

The RTC Group

Online

Media Kit

The RTC Group is a global provider of turnkey marketing and sales solutions for the real-time and embedded computing market. Since 1989, we have focused our attention on providing the most efficient, cost-effective tools for sales lead generation and marketing in embedded, real-time, defense and industrial control computing. Through our publications, event production, websites and other marketing vehicles we offer the best solution to meet your marketing budget and strategy.

What's New at The RTC Group Online

The RTC Group has just completed an entire redesign of our websites with a single goal in mind—to make them the first stop for engineers and engineering managers looking for quality information. Articles from the publications are now archived in .html format making them keyword searchable. With just a few clicks visitors can find every article, product or press release related to thousands of topics, from PCI Express and ATCA, to ruggedized displays and software defined radio.

We're also working to fully integrate the magazines with our new sites, and will be including additional content such as product specification sheets, white papers, downloadable code samples or a more detailed comprehensive treatment of a subject. By more completely integrating The RTC Group's publications with the websites we'll significantly improve traffic and help you make the connection with your target market. Multiple impressions through multiple media make for a powerful marketing presence—let us put it to work for you.



www.RTECC.com



www.RTCmagazine.com



www.COTSJournalOnline.com



www.pkgmagazine.com

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. The RTC Group's events, publications and websites command serious attention from the people you need to connect with.

Integrated Marketing Strategies

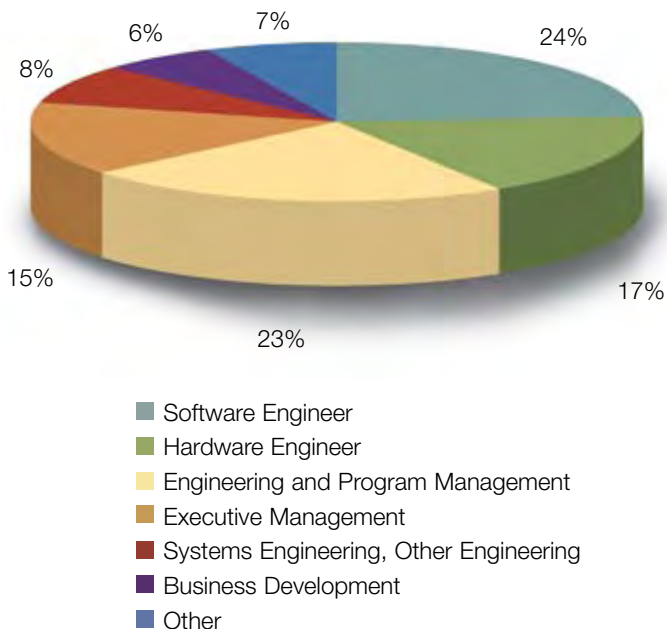
Despite the slow recovery in high tech, the importance of the Internet has grown enormously in the last few years. Study after study has shown that engineers and engineering managers are increasingly likely to utilize the Internet for information regarding new technologies, companies and products. Any comprehensive marketing plan needs to integrate online advertising as a means of improving brand awareness and product promotion. The RTC Group can provide you with a fully integrated marketing program designed to get you the visibility and reach you need.

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 ad 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 The RTC Group Online are a composite of the RTC Group'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.

Visitors to The RTC Group Online



RTC magazine, with a readership of 25,000 in North America and 10,000 in Europe, provides readers with insightful analysis of current and emerging technologies and markets. Its target audience is senior engineers and engineering managers in a variety of application areas. The exclusive focus of RTC magazine and RTCMagazine.com is the established and emerging standards, technologies, tools and products in every key area of embedded computing.



If you're in the military or aerospace market, COTJournalOnline.com is the place for you. Taking you into the world of the military acquisition machine, *COTS Journal* provides in-depth coverage of commercially available embedded technology and its specific uses in military electronics and equipment.



The Real-Time & Embedded Computing Conferences (RTECC) are unique, one-day events showcasing the newest products and latest information from industry leaders. RTECC features open-door technical sessions in conjunction with tabletop exhibits. Thousands of people visit RTECC.com every month to view the latest schedule and to register for the events. Make sure they see you, too.



pkgmagazine.com PKG magazine addresses the needs of mechanical engineers and designers dealing with packaging issues that include everything from connectors to cooling and from rack panels to NEMA enclosures. Whether you sell front panels, backplanes, portable enclosures or fully ruggedized military or telecom cabinets and enclosures, your customers will be looking through the pages of PKGMAGAZINE.COM to find the products they need and the technology to overcome challenges.

The RTC Group Online reaches the embedded market's key players with in-depth coverage of industry news, market trends, new products, and applications. With unmatched technical coverage, an indispensable understanding of the personalities and companies behind the industry, and monthly interviews with industry leaders who shape the technology and business landscapes, The RTC Group Online helps you connect with your customers.

Rates and Specifications

All ads rotate within the specified site among home and interior pages. All rates are based on individual page views. Due to space considerations, the Body ad and Leaderboard are not available on RTECC pages. Banner ad substituted.

You may substitute existing banner ad for leaderboard.

Blue Arm Media (an RTC Group subsidiary) can assist you with all your design services needs, including web advertisements. Please contact Jan Garcia at markeh@rtcgroup.com for complete information regarding ad submissions or for assistance with ad design.

Specifications	Position	Web page	Max Qty Available	Size/Specs
Leaderboard	top of all pages	COTS, RTC, PKG	4	728 x 90 pixels
Banner	top of RTECC pages	RTECC Only	4 (RTECC only)	468 x 60 pixels
Body Page	body right	COTS, RTC, PKG	4	horizontal (300 x 250 pixels)
Side Bar Tile	left column	COTS, RTC, RTECC	4	125 x 125 pixels, plus 50 text characters (including spaces and punctuation)
Text Ad	bottom of page	ALL	2	Title: 60 characters Body: 200 text characters plus URL
Sponsored Links	bottom,below text ads	ALL	3	Company name, 60 characters (including spaces and punctuation)

Leaderboard



Banner



Body Page



Side Bar Tile



Text Ad



Sponsored Link



Rates

	Cost per Thousand Page Views	Price per Impression
Leaderboard	\$40.00	\$0.040
Body	\$36.00	\$0.036
Tile	\$20.00	\$0.020
Text Link	\$10.00	\$0.010
Sponsored Link	\$6.00	\$0.006

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Content Submission

If you would like to submit content (white papers, articles, press releases, product information) for posting on EmbeddedCommunity.com please send it to:
web-submissions@rtcgroup.com

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