



2008

EDITORIAL & RATE
INFORMATION



REACHING OUT
TO YOUR CUSTOMERS



An RTC Group Publication

Editorial Calendar

	Tech in Context	Solutions Engineering	Industry Insight	System Integration	Promotion
January	COM Express Solutions: Small semicustom modules take on major jobs	Ethernet Switching: High-performance, high density Ethernet gets to work	Data Acquisition: Harnessing Small Modules With Flexible I/O	IP for Programmable Logic: Reaching our beyond the system	COM Express Showcase
February	ATCA Breaks out of Telecomm: New Applications for ATCA in industry, military and commerce	Wireless: Sensors and RFID Technology cut the cord	Mobile Power Management: Intelligent control of battery and low-power systems	Integrating with Middleware: Pulling the pieces of the platform together	Data Acquisition Showcase
March	ITX/ETX: New formfactors push Automation into new areas	Thermal Management: Keeping the Chassis cool. New Techniques and approaches reaching deployment in commercial system.	Embedded Web Servers: Big systems and small modules join via the Web	Embedded Windows: Power and functionality continue to favor windows	ITX/ETX Showcase/ ESC Bonus Circ.
April	FPGA-Based Board Solutions-- One platform, many apps	Machine to Machine: Distributing Big Systems with Small Modules	Medical Applications build on robust small formfactor systems	10 Gigabit Ethernet: And beyond--is there an end in sight?	FPGA Platform Showcase
May	MicroTCA: On the Road to Stardom.	High-Density ATCA for Telecomm: Can ATCA provide the performance and economy promised OEMs?	IMS Brings Data, Voice, Video and Mobile together in IP	Fault Management: Find them and Fix them	NXTComm Bonus Circ./PMC Showcase
June	Small Form Factor Boards: Proliferating for just the right fit	USB: An external peripheral interface becomes a staple for Embedded Systems	Small Modules provide Machine Vision: Small size makes remote location practical	Linux: Now of age, bigger and better than ever	PC/104 Showcase
July	PMC/PrPMC and XMC: Mezzanine/daughter boards take on a life of their own	Industrial PC: Box Solutions take over a broad variety of applications	Hand-Held Wireless: Industrial/ Commercial applications look to Wi-Fi and beyond	Multi-Core Processors: Bringing Out the full Potential	USB Embedded Module Showcase
August	CompactPCI Express: the latest in the cPCI continuum takes off	Backplanes: no longer for the faint of heart. High speed signals require special considerations	Remote Maintenance and Monitoring: Keep Systems running for less \$\$	Real-Time Java pushes deeper into embedded-systems development	CompactPCI Showcase and ESC Bonus Circ
September	Server Blades: the workhorses of the next generation servers	Rugged MicroTCA Update: Not just for the office anymore	GMS goes embedded where wires and WiFi can't go	Network Security: Meeting difficulty with cleverness	2k Names and ATCA Summit Bonus Circ
October	Rugged Apps: The best solutions: VME derivatives or other?	I/O and Sensor Technology: keeping in touch with the outside world	RapidIO Gaining Traction after Incubation	Hardware Modeling Tools	VME SBC Showcase
November	AMC: ATCA configuration strategy? How this mezzanine is used to fully configure full systems	ATX and PCs Keep Moving off the Desktop to Embedded Applications	DSP: Board Options and configurations for simple DSP integration	Security with Separation Kernels-- Caging the unruly beast	AMC Showcase
December	ATCA Specialty Boards: Not all boards in Telecom are switches or CPUs.	Mezzanine Boards: New developments expand performance--Not just for add-on anymore.	Standards Update: Update on the latest VSO and PICMG standards	Editorial Index: Find your favorite RTC article in this expanded index	2-Fer and Editorial Index

■ = Networking and Communications Emphasis Editions

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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.

Technology in Context

RTC covers cutting-edge technology in real-world applications including medicine, communications, aerospace, industrial automation and control. The Technology in Context sections looks at the impact of embedded technology in these major application areas. Our editors strategically select key technologies where the solutions outlined and information provided are highly applicable and transferable.

Solutions Engineering

RTC focuses on how OEMs can achieve solutions within the standards-based environment. Solutions Engineering covers the impact of standards such as ATCA and IPv6, issues such as, EMI and SAF specifications for systems that are built and deployed to address real-world situations.

Industry Insight

Our editors compile and consider different approaches to a technology sector, helping the reader ready their product for market. This includes updates on industry standards to advances in semiconductors, development tools, connectors, RTOSs, or networking infrastructure.

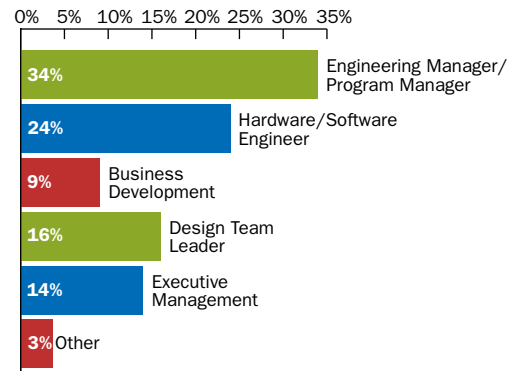
System Integration

RTC magazine devotes an entire section each month to the latest developments in real-time operating systems, development and analysis tools and standards as well as the latest verification and debug strategies. Our editors are the most experienced in the technical publishing industry on embedded software and our readers confidently turn to them for insight and expertise.

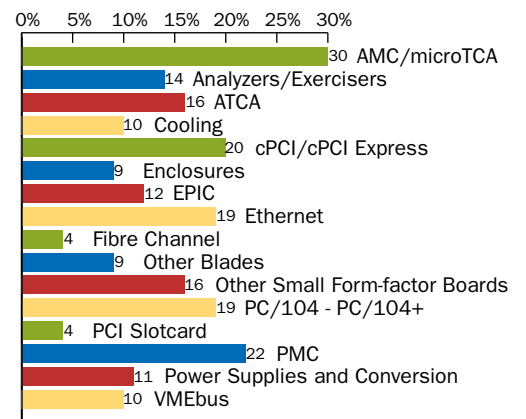
Products and Technology

The design community turns to RTC Magazine for the latest product developments. If you would like us to consider featuring your product in our Products & Technology section, please submit to the Editor-in-Chief, Tom Williams at tomw@rtcgroup.com the following information:

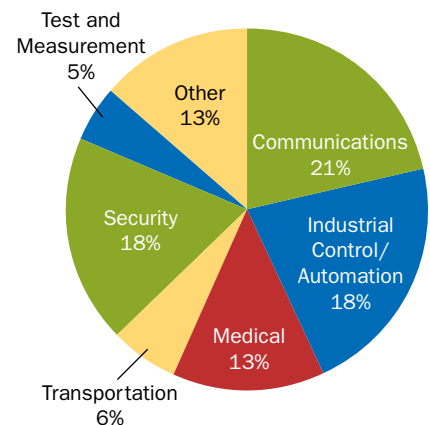
- Press release
- Data sheet if available.
- Photo (minimum 300 dpi).
- Price to the extent it is practical and possible.
- Contact Information: Company, City, State, Phone & URL.



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.

Pricing Schedule

	1x	2x	3x	4x	6x	8x	12x	18x	24x
2-page spread	\$6,772	\$6,416	\$6,030	\$5,672	\$5,530	\$5,275	\$5,165	\$4,988	\$4,630
full page	\$4,516	\$4,278	\$4,020	\$3,782	\$3,686	\$3,517	\$3,444	\$3,326	\$3,088
two-thirds	\$4,194	\$3,980	\$3,737	\$3,500	\$3,427	\$3,307	\$3,202	\$3,080	\$2,906
one-half	\$3,012	\$2,857	\$2,684	\$2,566	\$2,463	\$2,379	\$2,300	\$2,212	\$2,086
one-third	\$2,200	\$2,086	\$1,960	\$1,903	\$1,796	\$1,760	\$1,680	\$1,588	\$1,523
one-fourth	\$1,666	\$1,580	\$1,485	\$1,428	\$1,360	\$1,309	\$1,273	\$1,224	\$1,155

Rate Combinations

Rates for *COTS Journal*, *RTC magazine* and *PKG* can be combined to give you the maximum discount. Use the pricing schedule for the total number of pages in all three publications in your annual contract. For example, if you will be buying 12 pages in *RTC*, 4 pages in *COTS Journal*, and 2 pages in *PKG*, you can take the 18-page rate on all publications.

Showcase Ad Opportunities

RTC magazine is offering a number of product showcase opportunities. Vendors can promote individual products in small, low-cost ads in a showcase format. Rate: \$480.00

Special Online and Premium Ad Opportunities

Contact your Sales Representative for Online Advertising opportunities, Premium Position Ad Placements and other Unique Advertising Options

Ad Specifications

MATERIAL INSTRUCTIONS

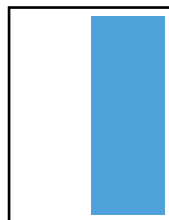
All advertising must be submitted as a high-resolution PDF (PDF/X-1a). Four-color images must be CMYK; minimum resolution 300 dpi; tiff or eps are preferred; line art a minimum of 1200 dpi. Only full-page ads require a bleed of 1/8" (4 mm). Full-page live area is 1/2" (13 mm) from trim on all sides. 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: rtcgroup.com



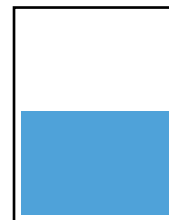
full page
8-1/2" x 11-1/8"



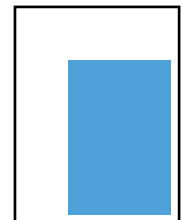
2/3 page
7-3/8" x 6-3/8"



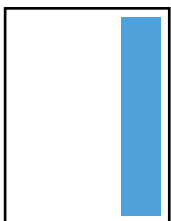
1/2 page V
3-1/2" x 9-7/8"



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



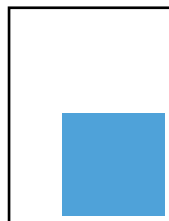
1/2 page Island
7-3/8" x 4-3/4"



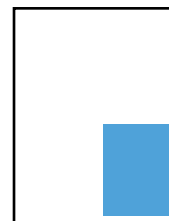
1/3 page V
2-1/4" x 9-7/8"



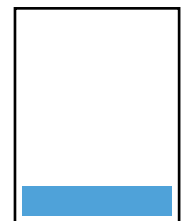
1/3 page H
7-3/8" x 3-3/8"



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"