

COTS

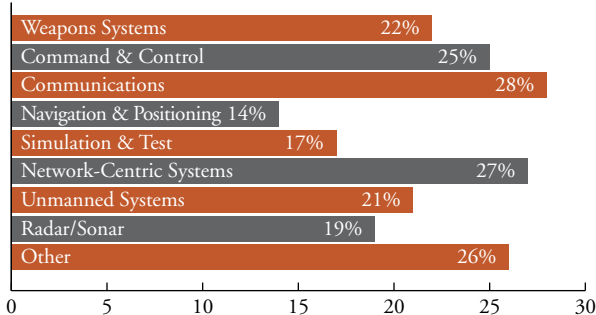
JOURNAL

2008 EDITORIAL &
RATE INFORMATION

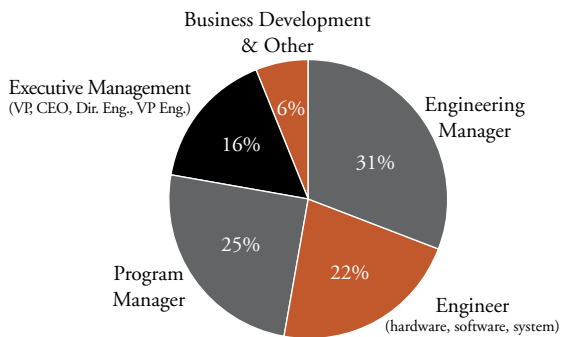
READERSHIP

EDITORIAL DESIGNED TO INTEREST EVERY ONE OF OUR **30,000 READERS**. EVERY ISSUE.

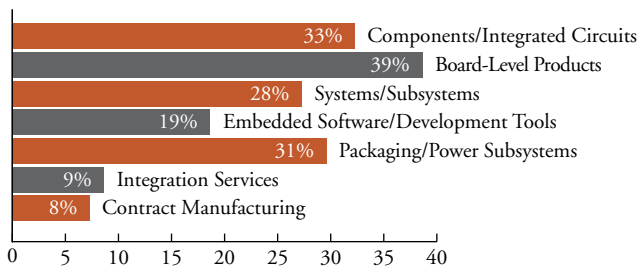
COTS Journal readers work on a variety of projects



COTS Journal readers classify themselves in these categories



COTS Journal readers develop, specify and purchase the following



EDITORIAL DIRECTION

TECHNOLOGY IN CONTEXT:

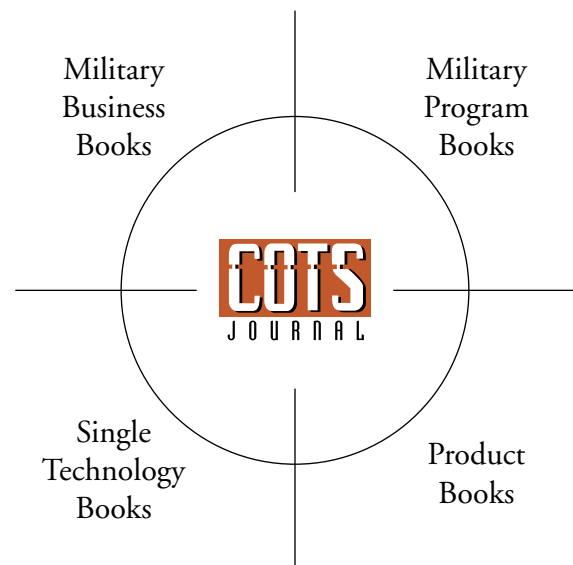
Relevant, Insightful, Essential

The editors of *COTS Journal* excel at their mission: to identify and analyze the most significant technology and product developments critical for military systems based around mid- and high-end embedded computers. The magazine presents that information in a context that serves the whole range of military projects—that includes everything from benign applications to the most rugged, mission-critical systems required for the battlefield, sky or water.

The worldwide web has limitless information about products and companies - a resource you need to control. *COTS Journal* is your customer's gateway to the web - and to you, our advertisers. As the industry's premier technology resource *COTS Journal's* readers are accustomed to our experienced and connected team providing them with accurate and critical information on both technology and products.

HITTING THE BULL'S EYE:

Technology-in-Context for the Military Market



To maximize your company branding and technical web presence visit www.cotsjournalonline.com for online advertising opportunities.

EDITORIAL CALENDAR

	SPECIAL FEATURE	TECH RECON	SYSTEM DEVELOPMENT	TECH FOCUS	SPECIAL ADVERTISING OPPORTUNITIES
JANUARY	Software Defined Radio - A Revolution for Military Comms	Military Market Update	RapidIO and PCI Express	Conduction-cooled Compact PCI Boards	Conduction-cooled Compact PCI Gallery
FEBRUARY	PC/104 and EPIC	Impact of Multi-Core in Radar and SIGINT	Modular Slot-Card Systems for Upgrade Programs	FPDP and Serial FPDP Boards	FPDP and Serial FPDP Boards Gallery
MARCH	<i>COTS Journal</i> 10th Anniversary Military Market Perspectives Special	VPX, VXS and VME - The Staple for Many Military Systems	Annual EOL Directory	Rugged Ethernet Switch Boards	10 th Anniversary Rollback to 1997 Ad Rates
APRIL	Tackling Large UAV Payload Challenges	ATCA-based Military Systems	GPP, DSP, FPGA Tradeoffs	1553 Boards	1553 Boards Gallery
MAY	Stand-Alone Rugged Boxes: the New Trend in Defense	Space-Qualified ICs and Systems	Military Batteries and Power Conversion	PC/104 Boards	PC/104 Boards Gallery
JUNE	Ethernet Switches for Military Apps	FCS Tech Update	Meeting Shock & Vibration Requirements for Deliverable's Boards and Enclosures	Rugged Displays	Displays Gallery
JULY	Vetronics in Manned and Unmanned Vehicles	Analysis: RoHS Two Years Later	Java vs. Ada for Defense Apps.	VME SBCs	VME SBCs Gallery
AUGUST	Military-Specific I/O	High-Performance Processor Boards	USB and the PC in Military Test Platforms	Processor PMCs and XMCs	Processor PMCs and XMCs Gallery
SEPTEMBER	Data Recording Architectures Revamp for Advanced Signal Processing	MicroTCA and AMC in Military Systems	The Ever Growing Systems Cooling Problem - A Technology Update	PXI, VXI and LXI Boards	PXI, VXI and LXI Boards Gallery
BONUS 13 TH ISSUE	<i>COTS Journal</i> Special 100 Top Products & Industry Analysis Issue				
OCTOBER	Payloads for Small UAVs	FPGA Boards and Reconfigurable Computing	Embedded Impact of 2008: Year of IPv6	Data Acquisition Boards	Data Acquisition Boards Gallery
NOVEMBER	Military Power Supplies and Converters	Implementing MILS and Information Assurance	Simulation & Test Subsystems and I/ITSEC Products Preview	Rugged Stand-Alone Box Products	2008 Event Calendar
DECEMBER	Thermal Analysis for Boards and Enclosures	VME in Tech Refresh Programs	Options in Small Form-Factor Boards	Solid-State Disk Drives	Solid-State Disk Drives Gallery

PRICING

	1X	2X	3X	4X	6X	8X	12X	18X	24X
2-PAGE SPREAD	\$9,029	\$8,582	\$8,060	\$7,371	\$6,911	\$6,813	\$6,644	\$6,269	\$6,210
FULL PAGE	\$6,031	\$5,722	\$5,372	\$4,929	\$4,607	\$4,542	\$4,429	\$4,179	\$4,140
2/3 PAGE	\$5,607	\$5,321	\$5,126	\$4,584	\$4,284	\$4,218	\$4,119	\$3,885	\$3,764
1/2 PAGE	\$4,028	\$3,822	\$3,589	\$3,293	\$3,077	\$2,985	\$2,958	\$2,790	\$2,719
1/3 PAGE	\$2,941	\$2,790	\$2,620	\$2,404	\$2,246	\$2,206	\$2,161	\$2,037	\$1,947
1/4 PAGE	\$2,228	\$2,115	\$1,985	\$1,821	\$1,702	\$1,674	\$1,637	\$1,543	\$1,428

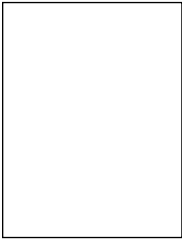
RATE COMBINATIONS

Rates for *COTS Journal*, *RTC*, *PKG* and *Portable Design* can be combined to give you the maximum discount. Use the pricing schedule for the total number of pages in all four publications in your annual contract. Discounts may also be applicable if you purchase RTECC shows or take advantage of additional online advertising opportunities; contact your sales representative for more information.

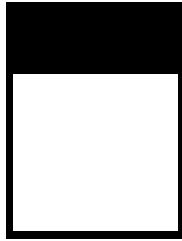
GALLERY ADVERTISEMENTS

COTS Journal offers an additional low cost opportunity for you to **High-Light** your featured products at a rate of \$480.00

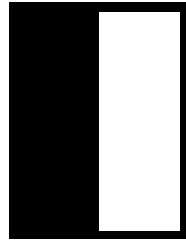
ADVERTISEMENT SPECIFICATIONS



full page
8-1/2" x 11-1/8"



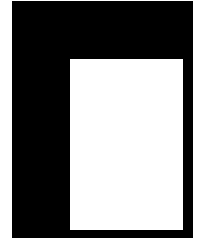
2/3 page
7-3/8" x 6-3/8"



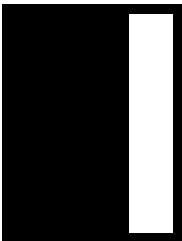
1/2 page V
3-1/2" x 9-7/8"



1/2 page H
7-3/8" x 4-3/4"



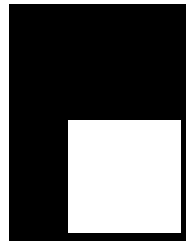
1/2 page Island
7-3/8" x 4-3/4"



1/3 page V
2-1/4" x 9-7/8"



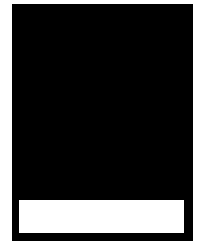
1/3 page H
7-3/8" x 3-3/8"



1/3 page Square
4-3/4" x 4-3/4"



1/4 page V
3-1/2" x 4-3/4"



1/4 page H
7-3/8" x 2-3/8"

MATERIAL INSTRUCTIONS

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

Four-color images must be CMYK; minimum resolution 300 dpi.

Only full-page ads require a bleed of 1/8" (4 mm).

Full-page live area is 1/2" (13 mm) from trim on all sides. For all other ad sizes, all live content should stay 1/4" from the edge of the ad space.

Please submit PDFs via the RTC Group's FTP site:

upload.rtcgroup.com

PRESS RELEASE SUBMISSIONS

The more technical the information, the more useful it is to our readers. Product announcement should be submitted to the Editor-in-Chief, Jeff Child at jeffc@rtcgroup.com. Please include the following information:

Press release

Data sheet if available.

Photo (minimum 300 dpi).

Price to the extent it is practical and possible.

Contact Information: Company, City, State, Phone & URL.

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