



RTC magazine Gets to the Source

The need to make critical decisions in the mid- to high-end modular and embedded computing industry is why decision makers rely on *RTC* to be the source for up-to-the-minute, focused technical design, industry, and product information.

RTC focuses on connectivity, processing and control functions that serve applications in commerce and industry.



RTC

- The magazine of record for the mid- and high-end embedded computer industry
- The first read and most completely read of all industry publications
- Over 100 years combined editorial experience in embedded computers
- Expanded circulation reaching 25,000 engineers, designers and managers
- Targeted at decision makers building the latest systems in networking and communications, industrial control, instrumentation, aerospace and transportation
- Provides product and technology information as well as insight, analysis
- Quarterly communications/networking infrastructure section
- Industry's best media buy



2006 Media Kit Highlights



What's Coming in 2006

2006 is going to be a banner year in the embedded computer community: sales are expected to reach record levels in all areas. And *RTC* is going to help by providing access to leading designers and engineers. We've lined up a great editorial calendar, expanded our editorial staff, added special new ad opportunities and maintained ad rates in spite of escalating costs.

Our 2006 editorial calendar is targeted at the challenges designers are facing in new product development. Regular diverse and in-depth editorial ensures that *RTC* is read first and read most completely every month and not just for its highlighted features.

RTC at a Glance

- The major source of industry information for more than 25,000 decision makers in the embedded computer industry
- Editors have more than 100 years combined experience at EET, ED, CD and other industry-leading publications
- Unparalleled quality of circulation (see demographics)
- Targeted at engineers and managers developing end products using boards, boxes, subsystems and systems
- Related Editorial and Promotional Ad opportunities
- In-depth technical articles and analysis

Editors



Warren Andrews
Editorial Director/Associate Publisher

Before joining *RTC*, Warren Andrews was Senior Editor of *Computer Design* for 10 years. During that time, he also published and edited *Embedded Computer Trends*. He has also held management and editing positions at *Electronic Design* and *EE Times*. Mr. Andrews sits on the board of directors of a publicly traded industry company and also serves on the advisory board of other industry firms and associations. He has written extensively on the industry, including two leading market and technology reference manuals, and has been a frequent speaker at industry events.

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The New 2006 *RTC*

Ads Showcase: Ad opportunities are an advertising highlight for the 2006 *RTC* magazine. These value-priced advertising opportunities provide targeted ad space for individual product bill boarding within the categories. Answering your request, these Showcase ads are even more closely tied to Editorial.

Communications and Networking Infrastructure Section: A variety of business analysts say that 2006 is the year that the communications/networking infrastructure will again begin on a sharp upward path. Already ATCA and AMC boards have been making significant strides in the marketplace, as stalwarts such as H-P, Sun Microsystems and IBM lend their weight behind the architectures. This special quarterly section, beginning in February, is the ideal place to let the communications and networking worlds know about your capabilities.

High-Profile Technology: In addition to emerging technology and product news, each issue of *RTC* magazine also highlights many high-profile technologies including such things as high-availability hardware and software; hybrid form-factors for AMC and ATCA; FPGA-based computing and signal processing; and other leading-edge technology features.

Remember, your customers are reading *RTC*—shouldn't your products be there?

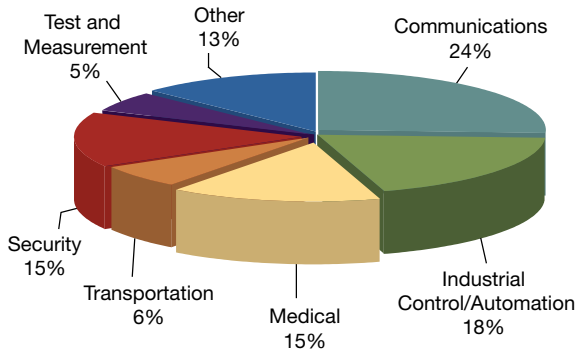


Tom Williams
Editor-in-Chief

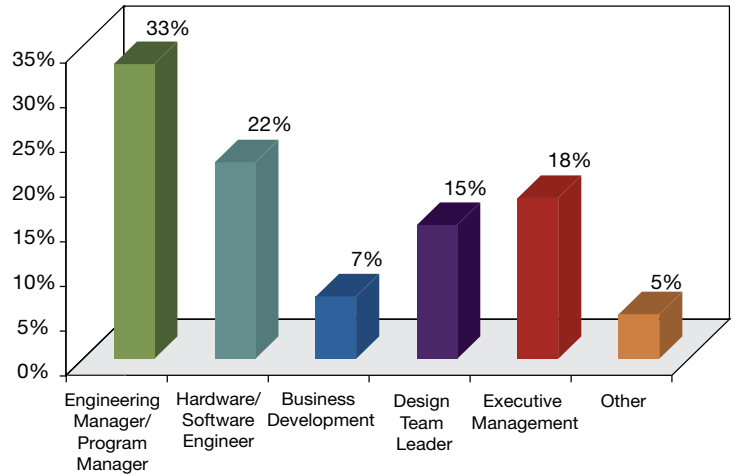
As *RTC*'s Editor-in-Chief, Tom Williams comes to the magazine with over 20 years of industry knowledge, having most recently held the position of Editor-in-Chief of *Embedded Systems Development*. Mr. Williams has worked for many successful publications including *InfoWorld*, *Dr. Dobbs Journal*, *ED*, *CD* and *ESD*. His specialties have included embedded software technology as well as processor architectures and standard board-level technology. He earned his Master's degree from Washington University and completed post-graduate work at Bonn University.

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RTC Readership & Demographics



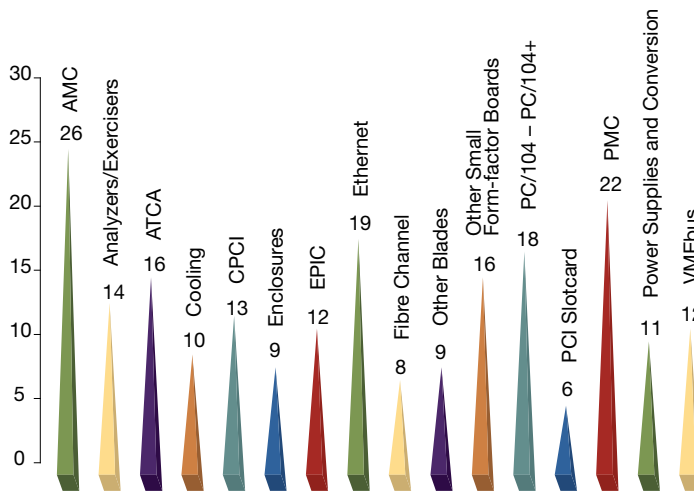
Others include: Gov., Mil., Aerospace 8%, Simulation 2%, Data logging 1% Scientific 3%, Imaging (other than medical) 2%, Other 2%



RTC covers all the major application areas in the embedded computer industry. Here is an indication of what percentage of RTC's readers are involved in each application area.

Who Reads RTC? More than 65% of RTC's readership is in some management capacity in the design and development of embedded systems. Here is how RTC's readers define themselves.

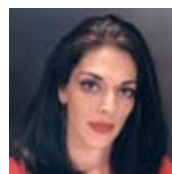
What products do RTC readers specify and recommend?



Ann Thryft
Senior Editor

Ms. Thryft has held editorial positions with a number of technical publications, including *EE Times*, *Computer Design*, and *Electronic Buyers' News*. She is an award-winning writer, and has over 16 years of experience reporting, writing and editing articles on a wide range of electronics topics for OEMs. At *EE Times*, she was a Section Editor responsible for contributed articles. Ann is an active member of the Society of Professional Journalists, Northern California Science Writers Association and the Bay Area Editors' Forum. She holds a Bachelor of Arts degree from Stanford University, where she achieved academic honors.

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Marina Tringali
Managing Editor

Marina Tringali is the Managing Editor of *RTC* magazine. She joined *RTC* with more than ten years of marketing and customer relations experience. Marina manages editorial content for both *RTC* magazine and *COTS Journal* and is responsible for advertising traffic and quality for both publications. Marina plays an integral role in ensuring the level of editorial content is at its highest and advertisers' insertion orders are managed with every detail in mind.

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Editorial Calendar

	Technology in Context	Solutions Engineering	Industry Insight	Software and Development Tools	Promotional Opportunities
January	Data Acquisition	Switched Fabric Update	Dual-core Processors	Graphical Development Tools	Data Acquisition Showcase
February	Enhanced ATCA Platforms	Network Processors	Network Protocol Conversion	Shelf Management	PC/104 Showcase
	Quarterly Communications and Networking Section Featuring leading hardware and software including ATCA, AMC, CompactPCI and more				
March	Industrial Ethernet	PC/104 Tackles High-End Apps	DSP for Control and Inspection	RTOSs for DSP	ESC Bonus Circulation
April	I/O and Sensor Technology	High-Speed and Hybrid Backplanes	CompactPCI and Switched Fabrics	Real-Time Java	CompactPCI Showcase
May	AMC as System Solution	1U Server Solutions	10-Gig Ethernet and Beyond	Middleware for Servers	GlobalComm Bonus Circ
	Quarterly Communications and Networking Section Featuring leading hardware and software including ATCA, AMC, CompactPCI and more				
June	Mezzanines—Soup to Nuts	PCI Express and InfiniBand	Machine to Machine	GUIs	PMC Showcase
July	Industrial Wireless Networks	Cooling Large Systems	Small Medical Systems	Embedded Windows	2,000 Names for full page
August	ATCA Systems	IPTV and VoIP System Implementations	Storage Interfaces	High Availability	ATCA Pullout and ESC Bonus Circ
	Quarterly Communications and Networking Section Featuring leading hardware and software including ATCA, AMC, CompactPCI and more				
September	Biometric Subsystems	Next Generation VME	Ethernet Switch Boards	MILS and FIPS for Security	VME Showcase
October	FPGA Platform Boards	Microcontroller-Based Sidekick boards	Power Management and Conversion	Linux	2,000 Names for full page
November	Server Blades	AMC	Multiple FPGA Solutions	Implementing Quality of Service	Events Calendar
	Quarterly Communications and Networking Section Featuring leading hardware and software including ATCA, AMC, CompactPCI and more				
December	Small Displays	Standards Update	PC/104 for Control Systems	Editorial Index	2x Bonus Ads

Rates

	1X	2X	3X	4X	6X	8X	12X	18X	24X
2 page spread	\$6,575	\$6,229	\$5,854	\$5,507	\$5,369	\$5,121	\$5,015	\$4,843	\$4,495
full page	\$4,384	\$4,153	\$3,903	\$3,672	\$3,579	\$3,415	\$3,344	\$3,229	\$2,998
two thirds	\$4,072	\$3,864	\$3,628	\$3,397	\$3,327	\$3,211	\$3,109	\$2,990	\$2,821
one half	\$2,924	\$2,774	\$2,606	\$2,491	\$2,391	\$2,310	\$2,233	\$2,148	\$2,025
one third	\$2,136	\$2,025	\$1,903	\$1,848	\$1,744	\$1,709	\$1,631	\$1,542	\$1,479
one fourth	\$1,617	\$1,534	\$1,442	\$1,386	\$1,321	\$1,271	\$1,236	\$1,188	\$1,121

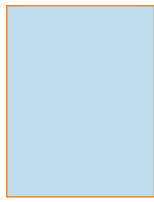
Rate Combinations

Rates for *RTC Europe*, *RTC*, *COTS Journal International* and *COTS Journal* can be combined to give you the maximum discount. Simply add up the number of pages in your annual contract and take the discount schedule for that number of pages in each publication. For example, if you will be buying 12 pages in *RTC* and 4 pages in *RTC Europe*, you can take the 16-page rate on both publications.

Showcase Ad Opportunities

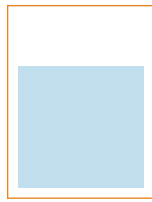
RTC is offering a number of product Showcase opportunities. Vendors can advertise individual products in small, low-cost ads in a Showcase format. Last year's Showcase met with unqualified success, so this year we'll be expanding it to six opportunities total. Contact your sales rep for more information.

Ad Specs



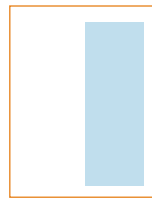
full page

8-1/2" (216 mm)
x
11-1/8" (283 mm)



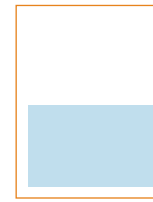
2/3 page

7-3/8" (187 mm)
x
6-3/8" (162 mm)



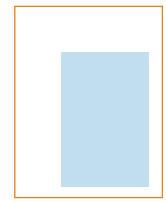
1/2 page V

3-1/2" (89 mm)
x
9-7/8" (251 mm)



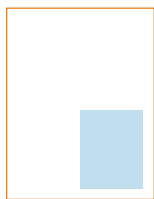
1/2 page H

7-3/8" (187 mm)
x
4-3/4" (121 mm)



1/2 page island

7-3/8" (187 mm)
x
4-3/4" (121 mm)



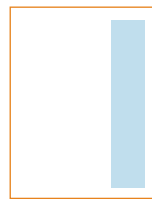
1/4 page V

3-1/2" (89 mm)
x
4-3/4" (121 mm)



1/4 page H

7-3/8" (187 mm)
x
2-3/8" (60 mm)



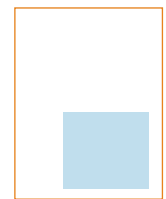
1/3 page V

2-1/4" (57 mm)
x
9-7/8" (251 mm)



1/3 page H

7-3/8" (187 mm)
x
3-3/8" (85 mm)



1/3 page square

4-3/4" (121 mm)
x
4-3/4" (121 mm)

Material Instructions

All advertising must be submitted as a high resolution PDF (PDF/X-1a).

All fonts must be embedded or, if Illustrator, Freehand or Photoshop are used, please convert the type to paths/outlines.

Four-color images must be CMYK; minimum resolution 300 dpi (350 dpi recommended); tiff or eps are preferred; line art a minimum of 1200 dpi.

Images must not contain extra channels or transfer curves or compression.

We cannot accept spot colors.

Only full page ads require a bleed of 1/8".

Full page live area is 1/2" from trim on all sides.

Please submit PDFs via The RTC Group's FTP site:
<http://upload.rtcgroup.com>

Trim Size

8-3/8" W x 10-7/8" H (213 x 276 mm)

Bleed Size

8-1/2" W x 11-1/8" H (216 x 283 mm)

Binding Method

Saddle stitched

RTC 2006 Promotional Opportunities

January	Data Acquisition Showcase	Data acquisition—whether USB or using some other bus—is taking on increasing importance in a wider range of application areas. This Ad Showcase opportunity gives you, makers of data acquisition hardware and software, a unique opportunity to show off your wares.
February	PC/104 and EPIC Showcase	Repeat of a blowout reader response. PC/104 (PC/104+) is a vital and growing element in a wide range of embedded applications. Now with the advent of EPIC and its follow-on technologies, the future of PC/104 is bright indeed. This Showcase opportunity lets manufacturers display products in a special section devoted only to these architectures. Make sure to show several of your products in this special section.
March	ESC Bonus Circulation	RTC will provide a bonus circulation at the landmark event of the year in embedded computing. In addition, the editors will be highlighting many of the new products coming out at the show. Don't miss this opportunity for expanded coverage.
April	CompactPCI Showcase	This is an excellent opportunity to boost reader awareness of your CompactPCI products. In addition to the Showcase section on CompactPCI, the April issue of RTC carries a major editorial section on CompactPCI and Switched Fabrics. This issue provides the ideal venue for enhanced display advertising—a poly-bagged catalog, a three-page fold-out, belly-band or other unique ad.
May	GlobalComm Bonus Circulation	GlobalComm is now considered to be the major event of the year for communications and networking manufacturers, many of whom are basing their new equipment on ATCA, AMC, CompactPCI and PMC. This quarterly Networking and Communications issue will cover those technologies in detail and will include a generous supplemental circulation at the show. Last year they were gone the first day. This year, we'll bring a lot more!
June	PPMC Showcase	Processor PMCs are increasingly being used to customize and update carrier boards in a wide range of applications including communications, control and instrumentation. This Showcase will run in the same issue with our major editorial section on "Mezzanines Soup to Nuts." Don't miss it!
July	2,000 Names for a Full Page	We will sort 2,000 names from our mailing list targeting your requirements for any full-page advertiser, 4,000 names for a two-page spread. The names will be provided in accordance with the RTC Group's standard policy on list rentals. This is an opportunity to target key individuals with a specific message or product introduction.
August	ATCA Pullout and ESC Bonus Circulation	August will be another Networking and Communications quarterly issue and will be circulated at the Fall Embedded Systems Conference. Running alongside the special editorial on ATCA systems will be a three-page pullout with an overview of the status of ATCA and AMC, suitable for keeping as a reference and wall display. The reverse side will offer space for three full-page ads to capitalize on the coverage and attention that ATCA will be getting in this issue.
September	VME Showcase	The long-lived VMEbus has taken on new life with enhanced and higher performance specifications including VITA 41, VITA 42 and VITA 46. Here is the most cost-effective way to show off your latest offerings in a special Showcase section.
October	2,000 Names for a full page	We will sort 2,000 names from our mailing list targeting your requirements for any full-page advertiser, 4,000 names for a two-page spread. The names will be provided in accordance with the RTC Group's standard policy on list rentals. This is an opportunity to target key individuals with a specific message or product introduction.
November	Events Calendar	The embedded computer industry boasts scores of conferences, seminars and exhibitions. Often these appear in "Upcoming Events" listings when it's too late to plan to attend. Some are national events and some are local, while others are focused on specialized disciplines. The RTC calendar will have the whole range of these events for all of 2007, making it a must-have on the office or cubicle wall of designers and engineers. Above each calendar page will be a full vertical page display advertising opportunity. But there are only twelve months to the year, so reserve your space early. In addition to your full calendar page, you will get 200 extra calendars to give to your favorite customers.
December	Double Your Advertising Exposure	A once a year opportunity for most advertisers in this issue to double their marketing impact. If you run a full-page ad in this issue you will receive a second page highlighting your company and your products. Contact your sales associate for details and requirements.

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