



2007 Media Kit

COTS

JOURNAL

A person is shown in profile, looking towards the right, in a control room or server room. The scene is dimly lit with a strong blue color cast. In the background, there are racks of electronic equipment with some red indicator lights. The person is wearing a dark jacket. The overall atmosphere is technical and focused.

COTS JOURNAL *HITS THE MARK*



**ACCURACY ASSURES
MISSION SUCCESS**



***GUIDANCE
FROM THE PUBLISHER***

DEAR FELLOW MARKETING PROFESSIONAL:

As marketing professionals we only get a few moments to relish our achievements between long periods where we need to find ways to advance our organizations. It's no different whether you're producing a product or a publication. At *COTS Journal* that means providing you with the best venue to expose your company to the people that can provide you sales.

In 1998 we saw an unfulfilled need to provide a technology venue for embedded computing companies in the military market. Fueled by some market research and meetings with former Secretary of Defense William Perry, we developed a winning strategy to provide a resource solution for both designers and suppliers of embedded electronic systems. That strategy for providing a technology forum is as valid and essential today as it was then. In order to keep pace with the lightning-speed advances in electronics technology, military system designers must constantly stay attuned to what is transpiring in our industry. As a result, product and technology introduction aimed at the engineering level has become a requirement and a new essential for military program development. That trend has eclipsed the previous norm where most contracts were based on program or business relationships.

The expanding need for the latest technology information continues to drive up the demand for print versions of *COTS Journal*, outstripping our business plan of providing 30,000 copies to the market. In order to alleviate this problem we now provide two Web versions (PDF

and HTML) of *COTS Journal*, increasing our circulation to over 35,000 around the world. *COTS Journal* maintains its editorial tradition to provide the highest level of independent technology editorial for the military market. In 2007 our experienced editorial staff will expand our offerings to include a pair of major supplements with in-depth coverage of two major military market segments: Vetronics and UAV Payloads, both explosive areas of opportunity for embedded electronics.

It's common knowledge that the embedded military market is expanding at a much greater rate than the overall defense budget. But our market also suffers from annoying fluctuations due to politics. Experienced suppliers take advantage of these cycles and know when designers are most receptive to information and alternative concepts. It is precisely that mix of overall market growth and taking advantage of market cycles that has enabled *COTS Journal* to maintain its year on year growth, and 2007 will be no different. We will continue to provide the best independent editorial that offers the greatest exposure for suppliers to the people that conceive and design military programs.

Please review the information in this media kit and join us in fulfilling the needs of the embedded military market.

Pete Yeatman, Publisher
COTS Journal



**WHAT
THOSE
STEERING
THE
INDUSTRY
ARE
SAYING**

“Issue after issue, COTS Journal comes up with hard-hitting articles that are important to many of my design projects. I’ve come to depend on it.”

“COTS Journal is the one dependable source for information on emerging technology in the military.”

“Many COTS Journal articles are so critical and have so much useful information, I tear them out and file them for future reference.”

“COTS Journal is my major source for new product information. In both its new product section and the advertisements, it offers the best collection of new products for military projects available.”



**MARKETING PROS ASK.
WE ANSWER.**



How does COTS Journal obtain new subscribers?

Other publishers make claims about their subscribers, but their methods are not capable of maintaining a subscriber list as fresh and as qualified as the subscriber list of *COTS Journal*. Going to one event with 2,000 participants once a year is not sufficient to refresh a magazine with a circulation of 25,000. We require that all subscribers opt into our circulation, and we never purchase lists. We attend over 60 industry events—including over 50 of our own events—around the country and around the world annually, collecting a fresh listing of subscribers at every event. And then there are the subscribers who seek us out and add themselves to our subscriber base.

Can print really compete with the Web? Major publishers seem to be in poor financial shape. Doesn't this mean that print is dying?

If you look more closely at the situation with the large publishers and their financial woes, you will find that they in fact stem from bad investments in Internet properties that haven't been able to make sufficient returns.

If I advertise, shouldn't I advertise in a magazine that features only my specific technology?

You're advertising to reach your potential customers, not your competitors. *COTS Journal* is designed to be read by those making decisions about the types of products our advertisers are selling. News magazines, such as those that focus on very specific technologies, are not read by the engineers and designers making purchasing decisions. We're not a news publication but are instead focused on applications of technologies, providing the sort of information that decision makers are seeking.

Why do ad prices vary from one publication to another?

Ad costs are not a cost-up type of calculation. Magazines, to be more than just a direct mail campaign, need to offer a value to the subscriber. Editorial is that value. It is what brings our readers to the publication and to your advertisements. If you're paying less than the print and postage costs for ads in another magazine, that price is too good to be true. With *COTS Journal*, you're getting top-of-the-line editorial in a well-designed layout for a publication our subscribers look forward to reading. That's where you want your ads to be.

Can I trust a magazine without a BPA Audit?

BPA, or similar audits such as ABC, only offer an advertiser a marginally accurate guarantee. Our circulation is internally audited with the strictest qualification standards and actual mailing is certified by the USPS. The RTC Group chooses to utilize the U.S. Postal Service Audit to assure our advertisers that *COTS Journal* is sent only to those who have requested it by way of a signature card and that the circulation is as stated.

I want to advertise in COTS Journal, but I don't have a design team to create advertisements for me. Who can I turn to?

Blue Arm Media is a division of The RTC Group, providing design services for a variety of clients. We strive to create the best possible strategic design and marketing solutions for each client, and we want to work with you to make high-impact advertisements. Visit www.bluearmmedia.com for more information.

A fighter jet, possibly an F-16, is shown on a runway at sunset. The sun is low on the horizon, creating a bright orange and red glow that reflects off the runway surface. The sky is filled with dark, dramatic clouds. The jet is positioned in the center of the frame, facing right. The text "COTS JOURNAL STANDS ALONE." is overlaid in large, white, bold letters at the bottom of the image.

**COTS JOURNAL
STANDS ALONE.**

***MILITARY
PROGRAM
PUBLICATIONS***

COTS
JOURNAL

***EMBEDDED/
ELECTRONICS
TECHNOLOGY
PUBLICATIONS***



HITTING THE BULL'S EYE

Technology-in-Context for the Military Market

COTS *Journal* enjoys a position unlike any other in our marketplace. On one hand, the industry is filled—overflowing in fact—with numerous publications focused on military programs and military business news. Such publications report on which primes are winning which contracts, and on the business side of the defense industry. They are aimed at non-technical program executives and managers.

At the other extreme are publications that focus on products and technology, but are intended for a broad range of application areas. Such publications typically avoid coverage of technology or product trends in the context of any particular market segment—military or otherwise. Among these are single-technology publications, covering only one bus architecture, offering little perspective about tradeoffs between various technologies.

In contrast, COTS *Journal* keeps its aim directly in the center of that spectrum of publication types. COTS *Journal* remains the only technology-in-context publication specifically addressing the military market. The editors of COTS *Journal* excel at their mission: to identify and analyze the technologies most relevant for the military system design engineer. That means keeping readers informed on 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.

**MILITARY
BUSINESS
BOOKS**

**MILITARY
PROGRAM
BOOKS**

COTS
JOURNAL

**SINGLE
TECHNOLOGY
BOOKS**

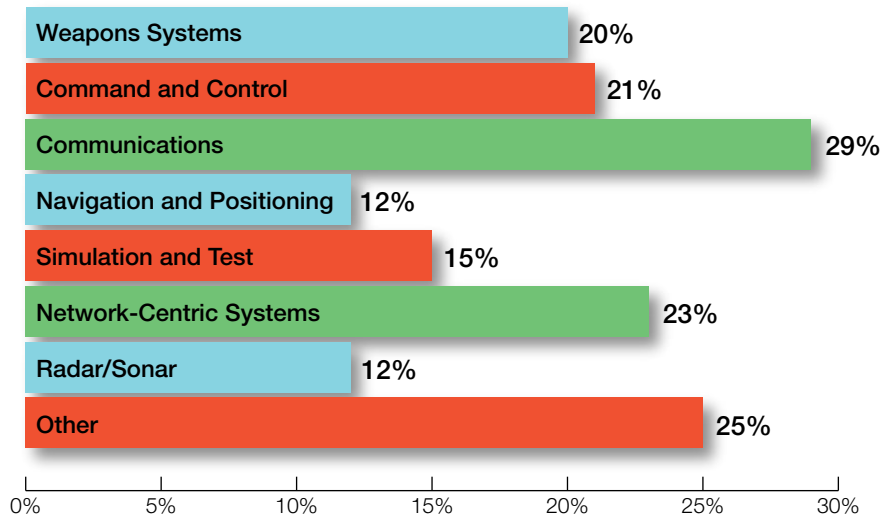
**PRODUCT
BOOKS**

**COTS JOURNAL PROVIDES
DIRECTION FOR THE KEY
PLAYERS IN THE MILITARY
AND AEROSPACE MARKETS
WITH COVERAGE OF INDUSTRY
NEWS, MARKET TRENDS, NEW
PRODUCTS AND APPLICATIONS.**

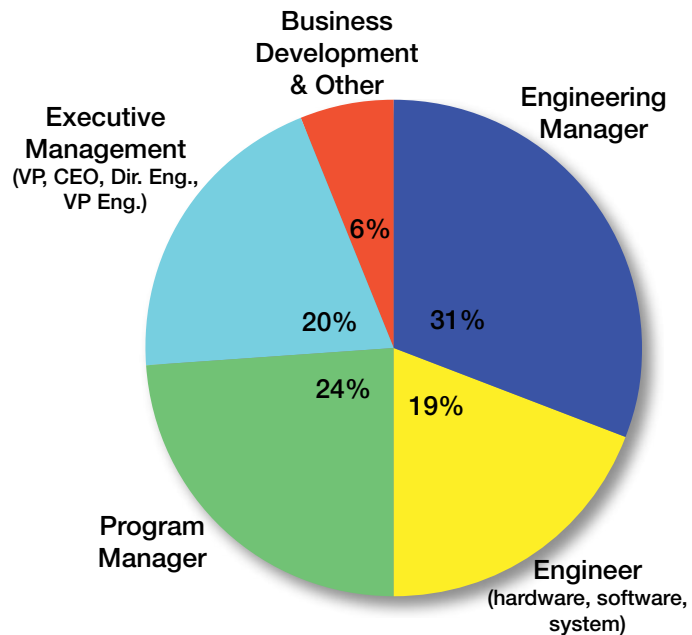


WHO WE'RE STEERING





The readers of *COTS Journal* say they work on a variety of projects. The chart above describes how they report those projects. The total adds to more than 100% because many are involved in multiple projects.



COTS Journal reaches more than 30,000 professionals specializing in the development of embedded computers for government, military and aerospace applications. Here's the way they classify themselves.



APW • BAE SYSTEMS • BALL AEROSPACE & TECHNOLOGIES • THE BOEING COMPANY • BOOZ ALLEN HAMILTON • CISCO SYSTEMS • CURTISS-WRIGHT CORPORATION • EG&G • GE FANUC AUTOMATION • GENERAL DYNAMICS • HARRIS CORPORATION • HEWLETT-PACKARD • HONEYWELL • HUGHES • IBM • INTEL • JET PROPULSION LABORATORY • L-3 COMMUNICATION SYSTEMS • LAWRENCE LIVERMORE NATIONAL LABORATORY • LOCKHEED • LOCKHEED MARTIN • LUCENT TECHNOLOGIES • MCDONNELL DOUGLAS • MERCURY COMPUTER SYSTEMS • THE MITRE CORPORATION • MOTOROLA • NASA • NATIONAL INSTRUMENTS • NATIONAL SECURITY AGENCY • NAVAL AIR WARFARE CENTER • NAVAL RESEARCH LABORATORY • NORTEL NETWORKS • NORTHROP GRUMMAN • PERFORMANCE TECHNOLOGIES • RAYTHEON COMPANY • ROCKWELL COLLINS • SAIC • SBSTECHNOLOGIES • SIEMENS • SUNMICROSYSTEMS • TEXAS INSTRUMENTS • U.S. AIR FORCE • U.S. ARMY • U.S. COAST GUARD • U.S. MARINE CORPS • U.S. NAVY • UNISYS • UNITED SPACE ALLIANCE • WESTINGHOUSE • WIND RIVER SYSTEMS

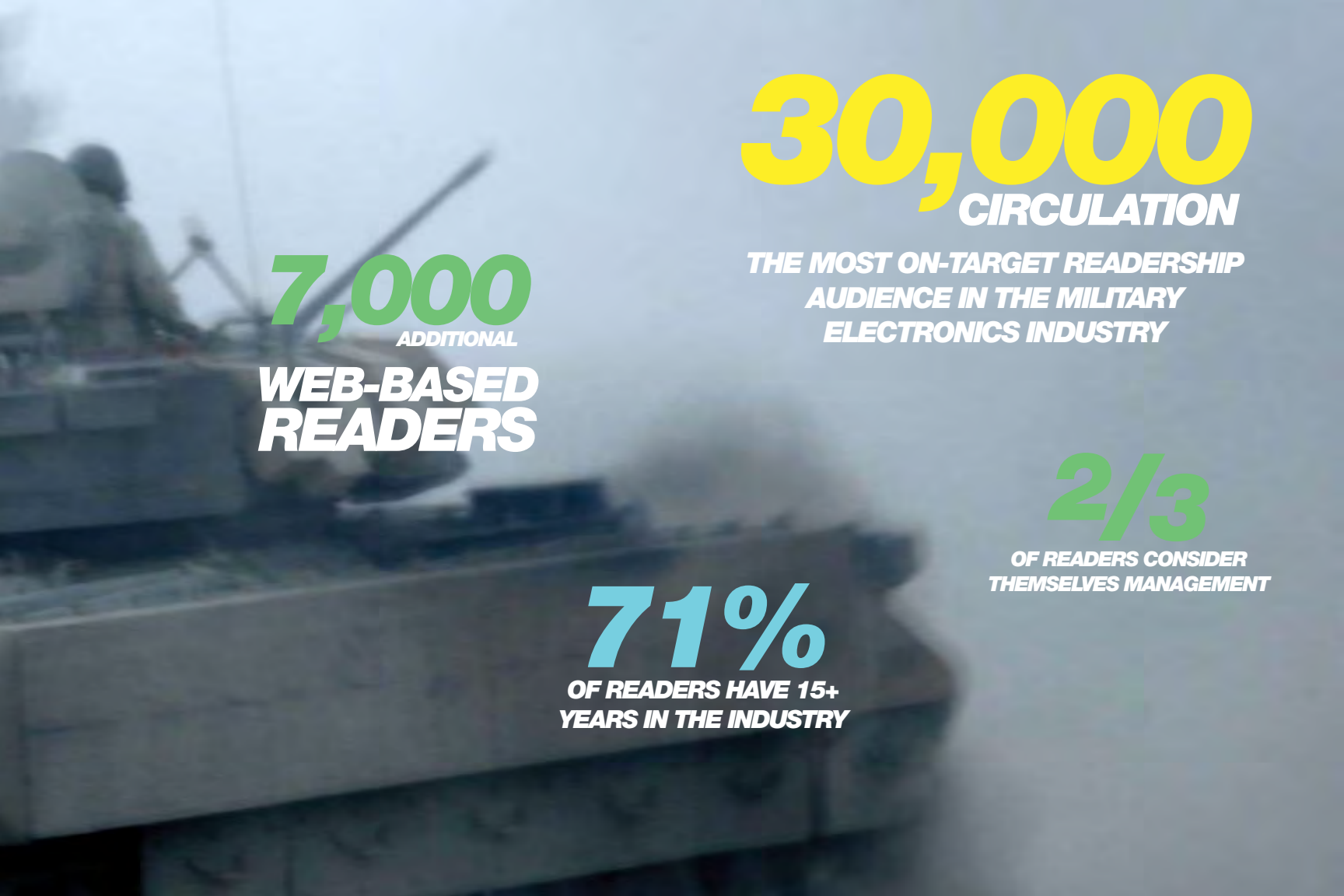
THE KEY READERS

CIRCULATION

REFRESHED
80% EVERY
12
MONTHS

90%
OF READERS HAVE
ENGINEERING OR
TECHNICAL DEGREES

73%
OF READERS DESIGN
FOR RUGGED APPLICATIONS



30,000
CIRCULATION

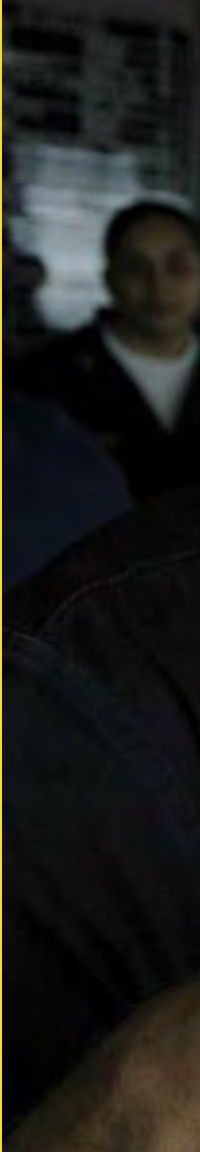
**THE MOST ON-TARGET READERSHIP
AUDIENCE IN THE MILITARY
ELECTRONICS INDUSTRY**

7,000
ADDITIONAL
**WEB-BASED
READERS**

71%
OF READERS HAVE 15+
YEARS IN THE INDUSTRY

2/3
OF READERS CONSIDER
THEMSELVES MANAGEMENT

**COTS JOURNAL NAVIGATES
ENGINEERS, ENGINEERING
MANAGERS AND PROGRAM
DECISION MAKERS TO
THE MOST UP-TO-DATE
INFORMATION ON PRODUCTS
AND TECHNOLOGY.**





A man with short dark hair and glasses, wearing a dark suit jacket, is focused on a task. He is holding a thin, glowing blue rod or tool. The scene is dimly lit, with a prominent bright yellow-orange light source at the bottom center, creating a circular glow on the surface he is working on. In the background, there are various mechanical and electronic components, including what appears to be a microscope or similar instrument mounted on a stand. The overall atmosphere is one of intense concentration and technical precision.

***DEEPLY READ.
ALWAYS AHEAD.***

For engineers, engineering managers and program decision makers involved in developing embedded systems for defense applications, it's not enough to just keep pace with technology information. They need to stay ahead of it. That's why *COTS Journal* has become their source for up-to-date information on products and technology. We blend leading-edge technology information, as well as practical knowledge that can be used now.

As we enter our ninth year of publication in 2007, we're committed to pushing *COTS Journal* to the next level in order to stay in tune with, and ahead of, the critical technologies driving today's military programs. Despite perturbations in the overall defense budget, investment continues to grow in programs dependent on embedded computing and electronics. The themes that dominate all future-looking programs in all branches of the Military are networking, communications and automation—all of which depend heavily on embedded computers and related subsystems. Meanwhile, upgrade programs for numerous land, air and sea systems are calling for refreshing obsolete systems with the latest processing, connectivity and power solutions.

With all that in mind, we're sharpening our focus at *COTS Journal* to help our readers make the right technology choices in all those areas. Part of our plan for 2007 includes two new in-depth supplements targeting two dynamic areas of military technology. The first is on UAV Payloads. Both new and existing UAV programs are demanding greater levels of onboard processing muscle. If processing of data and decision making can be performed onboard the UAV itself rather than via a communication link with the ground, the more efficiently the craft can be

used. The UAV Payloads supplement will examine the enclosure, board architectures and fabric solutions that match up with the needs of various UAV payload requirements.

Our second supplement will be on Vetronics (vehicle electronics). The sophistication of onboard communications and control electronics is expected to multiply for both next-generation and Current Force fighting vehicles. Bringing to life its vision for a networked fighting force includes making almost every vehicle capable of real-time networking and situational data sharing. All that is putting pressure on system designers to find ways to meet the trickier cooling, shock and vibration problems that emerge when more computing gear is packed into those vehicles. The supplement looks at those developments as well as the technologies and solutions critical for vetronics. Included will be an update on the Army's Future Combat Systems program and Current Force upgrades that interrelate with that program.

Keeping our readers briefed on the exciting key technology trends is a labor of love for us. Our editors on *COTS Journal* boast over a century of combined experience. We apply that wealth of expertise in journalism, engineering, marketing and management to produce editorial that is referenced and quoted by industry leaders, and depended upon by engineers and technical decision makers. In the coming year ahead we're committed to living up to *COTS Journal's* much envied reputation as the most read, first read, most quoted information resource in our industry.

Jeff Child, Editor-in-Chief
COTS Journal

THE EE

PETE YEATMAN **Publisher**

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- » Over 30 years of engineering and marketing experience in electronics and computer industries
- » Guides direction of the magazine
- » Vast knowledge of military board and system business
- » President of The Yeatman Group, Inc., an international, high-technology marketing services corporation

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- » Over 15 years of experience writing and editing articles on a wide range of OEM electronics topics
- » Utilizes extensive background in engineering to develop, write and edit technical articles
- » Manages and executes content of the publication and its special sections and supplements
- » Seasoned journalist who has held numerous editorial positions with publications such as *EE Times*, *Electronic Design*, *Computer Design* and *ESD*

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- » Veteran with more than 30 of years experience in the publishing industry
- » Previously held editorial positions at *Embedded Computer Trends*, *Electronic Design* and *EE Times*
- » Has written extensively on the industry and has been a frequent speaker at industry events
- » Combines entrepreneurial, marketing and engineering skills
- » Critical resource for executives seeking insight on the industry

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- » Award-winning writer with over 16 years of experience reporting, writing and editing articles on a wide range of electronics topics for OEMs
- » Held editorial positions at *EE Times*, *Computer Design* and *Electronic Buyers' News*
- » Holds a Bachelor of Arts degree from Stanford University

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- » Brings more than three decades of experience in the embedded computing industry to the publication
- » Industry and engineering experience make him a valued contributor to the magazine

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- » Joined *COTS Journal* with over 10 years of marketing and customer relations experience
- » Manages editorial content for *COTS Journal*, *RTC* magazine and *PKG* magazine to ensure highest level of editorial content
- » Responsible for advertising traffic and quality

EDITO



EDITORIAL SECTIONS

Special Feature

As its name implies, articles in this section blend in-depth examinations of a key embedded computer or electronics technology trend and put it in context with the requirements of today's military system designs. This section is typically the cover story for the issue.

Tech Recon

Military system designers may use much of the same basic technologies—embedded form-factors, processor architectures, fabric technologies and so on—as their commercial counterparts, but the way they look at them is very different. This section helps readers sort out which technologies offer the critical mass, market longevity and physical attributes necessary for defense designs.

System Development

No military embedded system can function until its software development and testing phases are put through rigorous test and development cycles. Military applications put extreme demands on both. This section is devoted to covering trends in operating systems, ruggedized test and security assurance. Articles here focus on EMI/RFI, shock and vibration testing and mitigation, cooling, HALT/HASS and a host of other hardware and software test-related technologies.

Tech Focus

This magazine department highlights a narrowly focused technology area and takes an in-depth look at associated products and developments. This will include tried-and-true technologies like boards and displays, along with topics such as data acquisition and conduction-cooled graphics modules.

COTS View

This off-calendar magazine department allows the editors to provide detailed coverage of areas that do not necessarily fit into any of the predefined calendar article series. This can include significant new technology not considered when the editorial calendar was assembled.

Program Briefing

A new department added last year, Program Briefing is a staff-written feature that takes a particular military program, or part of one, and updates readers on its status. This feature also brings readers up to speed on the technical challenges and hurdles affecting the program.



***WHAT WE'RE
NAVIGATING IN 2007***

Developers and decision makers depend on COTS Journal for targeted technical and design information about embedded computer industry standards, applications and technologies as they navigate the defense industry.

Key Topics

Software Defined Radio
Power Sources and Conversion
HALT/HASS
Modeling and Middleware
Shock and Vibration
Data Acquisition
EMI/RFI
Rad-Hard Design
Sensors/MEMS
Obsolescence, DMS/MS
Military Enclosures
Cooling Technologies
Safety-Critical Software
POS/NAV/GPS
Mass Storage, Solid-State Drives
Graphics and Simulation Subsystems

Standards

Serial Switched Fabrics, such as PCI Express, RapidIO, Gigabit Ethernet
VME, VITA 34, VME64x, VME 2eSST, VITA 41/VXS, VITA 46/VPX
Military-specific I/O & Serial Buses (such as 1553, NTDS, 429, 629)
PC/104, PC/104+, EPIC, EPIC Express
CompactPCI, CompactPCI Express
PCI, PCI-X
Fibre Channel
PXI/VXI/LXI
ATCA, MicroTCA, AMC

Hardware and Software

Compilers and Debuggers
Configurable Processing
DSP
FPGAs
High-Speed Connectors
Java
Linux
Mezzanine Modules, PMC, PPMC
Packaging Mechanicals and Thermal Management
Processor Cores, Multi-Core Processors
Real-Time Operating Systems
Software Development Tools
Small Form-Factor Boards
Stand-Alone Rugged Boxes
Test Systems
Wireless Interfaces

EDITORIAL CALENDAR

	<i>Special Feature</i>	<i>Tech Recon</i>
<i>January</i>	Software Defined Radio	Mil. Market Update
<i>February</i>	Rugged Displays	ATCA, MicroTCA and AMC Do Defense Duty
<i>March</i>	PC/104	Switched Fabrics
<i>April</i>	FPGAs and Reconfigurable Computer Boards	Next-Generation VME
<i>May</i>	Multi-Core Processors for the Military	UAV Update
<i>June</i>	SIGINT System Architectures	FCS Update
<i>July</i>	Ethernet in Battlespace	Rugged Storage
<i>August</i>	Stand-Alone Rugged Boxes	Cooling Solutions
<i>September</i>	Nano- and High-Density Computers	Graphics & Imaging in Situational Awareness
<i>October</i>	Military-Specific I/O	Mezzanines for the Military
<i>November</i>	Satellite Networking	Advanced Signal Processing
<i>December</i>	Robotics	Power Conversion

System Development

Tech Focus

Special Opportunities

Net-Centric Systems	Processor PMCs	PC/104 Gallery
Test & Analysis for RoHS	Data Acquisition Boards	Data Acquisition Boards Gallery
Annual EOL Directory	FPDP I & II and Serial FPDP Boards	ESC Bonus Circulation
MILS and Information Assurance	PXI, VXI and LXI Boards	PMC Gallery
DRAM and Flash Tech Trends	1553 Boards	UAV Payload Supplement
Shock & Vibration for Boards and Enclosures	Avionics I/O	2-for-1 Issue
Java for Defense Apps	VME SBCs	VME SBCs Gallery
Space-Qualified Systems	Rugged Network Switches	Stand-Alone Rugged Box Gallery
The PC as a Military Test Platform	Conduction-Cooled CompactPCI	CompactPCI Boards Gallery
Land Warrior and Wearable Computers	Fibre Channel Boards	Vetronics Supplement
Simulation & Test I/ITSEC Preview	Small Form-Factor Boards	PMC & Small Form-Factor Boards Gallery 2008 Event Calendar
High-Performance Processor Boards	PC/104 Boards	Power Conversion Gallery



Rate Combinations

Rates for *COTS Journal*, *RTC* 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* and 2 pages in *PKG*, you can take the 18-page rate on all publications. Discounts may also be applicable if you purchase RTECC shows; contact your sales rep for more information.

Special Advertising Opportunities

Each month, *COTS Journal* offers special advertising opportunities, including product galleries that focus on a specific product family (such as PMCs) and issues with bonus circulation at industry events. In addition, *COTS Journal* publishes the industry's leading annual event calendar—an advertising opportunity not to be missed.

	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
Two-Thirds	\$5,607	\$5,321	\$5,126	\$4,584	\$4,284	\$4,218	\$4,119	\$3,885	\$3,764
One-Half	\$4,028	\$3,822	\$3,589	\$3,293	\$3,077	\$2,985	\$2,958	\$2,790	\$2,719
One-Third	\$2,941	\$2,790	\$2,620	\$2,404	\$2,246	\$2,206	\$2,161	\$2,037	\$1,947
One-Fourth	\$2,228	\$2,115	\$1,985	\$1,821	\$1,702	\$1,674	\$1,637	\$1,543	\$1,428

General Rate Policy

All advertising orders accepted are subject to terms and provisions of current rate card. Orders accepted are subject to change in rates upon notice from publisher. However, contracts may be canceled at the time the change in rate becomes effective without incurring a short rate adjustment, provided contract rate has been earned up to date of cancellation.

Short Rate Policy

Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period from the date of the first ad, they do not use the amount of space upon which billing was based.

Credit Policy and Terms

Advertisers and agencies are jointly and severally liable for payment. Contracts, insertion orders, etc. containing sequential liability clauses will not be accepted. All invoices are payable in thirty days. No cash discounts are allowed.

Terms of Sales

Net thirty days (30) from date of invoice.

Commission

Agency commission: 15% if paid within net thirty days (30) from date of invoice. Classified ads and classified word ads are non-commissionable.

SPECIAL PROMOTIONS

January

PC/104 Gallery

PC/104 continues to gain design wins in a variety of COTS/military embedded system projects. This advertising Gallery will be located in the editorial section on PC/104 in the Military. In addition to placing product ads in the Gallery, this issue is ideal for regular display advertising highlighting your company's capabilities or a special ad such as a three-page foldout, tipped-in, or poly-bagged catalog.

February

Data Acquisition Boards Gallery

Data acquisition is the key element to any embedded system, and new tools continue to push for the collection process to get even more efficient. Showcase what your products can do in this unique Gallery of data acquisition boards. *COTS Journal's* Gallery sections are special ad opportunities that aggregate multiple products into a single section presenting a cost-effective vehicle to highlight specific products.

March

ESC Bonus Circulation

The Embedded Systems Conference, the premier event in the embedded computer business, is back in San Jose—the very heart of Silicon Valley. *COTS Journal* will be there with a bonus distribution of the magazine. This is a great opportunity to get your products in front of potential customers.

April

PMC Gallery

The well-established PCI Mezzanine Card (PMC) is perhaps the most successful mezzanine form-factor of all time. The generous variety of PMC products available includes just about every kind of I/O, networking and specialty function critical to military system designs. Show off your products with our PMC Gallery advertising opportunity.

May

UAV Payload Supplement

Originally designed as a tool for reconnaissance, the uses for Unmanned Aerial Vehicles (UAVs) continue to expand with increased complexity and greater payloads. This special section of *COTS Journal* will highlight payloads of greater sophistication and examine the role embedded computing will play.

June

2-for-1 Issue

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.

July

VME SBCs Gallery

VME single board computers have been the mainstay of many embedded computers in the military. In fact, it might be said that they paved the way for the COTS initiative in embedded computers. Now you have the opportunity to advertise your greatest VME single board computers in our COTS Gallery. Don't miss out!

August

Stand-Alone Rugged Box Gallery

Moving commercial products into harsh environments creates many design concerns that impact their deployment, ranging from shock and vibration to cooling and emissions. Feature your box-level products that meet the needs of harsh environmental conditions.

September

CompactPCI Board Gallery

COTS Journal continues its popular Gallery advertising opportunities with a conduction-cooled CompactPCI Gallery in the September issue. CompactPCI has gained momentum in the military establishment in both 3U and 6U form-factors, and there are a growing number of applications for rugged boards. This advertising Gallery offers the opportunity to advertise as many conduction-cooled cPCI products as you would like in our unique Gallery format.

October

Vetronics Supplement

Concerns about ground assaults facing today's military have brought the issue of vehicle electronics to the forefront. *COTS Journal* will delve into this hot topic in the October issue, exploring the functionality of combat vehicles, from Humvees to Abrams tanks and their systems vital to a well-integrated battlefield.

November

PMC & Small Form-Factor Gallery

Small form-factor designs are playing an ever-increasing role in military systems, whether due to budget concerns, the need for a small footprint, or their inherent flexibility. This special Gallery is your opportunity to highlight your PMC and small form-factor products.

2008 All-Industry Annual Event Calendar

This unique advertising vehicle, pioneered by *COTS Journal*, continues to be one of the best advertising opportunities available. This is a full-sized wall calendar listing more than 150 events (conferences, seminars and expositions) worldwide. In addition to circulation to more than 30,000 top engineers and managers, you will get an additional 200 copies of the calendar to give to valued customers. There are only 12 pages available, so don't miss this unique opportunity. Last year's advertisers will get first choice of months until June 15, and then all pages will be open on a first-come, first-served basis.

December

Power Conversion Gallery

Power converter products continue to ramp up in capabilities and efficiency. This advertising Gallery will be located in the editorial section on Power Conversion. This is an opportunity to showcase your DC/DC converters, power supply module bricks and slot-card power supplies. See below for more details.

Gallery Promotions

Gallery promotions are a series of "mini-ads," typically 4 to 6 per page and centered around a common theme. A product photo and paragraph of text are included. These promotions are sold separately from the magazine's regular advertisements. For additional information, rates and specs on Gallery Promotions, please contact your sales rep.



Closing Dates

Issue Date	Insertion Order Due Date	Material Due Date
January	12/20	12/27
February	1/19	1/26
March	2/20	2/27
April	3/20	3/27
May	4/20	4/27
June	5/18	5/25
July	6/20	6/27
August	7/20	7/27
September	8/20	8/27
October	9/20	9/27
November	10/19	10/26
December	11/20	11/27

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, transfer curves, or compression.

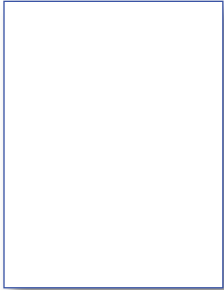
We cannot accept spot colors.

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.

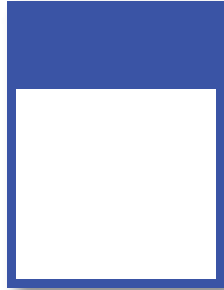
Please submit PDFs via The RTC Group's FTP site:

<http://upload.rtcgroup.com>



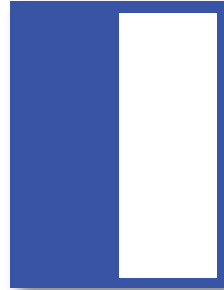
full page

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



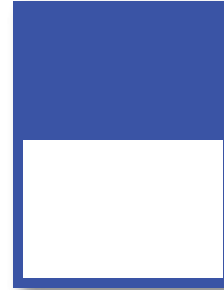
2/3 page

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



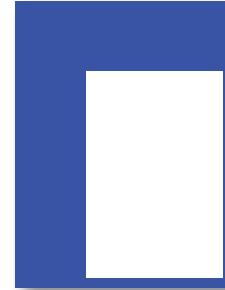
1/2 page V

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



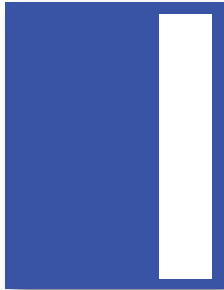
1/2 page H

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



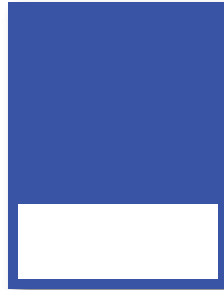
1/2 page Island

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



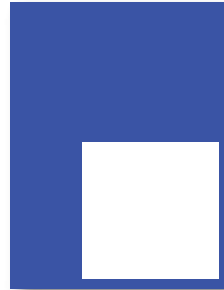
1/3 page V

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



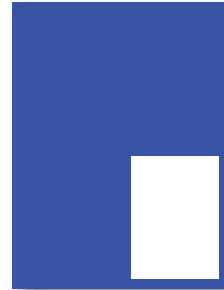
1/3 page H

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)



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)

SUBMITTING EDITORIAL

Articles submitted for publication should focus on technical developments and/or applications of embedded technology, design strategies and alternatives, or be tutorial in nature. Submitted articles that focus on a specific product and its features will not be accepted. Please review the editorial calendar for monthly topics and contact an editor prior to submission to ensure that the topic is appropriate for *COTS Journal*.

Submitting Articles

Articles should be submitted in a Microsoft Word or Rich Text format. They should be single-spaced, with standard margins. Separate each paragraph with a single line break. Please include a media relations contact if possible. Articles may be submitted via e-mail or on disk. *COTS Journal* prefers a minimum of one graphic per page with each article. Graphics can include photographs, screen shots, charts, or tables. Acceptable graphic formats include color prints, slides and 300dpi jpegs. Please arrange with an editor before sending large graphic files via e-mail. Feature topics are described in the Editorial Calendar. It is best to contact an editor at least eight weeks before the issue's cover date to discuss article submissions.

Submitting News and New Products

Twenty-four new products are hand-selected by our editors every month for their significance and relevance to our readership. *COTS Journal* goes well beyond the news release, seeking additional information via data sheets and personal interviews in order to fully communicate the features and significance of each new product. Each release is written by the editorial staff to highlight key features important to our readers, and pricing information and a color photograph of the product are always included.

To submit new product announcements, send e-mail versions of the release to the editors. The more technical the information, the more useful it is to our readers. Each product announcement should include a press release, product datasheet and pricing. Digital files, such as PDF documents and digital graphics, should be sent only through prior arrangements with an editor. Published image resolutions need to be at least 300 dpi.

UNIQUE ADVERTISING

Tipping

A strip of removable adhesive can be used to glue your marketing collateral to a page within a magazine.

Ride-Along Outserts

Take advantage of a discounted postal rate by polybagging your direct mail piece along with our magazine.

Subscription Card Ad

Each magazine contains a flap that is needed to hold the subscription card in place, which can be utilized for a color advertisement.

Gatefold Ad

These ads extend beyond the traditional space of a spread and are intriguing to the reader.

Business Reply Card

By tipping or stitching a card in the magazine, your prospect simply fills out the contact information and drops the postage-prepaid card in the mail.

Poster

Tipped into the magazine, the reader can simply fold the poster out or detach it from the releasable glue.

And more...

Each of these options is a unique way to differentiate your company and its products and services from other advertisers. Please consult your sales representative before committing to any of these options. The availability, rate and specifications may vary.



the
RTC Group

The RTC Group

The RTC Group, Inc. is a media services company specializing in bringing companies and their products to a focused group of electronic and computer manufacturers. We develop actual sales leads for our clients by delivering only leads with an expressed interest in your product. Since 1986, we have grown to produce more than 50 events each year, attracting more than 12,000 engineers, managers and executives, as well as three trade publications reaching more than 70,000 readers.

The RTC Group's staff consists of a variety of employees from numerous different disciplines. Production, graphic design, analysis, marketing, sales and Web design expertise make The RTC Group a turn-key solution for any specialized marketing need.

Reprints

There is no better way to show your leadership and innovation in this competitive market than to display your coverage in the industry's top publication. Reprints engage your audience by presenting objective coverage of your products and services. With low cost and quick turn-around, reprint orders offer an effective use of your marketing budget, and they are the perfect tool for trade shows, sales presentations, media press kits, conference material, investor relations material, and more.

**MARKETING
OPPORTUNITIES**

RTLD

The RTC Group's most innovative product, Real-Time Lead Distribution (RTLD), is a comprehensive lead-tracking system that provides immediate feedback to clients on their marketing dollars.

Unlike many publishers who are coy about the qualification of their leads, RTLD steps out and asks direct questions to qualify a prospect on your behalf. Although the concept is simple, The RTC Group is working tirelessly to ensure that the process delivers only qualified leads.

Each and every day people show an interest, whether they see your advertisement, send in a subscriber card, react to our editorial, or attend our events. Each person is asked about their specific interests, and their responses are entered into our RTLD system. You receive leads regarding the people whose current needs you fill, and you can follow up with them. It all happens in real time.

Get leads. Make sure that you are a part of RTLD. Know who needs you.

Events

The RTC Group is the leading producer of regional sales events in the world. With numerous shows around the globe, The RTC Group creates handshake opportunities between vendors and engineers. The RTC Group produces the ARM Developers Conference in Santa Clara, Calif., an internationally attended event bringing together 3,000 engineers, managers and executives to discuss ARM-related products and services. The RTC Group has also created custom events for clients including Microsoft, Intel, Wind River, Mountain View Alliance and MontaVista Software.

Custom Events

The RTC Group is a full-service marketing company with the talent and resources to take your embedded, real-time and COTS products and services to market through vehicles designed to generate revenue. We are experts in producing, promoting and executing events, seminars and custom series for the industry's leading companies, consortiums and organizations.



**Real-Time & Embedded
computing conference**

RTECC

The Real-Time & Embedded Computing Conference (RTECC) is a unique event dedicated to bringing up-to-date and in-demand information about the real-time and embedded computing world to the doorstep of your customers and prospects. This highly focused technical conference is designed for engineers and managers developing computer systems for telephony and data communication, military and aerospace, industrial control, embedded appliances, data conversion, process control, image processing, and much more. We make it simple for guests to attend by offering free registration, free conference sessions and free entrance into the exhibition hall. There are targeted events for exhibitors looking to get in front of customers and establish relationships. Whether presenting a session in the highly attended conference tracks, or exhibiting your products, the Real-Time & Embedded Computing Conference puts sales teams face-to-face with engineers, designers and managers.



blue arm

m e d i a

Blue Arm Media

This division of The RTC Group is comprised of dedicated, award-winning designers who pride themselves on creating strategic design and marketing solutions. As their work with companies like Microsoft, Dynatem, One Stop Systems, Concept Development and Intel will attest, they have a proven track record of understanding each client's target audience and motivating them to action. Visit Blue Arm Media's Web site at www.bluearmmedia.com.

List Services

The RTC Group has one of the most focused, accurate and well-distributed lists in the embedded computing industry: a database of 138,000 engineers, managers and developers worldwide in the real-time and embedded marketplace, with over 20,000 new contacts added annually. With more than 50 events worldwide and 60,000 copies of our magazines in engineers' hands every month, we've compiled the strongest database of engineers worldwide. The popularity of our events and publications ensures that the lists are the most complete and up-to-date source of contact information in the industry. Let us help you make contact.

**MARKETING
OPPORTUNITIES**



RTC Group Online

Engineers and engineering managers utilize the Internet for company and product information, so to effectively compete in our global and competitive economy, you need to have the right online presence and you need to be seen by the right people in the right context. RTC Online provides you with a highly targeted market of decision makers, the kind of people who are looking to learn about the newest technologies and need to know how to make them pay off.



RTC Magazine

RTC magazine spotlights trends and breakthroughs in the design, development and technology of embedded computers. The publication offers broad-based technical, product and market coverage of the embedded computer arena to industry decision makers. The RTC Group also produces *RTC Europe*, allowing advertisers to extend their reach to the European market. With strong market analysis and technical content, *RTC* is the magazine engineers and managers rely on for timely coverage of this developing and expanding industry. We offer free subscriptions for qualified subscribers.



PKG Magazine

PKG magazine is the latest publication release from The RTC Group. Mechanical conditions and equipment issues are an integral part of electronic and computer design. *PKG* is the first magazine to target the electronic equipment design community from the mechanical engineer's point of view, addressing their needs in packaging issues ranging from connectors to cooling and from rack panels to NEMA enclosures. *PKG* is designed with the working engineer in mind, providing complete design and product information needed to make decisions on a broad cross-section of packaging requirements. Whether you sell from panels, backplanes, portable enclosures, or fully ruggedized cabinets and enclosures, your customers will be looking in the pages of *PKG* to find the products they need and the technology to overcome challenges.





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