

RTC MAGAZINE ELECTRONIC  
MARKETING SERVICES



REACHING OUT  
TO YOUR CUSTOMERS



[www.rtc magazine.com](http://www.rtc magazine.com)

RTC magazine is an industry leading publication, devoted to trends and breakthroughs in the design, development and technology of embedded computers. Because we specialize in the embedded 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.

RTC magazine 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. RTC magazine 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 RTC magazine online are a composite of RTC magazine's subscribers and show attendees, made up primarily of engineering and project management. These are the key decision-makers that determine the course of their companies and drive the budgetary decisions necessary for their success.

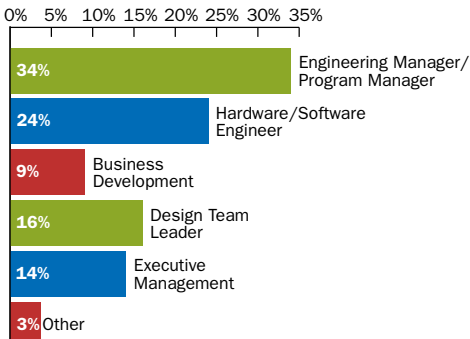
**RTC Magazine** IS  
THE **MAGAZINE OF RECORD** FOR THE  
**EMBEDDED COMPUTING INDUSTRY**

# Circulation & Readers

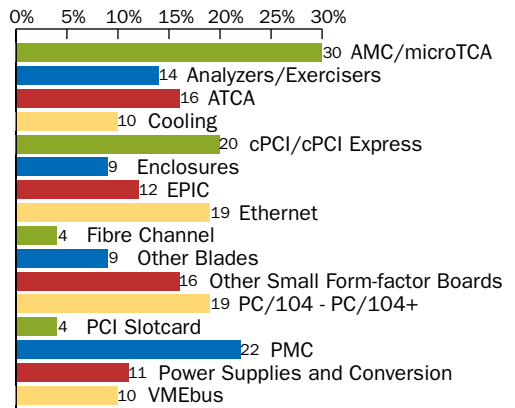
With **20,000** magazine subscribers and **17,000** online readers, RTC magazine reaches **37,000** unique industry professionals.

Developers and decision-makers **depend on RTC magazine** for technical and design information .

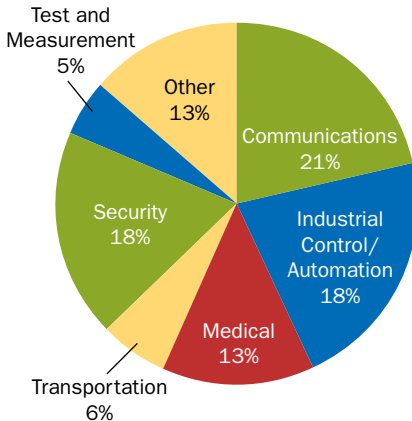
RTC focuses on connectivity, processing, and control functions that serve applications in commerce and industry.



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?



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

## Online Advertising

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

**RTC magazine** averaged about **25,000** visitors a month, with numbers climbing every day. 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

**RTC magazine** 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 RTC Magazine's website. The scrolling text will link to the URL of your choice.

### Page Peel Flash Advertising

**RTC magazine** 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 **RTC magazine** 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

**RTC magazine** publishes a digital e-newsletter every month to our extensive circulation of **17,000 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	\$180/M	\$3,060
Footer	728 x 90	1	\$45/M	\$765
Body	300 x 250	1	\$90/M	\$1,530
Skyscraper	120 x 600	1	\$90/M	\$1,530
Tile	125 x 125	3	\$22.50/M	\$382

## 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. RTC magazine 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.

RTC Magazine 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

**RTC magazine** 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 **RTC magazine** online.

**Microsites** are devoted to exploring specific technologies, collaborations and applications of client products. **RTC magazine** 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

**RTC magazine**, through our events and publications, has accumulated a focused email database of over **55,000** engineers and managers in the embedded OEM 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 **RTC magazine** 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

**RTC magazine** 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.

**RTC magazine** will make stride to accommodate any need.



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