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STRATEGIC MEDIA SOLUTIONS GUIDE

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• 2012 •

RTC MAGAZINE IS  
THE FIRST PLACE  
ENGINEERS TURN  
FOR **IN-DEPTH  
COVERAGE OF  
THE LATEST  
DEVELOPMENTS**  
IN THE EMBEDDED  
INDUSTRY.



## THE MAGAZINE OF RECORD FOR THE EMBEDDED COMPUTING INDUSTRY

### THE EMBEDDED AND REAL-TIME MARKETPLACE

The world is now full of billions of connected intelligent devices that often operate autonomously but which shape the everyday world we live in, on top of the more apparent phenomena of ubiquitous smartphones and tablet PCs. The silicon world chases smaller, faster, computationally more powerful and yet less power consuming devices. Ever more intelligence is being packed into ever more and ever smaller devices. WiFi, Bluetooth, ZigBee, 4G and more are contributing to the surge in wireless, and ultimately to connectivity.

These things are all contributions of the readers of *RTC* magazine. These are the engineers, product developers, project team leaders, hardware and software architects, testers and executives who understand the underlying technology and how to transform it into the products and applications that shape our smarter, more connected world. They come to *RTC* to find and share insights on the latest technological developments and techniques for applying them in manufacturing, medicine, communications, transportation, building management and the expansion and renewal of our national infrastructure through efforts such as the development of the Smart Grid, machine-to-machine intelligence and the Internet of things.

*RTC* stands ready with its experienced editorial staff to bring the latest developments and in-depth analysis to help select and apply the means to create the products that will continue to make our world smarter, more connected, and a better place to live.

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# EDITORIAL EXPERTISE

THE EDITORIAL STAFF OF *RTC* MAGAZINE KEEPS IT FOCUSED

*The great minds behind every issue*

**TOM WILLIAMS**  
EDITOR-IN-CHIEF

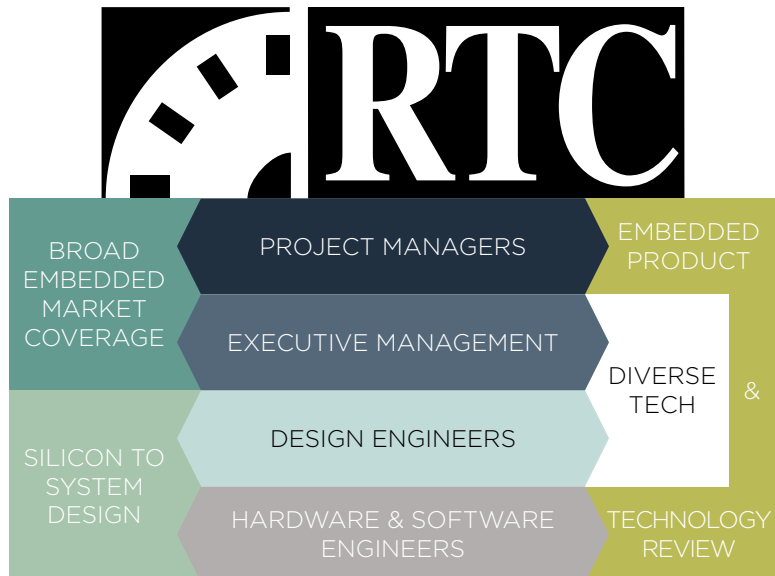
Tom Williams came to *RTC* magazine with more than 20 years of industry knowledge, and his specialties include embedded software technology, processor architectures and standard board-level technology. Before joining *RTC*, he was the editor-in-chief at Embedded Systems Development. He has also previously worked on several other successful publications, including *InfoWorld*, *Dr. Dobbs Journal*, *ED*, *CD* and *ESD*.

**SANDRA SILLION**  
MANAGING EDITOR

Sandra Sillion oversees all of the *RTC* Group's publications, working to ensure the highest quality of editorial is continually delivered alongside highly sought-after advertising positions to our growing circulation. She has 18 years of comprehensive experience in marketing, project management and customer relations.

*The nature of the magazine*

**RTC MAGAZINE'S POSITION IN THE MARKET**



## CHALLENGE

HOW DO I GET MY CUSTOMERS TO NOTICE AND ENGAGE THE TECHNICAL RESOURCES MY ORGANIZATION PRODUCES?

## THE RTC SOLUTION

ACCORDING TO A 2011 EMF SURVEY, ENGINEERS MAKE A KEEN DISTINCTION BETWEEN **THE QUALITY OF CONTENT IN PRINT PUBLICATIONS** AND ONLINE BLOGS, PREFERRING PRINT ARTICLES 2 TO 1.

# EDITORIAL FOCUS

## WHAT OUR READERS ARE ADMIRING IN *RTC* MAGAZINE

*These sections are  
featured in every issue*

### TECHNOLOGY IN CONTEXT

This section follows developments in the technology underlying the development of embedded systems. It includes the latest advances in processors, form factors, programmable logic devices and standards. It also covers approaches like fault tolerance, system management techniques, hot-swap and thermal management, high availability and safety-critical concerns. Technology in Context focuses on the foundations upon which embedded systems are built.

### TECHNOLOGY CONNECTED

Today, most embedded devices are connected via a serial link or network to other embedded devices, supervisory systems and ultimately to the Internet. The newer, faster serial interconnect technologies like PCI Express, USB and RapidIO, as well as variations on industrial Ethernet, also interface with legacy technologies such as CAN and Profibus, serial interconnects and a host of wireless technologies. These include 802.11, Bluetooth, WiFi and a variety of wireless sensor network technologies. These myriad technologies and protocols eventually flow into Ethernet and Internet, and the Technology Connected section keeps our readers informed on the latest developments in connectivity in the embedded world.

### TECHNOLOGY IN SYSTEMS

Putting together the three major components of any computer-based system—CPU, software and I/O—is often challenging, especially since the I/O and the software must be specifically tailored to the application and processor. There are also often other components such as a storage subsystem and display. This activity requires the developer to evaluate and select the components, integrating them electrically and mechanically and developing and optimizing the application code. This section will look at the issues, techniques and the tools for system development and integration.

### TECHNOLOGY DEPLOYED

Embedded systems operate in an endless variety of applications that make differing demands on their capabilities and how they are designed and configured. Despite that, many of the components, tools and design techniques are similar. This section covers representative broad application areas and looks at the unique problems they pose and the solutions they offer. Looking at some of the broader issues presented here, readers will be able to get ideas that they can apply to their specific needs in building that dedicated embedded solution.

## CHALLENGE

I DON'T HAVE ENOUGH TIME IN THE DAY TO MICROMANAGE EVERY ASPECT OF OUR MARKETING CHANNELS.

## THE RTC SOLUTION

RTC'S SERVICE DOESN'T STOP AT THE INSERTION. WE HAVE **AN IN-HOUSE STAFF TO HELP YOU EXECUTE EVERY FACET** OF A MARKETING CAMPAIGN. SPEAK WITH AN EDITOR FOR ADVICE ON ARTICLES. WORK WITH A DESIGNER ON YOUR NEXT AD. LEARN FROM OUR MARKETING GROUP. EXPERTS HELP YOU MAXIMIZE YOUR IMPACT.

# EDITORIAL CALENDAR

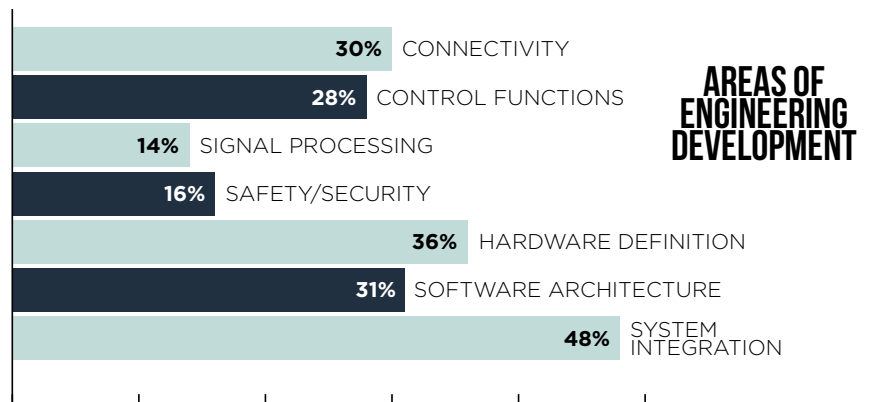
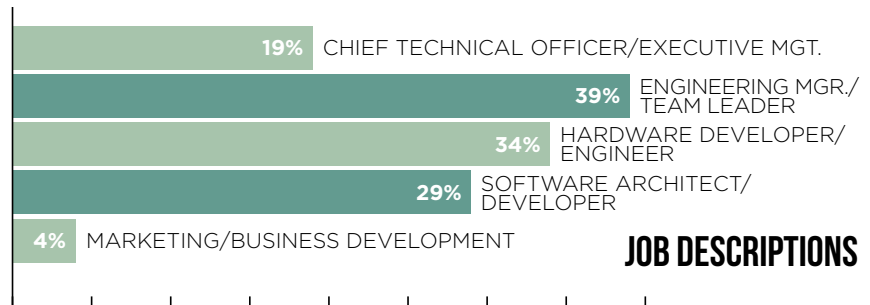
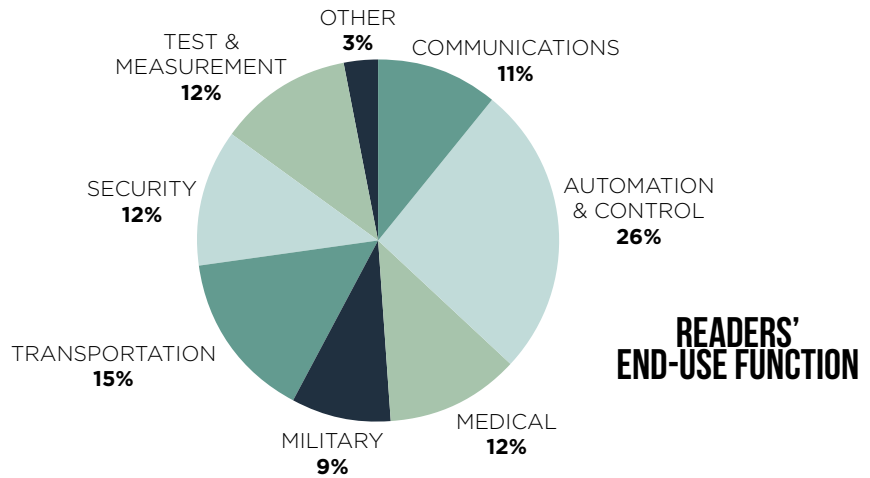
	TECHNOLOGY IN CONTEXT	TECHNOLOGY CONNECTED	TECHNOLOGY IN SYSTEMS	TECHNOLOGY DEPLOYED	SPECIAL ADVERTISING OPPORTUNITIES
<b>JANUARY</b>	The Changing Role—and Nature—of the ASIC and the SoC	ZigBee in Control and Monitoring	Power Management on the Small—Making Every Electron Count	Combining Vision with Motion	MicroTCA Showcase
<b>FEBRUARY</b>	The Long Reach of ARM	Serial Interconnects: What Are the Real Choices?	Tools and Techniques for Developing Programmable Logic	Distributed Systems in Transportation	FPGA Board Showcase USB Showcase
<b>MARCH</b>	FPGAs Mix It Up with CPUs	Field Buses and Industrial Networks	Embedded Windows	Near-Sensor Intelligence	Small Form Factor SIG Showcase Wireless Network Showcase
<b>APRIL</b>	Hybrid Architectures Tackle Numerical Challenges	Devices Rule—The Internet of Things	Developing for Multicore Systems—How Do You Use All That Stuff?	Machine-to-Machine Systems: Autonomy Under Control	PC/104, PC/104 Express and ISM Showcase
<b>MAY</b>	Power Architecture Stakes Its Claim	PCI Express and Serial RapidIO—Rivals or Allies?	Android—Breaking Out of Phones and Tablets?	Data Acquisition with Small Modules	Solid State Drives Showcase Industrial Box PC Showcase
<b>JUNE</b>	Moving from FPGA to ASIC	PCIe over Cable vs. Ethernet	User Interface Design for Small Devices	Embedded Technologies for the Smart Grid	Multicore Board Showcase
<b>JULY</b>	The Expanding Roles of Nonvolatile Memory	WiFi for Device Connectivity	Developing Hybrid Code Using OpenCL	Small Form Factor Shootout	USB Module Showcase Data Acquisition Showcase
<b>AUGUST</b>	Energy Harvesting for Low Power Networks	SCADA and HMI Systems for Control and Monitoring	Remote Management Via the Web	Advanced Management in Industrial Control (Intel-Specific—AMT)	3U CompactPCI Showcase FPGA Showcase
<b>SEPTEMBER</b>	Customizing I/O—Oh, I Need a Carrier Board?	Devices in the Cloud: Balancing Security, Cost, Convenience and Growth	microTCA in Industrial Automation	Medical Devices Build on Modules	Rugged SBC Showcase Linux and Java Showcase
<b>OCTOBER</b>	Blades and Backplanes in Automation and Control	Achieving Network Security for Wired and Wireless Device Connectivity	IP in Small Systems	Preintegrated Control Systems	COM Express Showcase Wireless Network Showcase
<b>NOVEMBER</b>	Application Services Platforms—Configurable, Programmable and Powerful	Solid State Memory and Storage Solutions	On the Road—Mobile Interfaces for Embedded Systems	DSP in Real Time Applications	Mini-, Nano- and Pico-ITX Showcase Development Tools Showcase
<b>DECEMBER</b>	CompactPCI and Its Relatives	Wireless Sensor Networks	Small Boards in Rugged Systems	Standards Update: Report on the Most Significant Industry Standards	Editorial Index Solid State Drives Showcase

*RTC'S* STAFF PRODUCES  
A TRULY SUPERIOR  
PRODUCT, ONE THAT  
**SERVES A CRITICAL  
NEED IN THE EMBEDDED  
COMMUNITY.** CHANGES  
IN THE TECHNOLOGY,  
MARKET AND  
POLITICAL/LEGAL  
ARENAS PROVIDE A  
TRUE OPPORTUNITY  
FOR *RTC'S* EDITORS  
TO MAKE REAL  
AND MEANINGFUL  
CONTRIBUTIONS TO  
THEIR COMMUNITY.

# MAGAZINE CIRCULATION

WHO IS DEDICATED TO READING  
RTC MAGAZINE

*These people pick up every issue, 12 times a year*



RTC HAS MASTERED CIRCULATION IN THE EMBEDDED INDUSTRY. THROUGH OUR REGIONAL EVENTS, PARTICIPATION WITH INDUSTRY EXHIBITIONS AND CONTINUAL CIRCULATION DEVELOPMENT, WE HAVE CREATED **THE MOST FOCUSED AND UNIQUE CIRCULATION IN THE INDUSTRY.**

**20,000** PRINT

**17,000** DIGITAL

RTC'S READERS ARE **THE MOST ACTIVE PARTICIPANTS** IN THE INDUSTRY: **82%** OF THE MAGAZINE'S SUBSCRIBERS HAVE ATTENDED AN EMBEDDED INDUSTRY CONFERENCE OR EXHIBITION WITHIN THE LAST 12 MONTHS. OVER AND OVER AGAIN, VENDORS COME TO *RTC* MAGAZINE FOR ASSISTANCE IN PROMOTING THEIR ACTIVITIES THROUGH OUR DEDICATED CIRCULATION. IT IS SECOND TO NONE, AND WE ARE PROUD OF THAT FACT.

# FULL-SCALE DISTRIBUTION

IN THE EMBEDDED ENGINEERING WORLD, *RTC* MAGAZINE IS UBIQUITOUS

*This magazine has a broad set of delivery methods*

## PRINT DISTRIBUTION

The rise of electronic media has given marketers the false idea that print advertising has lost impact. Print ads, however, meet marketers' increased need for focused impact and cost-effective frequency. Print ads in *RTC* magazine provide the best available balance of focus and impact for marketing dollars.

## DIGITAL DISTRIBUTION

*RTC* magazine publishes a digital edition every month to our growing circulation of 17,000 e-subscribers. Advertising opportunities are available in this informational and technical newsletter to reach an extended audience each month, increasing your company's exposure.

## INDUSTRY EVENT DISTRIBUTION

Each year, *RTC* magazine's industry event presence grows as its identity within the embedded community has become the magazine of record for engineers and top-level decision makers. As a media sponsor of major worldwide events, attendees and exhibitors alike have come to recognize the publication and rely heavily on its editorial content. *RTC* magazine truly is the engineer's natural choice when it comes to learning about the industry.

*RTC* magazine is proactive in distributing magazines at targeted events and conferences throughout the year. Our advertisers benefit from exposure at events that they may or may not be exhibiting at themselves; regardless of whether or not they are at the event, their messaging is in the hands of current customers and promising prospects.

Each event leads to a measurable increase in circulation; one of our main goals at industry events is to attract new subscribers. Our sales and editorial staff dedicate time and energy to face-to-face interaction with our readers and advertisers to cultivate long-lasting personal relationships that set *RTC* apart from its competitors.

In 2012, *RTC* magazine will be distributed along with *COTS Journal* at all the major industry events. In addition, our publications are distributed at more than 30 RTECC events worldwide.

## CHALLENGE

MY ORGANIZATION KEEPS REACHING WITH THE SAME CHANNELS. HOW DO I REACH A BROADER AUDIENCE AND MAKE A REAL IMPACT?

## THE RTC SOLUTION

UTILIZE MARKETING AND PROMOTION CHANNELS THAT **MAXIMIZE REACH, FREQUENCY AND IMPACT.**

RTC'S CIRCULATION OF MORE THAN 37,000 ENGINEERS IS ONLY PART OF **THE RTC GROUP'S DATABASE OF 215,000 QUALIFIED INDUSTRY PROFESSIONALS**, ALL AVAILABLE TO YOU.

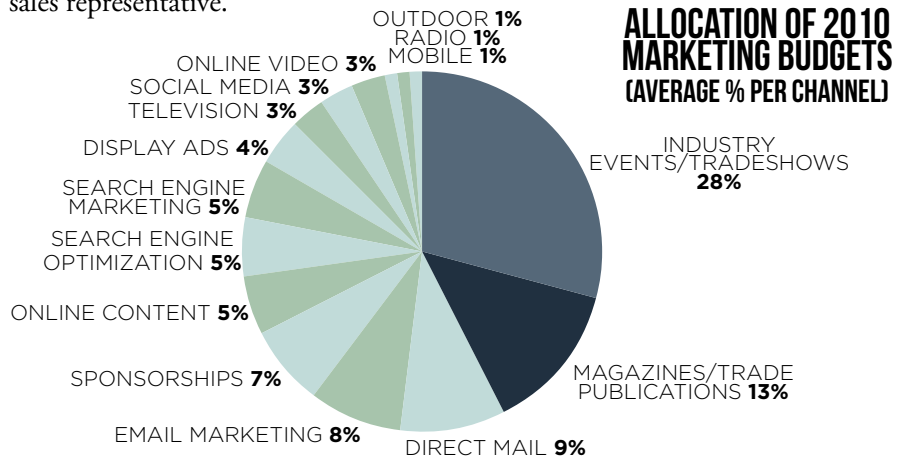
# MARKETING CHANNELS

MARKETING WITH PROVEN RESULTS AND A STRONG VOICE

*Research shows traditional marketing is hot*

## GOOGLE'S B2B MARKETING OUTLOOK REPORT CURRENT BUDGETS SKEW TOWARD TRADITIONAL MARKETING

“According to the survey results, tradeshows are dominating the marketing mix accounting for an average of 28 percent of investments. Magazines and trade publications account for 13 percent, while direct mail follows closely behind at nine percent.” To receive a copy of this free report, contact your sales representative.



## CHANNEL REACH/FREQUENCY/IMPACT (RFI)

	REACH	FREQUENCY	IMPACT	BRAND/AWARENESS	LEAD GENERATION	PRODUCT EDUCATION
PRINT MAGAZINE	High	High	High	High	Moderate	High
E-NEWSLETTER	High	High	Moderate	Moderate	Moderate	Moderate
ONLINE ADVERTISING	Moderate	Low	Low	Moderate	Moderate	Low
WEBINAR	Low	Low	Moderate	Low	Moderate	High
WHITEPAPER OR VIDEO	Low	Low	Moderate	Low	Moderate	High
LIVE EVENT	Moderate	Low	High	High	High	Moderate
DIRECT EMAIL MARKETING	High	Low	Low	Low	High	Moderate

## CHALLENGE

HOW CAN MY COMPANY STAND OUT IN A WORLD OF DILUTED MARKETING CHANNELS?

## THE RTC SOLUTION

THERE ARE MANY OPTIONS FOR YOUR INCREASINGLY STRETCHED MARKETING BUDGET. SMART MARKETERS RECOGNIZE THAT **TRADITIONAL MARKETING GIVES YOU THE VOICE TO STAND OUT IN THE CROWD.** COMPANIES ENGAGING INDUSTRY MAGAZINES RISE ABOVE THE NOISE OF OTHER CROWDED CHANNELS.

# CHANNEL QUALITIES

PROVIDING THE BEST MEDIA FOR TARGETING YOUR AUDIENCE

*The magazine provides a highly effective media channel*

## REACH

### 49,000 Qualified Monthly Users

- 20,000 monthly print magazines
- 17,000 monthly electronic editions and electronic showcases
- 12,000 average monthly visitors to [rtcmagazine.com](http://rtcmagazine.com)

### Highly Distributed Circulation

- Subscriptions in conjunction with distribution at 30 RTECC events
- Prominent at key embedded technology tradeshows
- Online circulation to reach global audience

## FREQUENCY

### Monthly Distribution

- Never miss a month in print. You never have to worry about *RTC* magazine missing a month of technical and market coverage.
- Monthly electronic newsletters provide extended coverage with a monthly frequency that isn't overwhelming for digital subscribers.
- Monthly product showcase emails reinforce the importance of products within the industry. Every month we are bringing products right to your prospect's email inbox.

## IMPACT

- Flop-Factor—Maintaining a high quality image along with first rate editorial translates into a high quality image for our advertisers. *RTC* magazine has always been published with the highest quality paper and ink.
- *RTC* magazine always keeps a high page count.
- Editorial and product coverage that maximizes your exposure.
- Experienced professional team of publishing professionals that ensures your audience is fully engaged in every issue and not deluged by bloggers' opinions.

## CHALLENGE

HOW DO I GET THE BEST MIX OF MARKETING, AWARENESS AND LEAD GENERATION ROI?

## THE RTC SOLUTION

SEARCH ENGINES AND YOUR WEBSITE CAN'T BE EXPECTED TO DO IT ALL. WITH **20 YEARS AS THE LEADING EMBEDDED TECHNOLOGY PUBLICATION**, THE INDUSTRY'S MOST FOCUSED ENGINEER DATABASE, AND WORLD CLASS CONFERENCES, *RTC* MAGAZINE OFFERS YOU THE MOST EFFECTIVE WAY TO **DRIVE CUSTOMERS TO YOUR ORGANIZATION.**

# ADVERTISING RATES

## OPTIONS FOR A FULLY INTEGRATED ADVERTISING PLAN

*Great value for every dollar you spend*

### PRINT ADVERTISING

	1X	2X	3X	4X	6X	8X	12X
<b>SPREAD</b>	\$6,772	\$6,416	\$6,030	\$5,672	\$5,530	\$5,275	\$5,165
<b>FULL PAGE</b>	\$4,516	\$4,278	\$4,020	\$3,782	\$3,686	\$3,517	\$3,444
<b>2/3 PAGE</b>	\$4,194	\$3,980	\$3,737	\$3,500	\$3,427	\$3,307	\$3,202
<b>1/2 PAGE</b>	\$3,012	\$2,857	\$2,684	\$2,566	\$2,463	\$2,379	\$2,300
<b>1/3 PAGE</b>	\$2,200	\$2,086	\$1,960	\$1,903	\$1,796	\$1,760	\$1,680
<b>1/4 PAGE</b>	\$1,666	\$1,580	\$1,485	\$1,428	\$1,360	\$1,309	\$1,273

**Rate Combinations:** Rates for *RTC* magazine can be combined with our other publications to give you the maximum discount. Discounts may also be applicable if you purchase RTECC shows or take advantage of additional advertising opportunities; contact your sales representative for more information.

### STANDARD WEB ADVERTISING

AD TYPE	SIZE	QTY/PAGE	SOV	PRICE/MONTH
<b>LEADERBOARD</b>	728x90	1	25%	\$1,500
<b>BODY</b>	300x250	1	25%	\$1,250
<b>PREMIER TILE</b>	125x125	1	100%	\$395
<b>TILE</b>	125x125	5	100%	\$250
<b>PAGE PEEL FLASH</b>	100x100 to 800x800	1	100%	\$2,995
<b>TICKER-TAPE TEXT</b>	35 to 50 characters	1	100%	\$1,295

SOV% is Share of Voice. Some Web positions rotate upon page refresh.

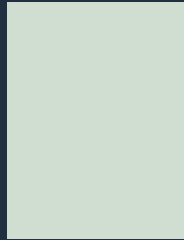
### E-NEWSLETTER/DIGITAL EDITION SPONSORSHIP

LOCATION	SIZE	QTY/ISSUE	COST/1,000	PRICE
<b>LEADERBOARD</b>	728x90	1	\$145	\$2,465
<b>FOOTER</b>	728x90	1	\$45	\$765
<b>BODY</b>	300x250	1	\$90	\$1,530
<b>SKYSCRAPER</b>	120x600	1	\$90	\$1,530
<b>TILE</b>	125x125	3	\$22.50	\$382

# AD SIZES AND SPECS



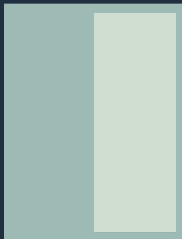
**TWO PAGE SPREAD**  
17" × 11.125"  
(Trim: 16.75" × 10.875")



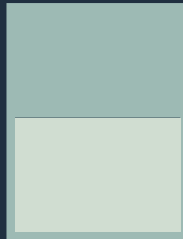
**FULL PAGE**  
8.5" × 11.125"  
(Trim: 8.375" × 10.875")



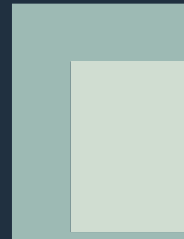
**2/3 PAGE**  
7.375" × 6.375"



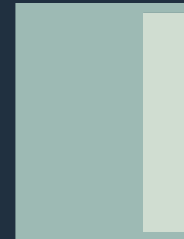
**1/2 PAGE VERTICAL**  
3.5" × 9.875"



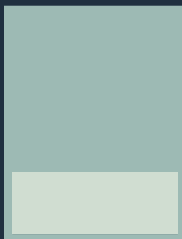
**1/2 PAGE HORIZONTAL**  
7.375" × 4.75"



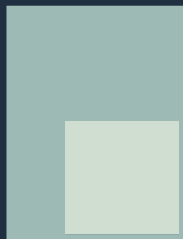
**1/2 PAGE ISLAND**  
4.75" × 7.375"



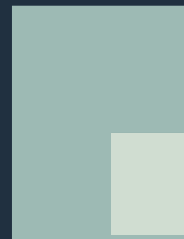
**1/3 PAGE VERTICAL**  
2.25" × 9.875"



**1/3 PAGE HORIZONTAL**  
7.375" × 3.375"



**1/3 PAGE SQUARE**  
4.75" × 4.75"



**1/4 PAGE VERTICAL**  
3.5" × 4.75"



**1/4 PAGE HORIZONTAL**  
7.375" × 2.375"

## 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: <http://upload.rtcgroup.com>

## PRESS RELEASE SUBMISSIONS

To submit a new product announcement, send an email version 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. Published image resolutions need to be at least 300 DPI.

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