

# EECatalog Marketing & Lead Generation Programs

## Targeted Buyers



Match Your Product Marketing with  
**QUALIFIED Engineering Audiences!**

## 35+ Editorially-Focused Engineering Communities

- |  |  |
|--|--|
| 8/16/32-bit                                | Medical, eHealth & Home Health           |
| Android/Embedded Linux                     | Military, Aerospace & Avionics           |
| Arm  | Networking & Data Center (NFV/SDN)       |
| ATCA®/MicroTCA® & CompactPCI®              | OS & Development Tools                   |
| Automotive & Connected Car                 | PC/104 & SFF                             |
| Chip Design                                | PCI Express                              |
| Consumer                                   | RF/Microwave                             |
| Digital Signage, POS & Retail              | Sensors & MEMS                           |
| DSP /Embedded (TI Platforms)               | Smart Cities                             |
| Embedded Intel®                            | Smartphone, Tablet & Wearables           |
| Embedded Security                          | Test & Measurement                       |
| Embedded Storage & Network Security        | Transportation                           |
| Ethernet                                   | Ultra Low-Power/Power Management         |
| FPGA & PLD                                 | USB                                      |
| Gaming                                     | Virtual & Augmented Reality              |
| High Performance Computing                 | VME, VPX, VXS                            |
| Industrial Computing                       | Wireless (LTE, Wi-Fi, Bluetooth, Zigbee) |
| IoT & M2M                                  |  |
| Machine Learning & Artificial Intelligence |  |

## Multi-Media Platforms



Choose the Media Platform to Fit  
**YOUR Marketing Strategy!**



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



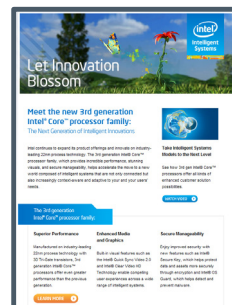
Industry Targeted Events



35+ Industry Targeted Email Newsletters



Embedded Systems Engineering & Engineers' Guides covers 35+ Markets



Custom Email Blasts & Lead Generation Programs



Content Marketing Solutions

# 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 Summit: March 21, 2018
  - IoT Developers Conference: June 5-6, 2018
  - IoT Device Security Summit: Sept 2018
- 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*

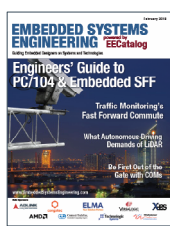
## ■ Email Newsletters

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](http://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

### 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](http://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

### Exclusive "Push Down" Banner

High impact and above the fold banner pushes down content expanding to a maximum of 970 x418 and then retracts to 970 x 90

- *EECatalog* Home Page - \$3000/month
- *EECatalog* Channel Home Page - \$1500/month
- (3 Month Minimum Ad Buy)

## 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 | Ethernet | FPGA & PLD | Gaming & Entertainment | Industrial | IoT & M2M | Machine Learning & AI | Low Power/Power Management | Medical, eHealth & Home Health | Military & Aerospace | Networking & Data Center (NFV/SDN) | OS & Development Tools | PC/104 & SFF | PCI Express Sensors & MEMS | Smart Cities | Transportation | 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 2018 *EECatalog* eNewsletter schedule contact: Clair Bright/Publisher @ [cbright@extensionmedia.com](mailto: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, 2018



### INTERNET OF THINGS DEVICE SECURITY SUMMIT

September, 2018

## 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.



**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



**Kevin Krewell**  
*Events Chairman*  
Kevin Krewell is Principal Analyst at TIRIAS Research. He is focused on computing industry challenges, including AR/VR, autonomous machines, connectivity, CPU architecture, gaming, graphics, machine learning, and security.

## 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.



**Elizabeth Thoma**  
*Sales Director*

## 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](http://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)



Magazine Issue	Space Deadline	Materials Deadline	Engineers' Guide/Market Focus	Release Date	Bonus Event Distribution
<i>ESE January</i>	15-Dec	18-Dec	VME, VPX & VXS	January	Embedded World
<i>ESE February</i>	30-Jan	2-Feb	PC/104 & Embedded Small Form Factors	February	IoT DevCon, Embedded World, ESC Boston
<i>ESE March</i>	14-Mar	16-Mar	Transportation Systems Design Automotive & Connected Car Embedded Security IoT Solutions	March	ESC Boston, RSA Conference, WCX™ SAE World Congress, TU-Automotive Detroit, IoT DevCon
<i>ESE April</i>	26-Mar	28-Mar	8-bit, 16-bit & 32-bit Technologies Smart Cities Ultra Low-Power & IoT Power Management	April	IoT DevCon, ESC Boston
<i>Military/Aerospace &amp; Avionics Spring/Summer Issue</i>	16-Apr	18-Apr	Focus on Unmanned Systems	May	AUVSI XPOTENTIAL
<i>IoT DevCon Show Guide</i>	18-May	22-May	IoT DevCon Attendees	Special Issue	IoT DevCon
<i>ESE June</i>	8-June	12-June	Medical, eHealth & Home Health Sensors & MEMS Design Industrial Computing	June	Sensors Expo, Medical Device R&D Summit, MEMS Executive Congress, MedTech Conference
<i>Electronic Systems Design Engineering</i>	11-June	13-June	Advanced Electronic Systems and IC designers	Special Issue	DAC, SEMICON West
<i>ESE July</i>	16-July	19-July	AdvancedTCA®, MicroTCA® & CompactPCI® Embedded Storage & Network Security Networking & Data Center Technologies (incl. NFV/SDN) Wireless (LTE, Wi-Fi, Bluetooth, Zigbee)	July	Flash Memory Summit, Storage Developer Conference, NFV & Carrier SDN, Mobile World Congress America
<i>ESE August</i>	14-Aug	17-Aug	USB Technologies PCI Express Solutions Ethernet Technologies	August	ESC Minneapolis, ESC Silicon Valley, IoT Device Security Summit
<i>ESE September</i>	10-Sep	12-Sep	ARM Technology IoT Device Security Digital Signage, POS, Kiosk & Retail Gaming & Entertainment	September	Arm TechCon, G2E, ESC Minneapolis, Digital Signage Conference, CES, ESC Silicon Valley
<i>Military/Aerospace &amp; Avionics Fall/Winter Issue</i>	5-Oct	10-Oct	Focus on Military Communications	October	MILCOM, ESC Silicon Valley
<i>ESE November/December</i>	13-Nov	16-Nov	FPGA, PLD & Signal Processing Machine Learning & Artificial Intelligence Virtual Reality & Augmented Reality	December	CES, DesignCon, Embedded World, DAC, Machine Learning & AI DevCon
Ecosystem-Focused Publications					
<i>Embedded Intel® Solutions Magazine</i>	Quarterly	Quarterly	Engineers and embedded developers who design with Intel® Embedded Processors	Quarterly	Embedded World, Machine Learning & AI DevCon, ESC Boston, IoT DevCon, IDF; Flash Memory Summit, IoT Device Security Summit, ESC Silicon Valley, CES
<i>TI Embedded Processing &amp; DSP Resource Guide</i>	20-Aug	22-Aug	Texas Instruments Embedded Processing and DSP	September	ESC Minneapolis, Embedded World, ESC Silicon Valley
<i>Engineers' Guide to Microchip Technology</i>	27-Nov	30-Nov	Focus on Microchip Technology	December	CES, Embedded World

## Advertising Contacts

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## Extension MEDIA

Extension Media publishes business to business magazines, industry guides, email newsletters and web sites that address industry technologies and platforms such as embedded systems, chip design, semiconductor manufacturing, intellectual property, software and infrastructure information, architectures and operating systems.

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