Page - $1500/month
- (3 Month Minimum Ad Buy)

Featured Solutions Expandable Banner
Feature your product above the fold/right hand column with a customized banner that expands from 125px wide by 215px to 440px by 215px.
- EECatalog Home Page - $3000/month
- EECatalog Channel Home Page - $1500/month
- (3 Month Minimum Ad Buy)

Featured Videos/Blog
Each Video or Blog featured on EEcatalog.com and up to 3 EECatalog channels
- One video, 6 months - $1,500

PR Maximizer
- Unlimited PR posts to EECatalog channels
- Rotating 125 X 125 banner
- $1250/12 months

EECatalog Newsletters Reach Registered Subscribers in 35+ Electronics Industry Markets!

Platinum Sponsor (2 slots)
- 728x90 banner **or** 125x600 banner
- First or Second 50 word text ad
- Unlimited product announcements
  - 1xRate - $1,500 per broadcast
  - 4xRate - $1,200 per broadcast

Gold Sponsor (4 slots)
- 125x125 banner
- 50 word text ad
- Unlimited product announcements
  - 1xRate - $950 per broadcast
  - 4xRate - $750 per broadcast

Choose from 35+ Industry-Targeted Newsletters!

8/16/32-bit ▮ Arm ▮ ATCA/MicroTCA & CompactPCI ▮ Automotive & Connected Car ▮ Digital Signage, POS & Retail ▮ DSP/Embedded (TI Platforms) ▮ Embedded® Intel ▮ Embedded/IoT Security Embedded Storage & Memory ▮ Ethernet ▮ FPGA & PLD ▮ Gaming & Entertainment ▮ Industrial ▮ IoT & M2M ▮ Machine Learning & AI ▮ Low Power/IoT Power Management ▮ Medical, eHealth & Home Health ▮ Military & Aerospace ▮ Networking & Data Center (NFV/SDN) ▮ PC/104 & SFF ▮ PCI Express Sensors & MEMS ▮ Smart Energy ▮ Transportation ▮ Test & Measurement ▮ USB ▮ Virtual Reality/Augmented Reality ▮ VME, VPX, VXS ▮ Wireless

EECatalog eNewsletter Broadcast Schedule

EECatalog channel eNewsletters broadcast Quarterly, except for:
- IoT and Embedded Intel® eNewsletters broadcast Monthly
- Military & Aerospace eNewsletters broadcast Bi-Monthly

For a PDF of the complete 2019 EECatalog eNewsletter schedule contact: Clair Bright/Publisher @ cbright@extensionmedia.com

Industry-Focused Content and Face-to-Face Events Deliver Qualified Audiences, and Powerful Marketing Options!

Industry-Targeted Lead Generation Programs

EECatalog Dedicated Email Blasts

With 35+ Market-Focused EECatalog channels, you can match your product marketing message precisely to your target customer!

Choose up to (3) EECatalog channels and we'll create your custom email list.

- $300/cpm with minimum 15,000 subscriber list (minimum eblast rate: $4500)

Market Research and Lead Generation Program

These programs enable sponsors to gain valuable market intelligence and generate leads with detailed demographics. Sponsor provides up to 10 questions. We provide a 4 page executive summary report, contact information on survey respondents.

- 100 guaranteed responses/leads. - $7,500

White Paper Lead Generation Program – Generate Sales Leads from Target EECatalog Channel Audiences!

- First - choose up to (3) EECatalog channel audiences to promote leads for your White Paper campaign.

- WP Lead Campaign launched with a dedicated eBlast to a custom list comprised of 15,000 of these target EECatalog channel subscribers

- Over three months, your WPs are promoted to your chosen target EECatalog channel audiences on:
    - EECatalog channel home pages (up to three)
    - EECatalog.com portal home page
    - EECatalog Quarterly Report email newsletters (up to three)
    - (3) EECatalog Featured White Papers monthly promotional eblasts

- WPs may link to your own online registration form – or – link to the EECatalog WP subscriber form, in which case leads are supplied monthly.

- $2950 to promote one WP + $600 each additional WP

Extension Media Events Deliver Quality Face-to-Face Marketing Opportunities!

Exhibition and Presentation sponsorships provide opportunities to connect with pre-qualified embedded design engineers, system developers and managers developing IoT and Machine Learning/AI technologies and applications.

Well-attended Conference Sessions, Catered Lunches and Evening Receptions offer unparalleled networking opportunities and encourage productive discussions between exhibitors, presenters and qualified attendees.

To receive an Events Prospectus and Media Kit for these Extension Media events, please contact:
Clair Bright, VP/Sales @ cbright@extensionmedia.com

INTERNET OF THINGS DEVELOPERS CONFERENCE

Co-located with

MACHINE LEARNING & AI DEVELOPERS CONFERENCE
June 5-6, 2019

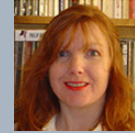**INTERNET OF THINGS DEVICE SECURITY SUMMIT**
September, 2019

Editorial Leadership

Lynnette Reese
Editor-in-Chief
Lynnette Reese is Editor-in-Chief, *Embedded Systems Engineering*, and has been working in various roles as an electrical engineer for over two decades.

Caroline Hayes,
Contributing Editor
Caroline has been an Editor covering the electronics industry for over 20 years most recently onsite Pan-European magazine EPN.

Anne Fisher,
Managing Editor
Anne's experience includes being managing editor, Communications Group, at OpenSystems Media, where she had the opportunity to cover a wide range of embedded solutions in the PICMG ecosystem as well as other technologies.

Events Expertise

Pete Singer
Editorial Director & Associate Publisher
Pete oversees the editorial operations of Electronic Systems Design Engineering, Solid State Technology and The ConFab. He has been involved in technical journalism for more than 30 years and has written over 150 articles on all aspects of semiconductor manufacturing and design industries.

Marketing Expertise

Clair Bright,
Publisher
Clair has 16+ years experience in electronics media, first at UBM, and since 2003 at Extension Media. Clair specializes in creating innovative media campaigns that integrate seamlessly into client strategies and exceed their ROI goals.

Content Marketing Solutions

Custom Content Marketing

Our editors create content that engages your customers and prospects and effectively tells your value proposition.

- Article (3 pages) (800 to 1,200 words max) - $5,000
- Interview (1 or 2 pages) (400 to 800 words) - $2,950
- Article/Case Study (4 pages) (1,800 words max) - $7,000
- Social Media Enhancement - Quoted upon request
- Monthly Blog (250 words) - $1,750 per month (6 month minimum)
- Webcasts - Quoted upon request
- Custom Events - quoted upon request
- Custom Email Newsletter

    You select the topic, our editors develop content, combine it with your content, and send it to appropriate readers on our subscriber file and to your lists – up to 50,000 names

    - 1xRate - $7,500 per issue
    - 6xRate - $5,000 per issue

Content Syndication Showcase

Leverage EECatalog Industry-Focused Websites & Newsletters to promote your original content to target engineering audiences!

- Exclusive featured online position on EECatalog channel home page and rotating on home page of www.eecatalog.com
- Positioned within the "News, Analysis & Features Section"
- 4-6 headlines which links to your website URL.
- Marketers provide headline, image file, abstract and URL links for.
- Content also incorporated into quarterly email newsletter for your chosen EECatalog channel.
- $2,500/month with 3-month minimum (4-6 headlines)
- $1,000/month (1 headline)

2019 Editorial Calendar

Embedded Systems Engineering Magazine
EECatalog Engineers' Guides

Magazine Issue	Space Deadline	Materials Deadline	Engineers' Guide/Market Focus	Release Date	Bonus Event Distribution
ESE January	Dec 12	Dec 17	**VME, VPX & VXS** **Test & Measurement**	January	Embedded World, Embedded Tech Trends, Design Con
ESE February	Feb 1	Feb 4	**PC/104 & Embedded Small Form Factors**	February	IoT DevCon, Embedded World, ESC Boston
ESE March	Mar 14	Mar 18	**IoT Solutions** **FPGA, PLD & Signal Processing** **Machine Learning & Artificial Intelligence** **Virtual Reality & Augmented Reality**	March	ESC Boston, IoT DevCon
ESE April	Mar 25	Mar 27	**8-bit, 16-bit & 32-bit Technologies** **Ultra Low-Power & IoT Power Management** **Transportation Systems Design** **Automotive & Connected Car**	April	IoT DevCon, ESC Boston, Machine Learning & AI DevCon, SAE World Congress, TU-Automotive Detroit
Military/Aerospace & Avionics Spring/Summer Issue	Apr 15	Apr 17	**Focus on Unmanned Systems**	May	AUVSI XPOTENTIAL, Interdrone
IoT DevCon Show Guide	May 17	May 20	**IoT DevCon Attendees**	Special Issue	IoT DevCon
Electronic Systems Design Engineering	May 21	May 23	**Advanced Electronic Systems and IC designers**	Special Issue	DAC, Arm TechCon
ESE June	June 11	June 17	**Medical, eHealth & Home Health** **Sensors & MEMS Design** **Industrial Computing**	June	Sensors Expo, Medical Device R&D Summit, MedTech Conference
ESE July/August	July 19	July 22	**AdvancedTCA®, MicroTCA® & CompactPCI®** **Embedded Storage & Network Security** **Networking & Data Center Technologies (incl. NFV/SDN)** **Wireless (LTE, Wi-Fi, Bluetooth, Zigbee)** **USB Technologies** **PCI Express Solutions** **Ethernet Technologies**	August	Flash Memory Summit, Storage Developer Conference, NFV & Carrier SDN, Mobile World Congress America, ESC Minneapolis, IoT Device Security Summit
ESE September/October	Sep 9	Sep 13	**Arm Technology** **IoT Device Security/Embedded Security** **Digital Signage, POS, Kiosk & Retail** **Gaming & Entertainment**	September	Arm TechCon, G2E, ESC Minneapolis, Digital Signage Conference, CES, ESC Silicon Valley, RSA Conference, IoT Tech Expo NA
Military/Aerospace & Avionics Fall/Winter Issue	Oct 4	Oct 7	**Focus on Military Communications**	November	MILCOM, ESC Silicon Valley

Ecosystem-Focused Publications

Magazine Issue	Space Deadline	Materials Deadline	Engineers' Guide/Market Focus	Release Date	Bonus Event Distribution
Embedded Intel® Solutions Magazine	Quarterly	Quarterly	**Engineers and embedded developers who design with Intel® Embedded Processors**	Quarterly	Embedded World, ESC Boston, IoT DevCon, Flash Memory Summit, IoT Device Security Summit, CES
TI Embedded Processing & DSP Resource Guide	20-Aug	22-Aug	**Texas Instruments Embedded Processing and DSP**	September	ESC Minneapolis, Embedded World, IoT Device Security Summit
Engineers' Guide to Microchip Technology	27-Nov	30-Nov	**Focus on Microchip Technology**	December	CES, Embedded World

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