

a supplement to



2007 Media Kit



Developers and decision-makers depend on *RTC* magazine for targeted technical and design information about modular mid- and high-end embedded computing to guide them. *RTC* focuses on connectivity, processing, and control functions that serve applications in commerce and industry.

Technology in Context

RTC is extending its coverage of cutting-edge technology in real-world applications in medicine, communications, industrial automation and control, aerospace, and several other areas. The Technology in Context sections looks at the impact of embedded technology in these major applications areas, and our editors strategically select key technology areas where the solutions outlined and information provided are highly applicable and transferable.

Solutions Engineering

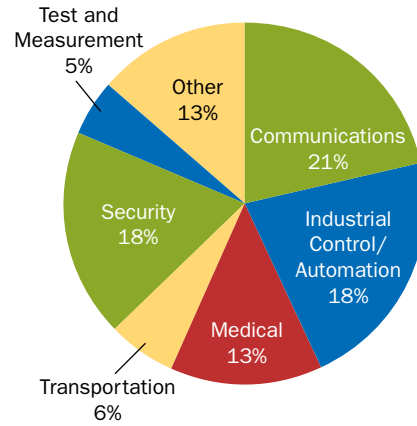
Today's OEMs want solutions, not just products. This section focuses on how OEMs can get customized solutions within the standards-based environment. Solutions Engineering also covers the impact of standards such as ATCA and IPv6, as well as issues, including EMI and SAF specifications, on systems that are being built and deployed to address real-world situations.

Industry Insight

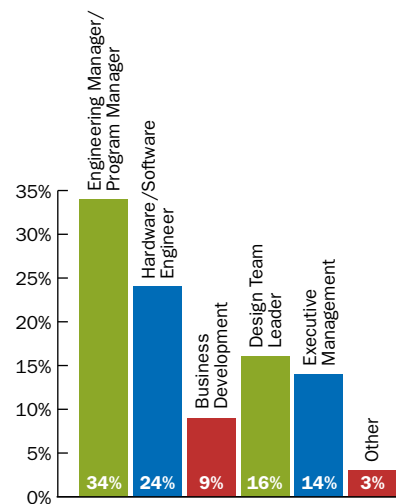
Making sense of the fluctuations in the embedded computer market requires astute insight and analysis. The editors of *RTC* are here to help readers sort through the clutter and let them focus on the things that matter most: getting their designs to market. This section gives our editors the opportunity to compile and consider different approaches to a technology sector, from updates on industry standards to advances in semiconductors, development tools, connectors, RTOSs, or networking infrastructure.

Software & Development Tools

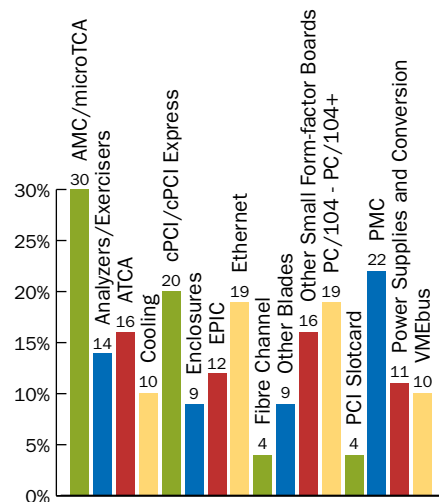
The increasing prevalence of self-described "Systems Engineers" makes it clear that software and tool coverage is as important to our readers and advertisers as hardware. An increasingly vital aspect of embedded system design, software is quite often the differentiating factor in the minds of decision makers. *RTC* devotes an entire section of the magazine each month to the latest developments in embedded and real-time operating systems, development and analysis tools, standards, languages, compilers 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.



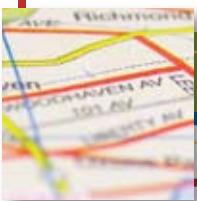
RTC covers all the major areas in the embedded computer industry. Here is an indication of what percentage of *RTC*'s readers are involved in each application area.



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?





Promotional Issues

January CompactPCI Showcase

This is an excellent opportunity to boost reader awareness of your CompactPCI products. In addition to the Showcase section on CompactPCI, the January issue of *RTC* carries a major editorial section on CompactPCI. This issue provides the ideal venue for enhanced display advertising—a poly-bagged catalog, a three-page foldout, belly-band or other unique ad.

February

ESC Silicon Valley Bonus Distribution (2,000)

RTC will provide a bonus circulation at the landmark event of the year in embedded computing. In addition, the editors will be highlighting many of the new products coming out at the show. Don't miss this opportunity for expanded coverage.

March PMC Showcase

This special advertising opportunity is the perfect place to highlight your PMCs. PCI Mezzanine Cards continue to extend their possible applications with greater processing power, and systems designers are using PMCs for a variety of solutions. Be sure your products are included in this gallery of PMCs.

April VME SBC Showcase

RTC magazine has been featuring VME single board computers since its inception, and VME continues to show its dominance in harsh environments. This is your chance to showcase your latest VME SBCs and the computing needs they can meet.

May GlobalComm Bonus Distribution (1,000)

GlobalComm is now considered to be the major event of the year for communications and networking manufacturers, many of whom are basing their new equipment on ATCA, AMC, CompactPCI and PMC. This Networking and Communications issue will cover those technologies in detail and will include a generous supplemental circulation at the show.

June PCI Pull-Out

Written by our expert editors, this special section of *RTC* magazine will feature the latest PCI technology. It will be a resource for a variety of design engineers, building and optimizing PCI-based systems, and it will highlight the benefits

of PCI over other architectures. It is a piece that engineers and designers will be saving, so be sure to contact your sales rep to find out how to be a part of this special feature.

July PC/104 Showcase

Repeat of a blowout reader response. PC/104 (PC/104+) is a vital and growing element in a wide range of embedded applications. Now with the advent of EPIC and its follow-on technologies, the future of PC/104 is bright. This Showcase opportunity lets manufacturers display products in a special section devoted only to these architectures. Make sure to show several of your products in this special section.

August AMC Showcase

Advanced Mezzanine Cards continue to gain popularity, as their possible implementations are innumerable. The latest generation provides carrier-grade connectivity between ATCA systems. Use this special AMC Showcase to highlight your latest AMCs and their abilities.

October FPGA Platform Showcase

The use of FPGAs (Field Programmable Gate Arrays) continues to provide platforms with great sophistication and flexibility, and board designers are implementing FPGA designs to achieve highly dynamic configurations. Show what your FPGA products can do in this FPGA Platform Showcase to be featured in the October issue of *RTC* magazine.

November 1U Server Showcase

This distinctive Showcase will feature the industry's leading blade servers and their highly complex applications in telecommunications. Make sure that your products are included in this gallery of products so you do not miss out on exposure to your potential customers.

December 2-for-1 Bonus Page

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.

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Editorial Calendar

	Technology in Context	Solutions Engineering	Industry Insight	Software and Development Tools	Promotions
January	CompactPCI Growth	High-Speed and Hybrid Backplanes	RFID Infrastructure	Software for Multi-Core	CompactPCI Showcase
February	ATCA System Design Operations	10 Gigabit Ethernet Solutions	Power Management and Control	Network Security	ESC Bonus Circulation
March	Mezzanines and Small Form-Factor Boards	Motion Control	Machine to Machine	Embedded Windows	PMC Showcase Industrial Control in a Networked World Part 1
April	Controller for High-End Science	Industrial Ethernet	Thermal Management on ATCA	Real-Time Java	VME SBC Showcase
May	MicroTCA Systems	IMS	Data Acquisition and Recording	Shelf Management	GlobalComm Bonus Circulation Data Acquisition Showcase
June	15 years PCI with Pullout	I/O Sensor Technology	Embedded Choices for Medical Systems	Hardware Modeling Tools	Premium PCI Pullout
July	Vision and Inspection Systems	PC/104	DSP vs. Multi-Core Systems	Linux	PC/104 Showcase
August	Mezzanines in Communications Systems	High Availability	Switched Fabrics in Communications	Fault Management	AMC Showcase
September	The Future Face of Backplanes	VME, VXS and Beyond	USB and Firewire in Industrial Apps	Middleware	Industrial Control in a Networked World Part 2
October	Configurable Processing Platforms	Remote Monitoring and Management	Solid State Storage	Safety-Critical Software	FPGA Platform Showcase
November	Server Blades	Embedded Switch Boards	Wireless Infrastructure	MILS Common Criteria	1U Server Showcase
December	PMC Roundup	CompactPCI Express	Standards Update	Editorial Index	2-for-1 Bonus Page Editorial Index

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* 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.

Showcase Ad Opportunities

RTC is offering a number of product showcase opportunities. Vendors can promote individual products in small, low-cost ads in a showcase format. Contact your sales rep for more information.