

PORTABLE DESIGN ELECTRONIC
MARKETING SERVICES

2008



PORTABLE DESIGN™
the engineer's resource for portable applications

www.portabledesign.com

Portable Design is an industry leading publication, devoted to coverage of technical innovation in portable electronic devices. Because we specialize in the portable computer market, serving a variety of industrial, commercial, telecom and mil/aero applications we provide unique insight and focus that translates into highly successful results for our clients.

Our experience both in marketing to engineers and providing real results for OEM vendors comes from products and services specifically designed to provide highly targeted response.

Portable Design has an in-house staff with expertise in marketing, advertising, design and web-development, making us a turn-key solution for companies desiring a complete solution to their marketing needs.

Web 2.0 is More Than the Web

The importance of the Internet has grown enormously in the last few years with the resurgence of Web 2.0 marketing strategies. Any comprehensive marketing plan needs to integrate electronic marketing, in all its facets, as a means of improving brand and technological awareness alongside specific product promotion. Portable Design can provide you with a fully integrated marketing program, utilizing a blend of traditional and emerging marketing activities, to communicate your company's expertise and unique product offerings.

Make It Count

While the necessity of an online presence is a fact of life these days, to effectively compete in our global and competitive economy you need to have the right online presence. Simply put, not all page views are created equal – you need to be seen by the right people in the right context. You need to ensure that the people seeing your information are the same ones that dictate their company's product direction and make the purchasing decisions that get them there.

The Target

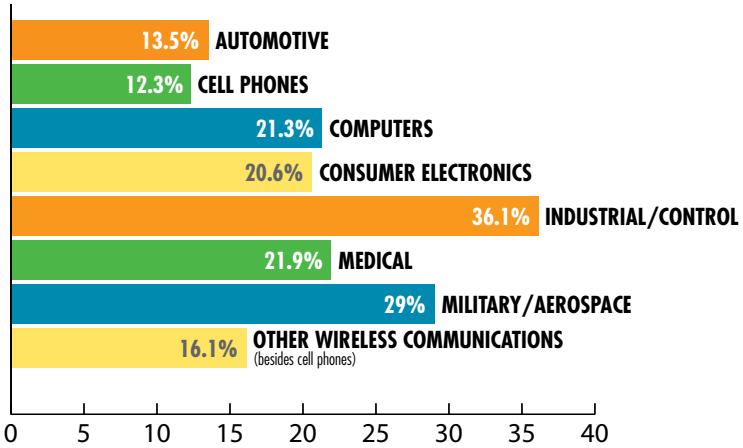
The visitors to Portable Design Online are a composite of Portable Design's magazine subscribers and show attendees, made up primarily of engineering and program management. These are the key decision-makers that determine the course of their companies and drive the budgetary decisions necessary for their success.

Portable Design IS THE INDISPENSABLE
"ENGINEER'S RESOURCE FOR
PORTABLE APPLICATIONS."

76% OF PORTABLE DESIGN READERS' JOB FUNCTION IS DESIGN ENGINEERING

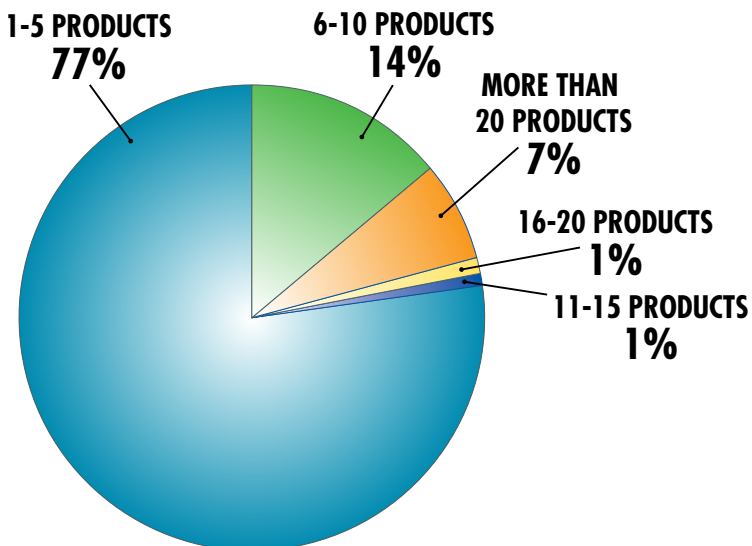
PORTABLE DESIGN IS THE ONLY FRANCHISE TO FOCUS EXCLUSIVELY ON PORTABLE ELECTRONIC DESIGN ENGINEERS

WE REACH ENGINEERS WHO DESIGN PORTABLE PRODUCTS IN ALL APPLICATIONS



WITH 20,000 SUBSCRIBERS AND AN ONLINE DISTRIBUTION OF 42,000 PORTABLE DESIGN REACHES 62,000 UNIQUE INDUSTRY PROFESSIONALS

NUMBER OF NEW PORTABLE PRODUCTS PLAN TO DESIGN WITHIN NEXT YEAR



Online Advertising

Portable Design offers a variety of web advertising options to brand your company, products and activities within the PD family of products. We have standard advertising positions as well as being able to customize ads to your specification and interest.

Portable Design averaged about **15,000** visitors a month, with numbers climbing every day. We anticipate **25,000** visitors a month by June 2008 and **35,000** by January 2009. Get on the band-wagon.

"IF YOU DON'T SEE YOUR OPTION HERE, ASK US TO CUSTOMIZE A SOLUTION FOR YOU."

Standard Web Advertising Options

Ad Type	Size	Qty/Page	SOV%	Price/Month
Leaderboard	728 x 90	1	25%	\$1,000
Skyscraper	120 x 600	1	25%	\$1,000
Body	300 x 250	1	25%	\$1,000
Premier Tile	125 x 125	1	100%	\$395
Tile	125 x 125	5	100%	\$250
Page Peel Flash	100x100 – 800x800 (recommended)	1	100%	\$4,995
Ticker-Tape Text	35-50 characters	1	100%	\$1,295

*SOV% is "share of voice". Some web positions rotate upon page refresh

**All ads appear on every page of the site

Ticker-Tape Text Linking

Portable Design turns up the heat on text based links featuring promotions in a ticker-tape, rotating text link below the traditional navigation of our page. Ticker-Tape advertising consists of a suggested 35-50 character message that scrolls across the screen below our navigation bar on Portable Design's website. The scrolling text will link to the URL of your choice.

Page Peel Flash Advertising

Portable Design offers rich media advertising opportunities with Page Peel advertising. Ads consist of a 100x100 pixel teaser page flap in the top right corner, that when scrolled over or clicked becomes a 800x800 ad. Page Peel ads should be designed in Flash and allow users to easily peel and un-peel ad content. If you'd like a quote on custom Flash design, ask an RTC Group associate for more information.

RESOURCE LISTING:

White Paper, Webinar, Video and Audio Listings

The **Portable Design** websites harbors a wealth of information for engineers searching on a daily basis. List your white papers, webinar, videos and audio files alongside our first-rate editorial.

REMEMBER: Listing on our site, not only provides increased exposure for your marketing and technical information, but it increases your SEARCH results with major search-engines like GOOGLE and YAHOO!

Engineers must register to enter the Resource listing section of our website, and the details of those registrations will be passed on to you through our unique "Real-Time Lead Distribution System" [RTLTD]. You will receive Resource registrations in real-time.

First Listing	The initial listing in a calendar year	\$995
Additional Listings	Additional listings within a calendar year	\$795

* Listing will appear for a minimum of 12 months from date of insertion, but may be taken down after the initial 12 months for technical or editorial reasons. Check with your Sales rep for details.

EmbeddedCommunity RSS Suites

Do you publish technical information, product articles and other advertorial through an RSS feed? We give vendors the opportunity to link up their company's RSS feed, push those technical articles to our audience of readers on embeddedcommunity.com.

The RSS Suite on embeddedcommunity.com gives you an rss module, with up to 10 links, updatable through your own RSS program. You control the content and we give you exposure.

Price: \$695/month

E-Newsletter/Digital Edition Sponsorship

Portable Design publishes a digital e-newsletter every month to our extensive circulation of 42,000 e-subscribers. Advertising opportunities are available on this informational and technical newsletter. Sponsor our E-Newsletter and reach an extended audience every month.

Location	Size	Qty/Issue	Cost/Thousand	Cost
Leaderboard	728 x 90	1	\$100/M	\$4,200
Footer	728 x 90	1	\$25/M	\$1,050
Body	300 x 250	1	\$50/M	\$2,100
Skyscraper	120 x 600	1	\$50/M	\$2,100
Tile	125 x 125	3	\$12.50/M	\$525

Webinar & PodCasts Production

Many companies are utilizing audio and/or video webinars to provide engineers from around the world with important technical insights about their products... from the comfort of their home or office. Portable Design can help transfer traditional editorial and marketing activities into incredible e-marketing events. Portable Design has the ability to produce high quality, live and archived, video and audio productions to increase your exposure to the industry.

Portable Design Offers:	Transfer Your Traditional Marketing:
- Voice Talent	- Contributed Articles
- Video Production	- CEO Interviews
- Audio Production	- Technical White Papers
- Scripting	- Technical Conferences
- Graphical Post Production	- Educational Seminars
- Real-Time Broadcasting	- Article Audio Reprints
- Registration Services	

*Pricing dependent on scale and scope of project. Inquire about our services for an accurate quote.
Microsites

Micro Sites

Portable Design collaborates with clients to produce traditional resource guides and advertorial campaigns. Turn those advertorial or resource guides into an online resource hosted and featured with **Portable Design** online.

Microsites are devoted to exploring specific technologies, collaborations and applications of client products. **Portable Design** will work alongside you to develop editorial and graphical content to drive interest in a specific topic. Microsites are between **5-10** html coded pages.

Price: \$795 per coded page

*Price includes collaboration with our staff writers and graphic designers, web development and hosting for 12 months.

**Additional promotional charges may apply depending on scope of project. Inquire with a sales representative for an accurate quote.

Direct Marketing

Portable Design, through our events and publications, has accumulated a focused email database of over **65,000** engineers and managers in the portable electronics industry. We can sort based on region and demographic survey to serve your specific needs. Inquire for bulk discounts and campaign discounts.

Type of List	Price	Fulfillment
Email	\$950/thousand	By The RTC Group
Mail	\$450/thousand	3rd Party Mail House or Labels
Voice Cast	\$650/thousand	By The RTC Group

Design

The design professionals at **Portable Design** are experienced both in graphical design and the industry. Allow us to develop a concept to meet your needs. Graphic design is quoted on a per/project basis and runs \$125/hr. Ask your sales representative for a quote on specific projects and for a free initial consultation.

Graphic Design Experience

- Banner Ad Development
- Flash Production
- Microsite Production
- Full web development
- Graphical Pre and Post Production for Webinars
- Image and diagram production
- Downloadable Data Sheets and Catalogs

Custom Activities

Portable Design works hard to meet the needs of its customers. If you are interested in any electronic promotion or marketing activity not seen here, please inquire with your sales representative. **Portable Design** will make stride to accommodate any need.



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