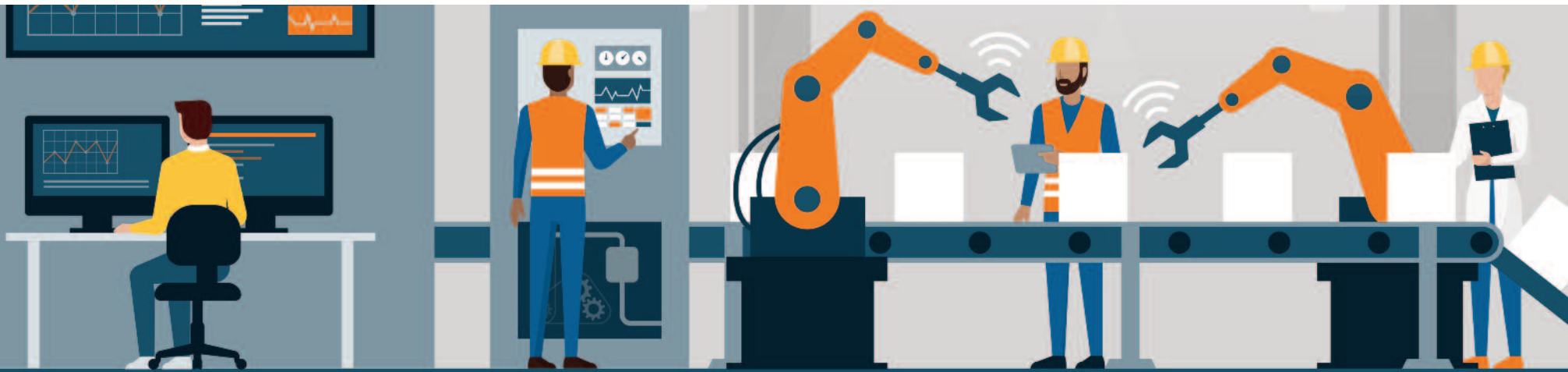




Intelligent and Real World
Computing Solutions



2019 Media Kit



RTC: Your Gateway to the Connected World



Your Gateway to the Connected World

By the end of 2019, IoT Devices will outnumber the world's population.

While Gartner Group predicts consumer devices to be the main driver for this growth, IoT vertical-specific business devices including manufacturing field devices, process sensors for electrical generating plants, and real-time devices for healthcare, will rise to 3.17 billion in 2020.

RTC taps into this Expanding Market

RTC magazine is uniquely positioned to address the ever increasing use of embedded computers in applications outside the data center and off the desk-top. This \$300 billion market is growing dynamically as energy grids, industrial systems, medical devices and telecommunications are all interconnected for a seamless, integrated world.

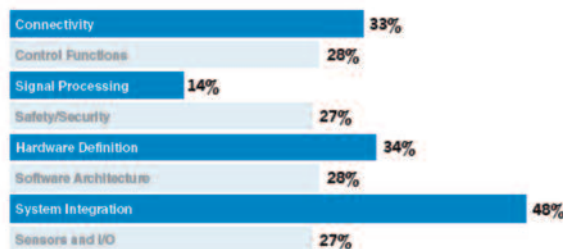


OEMs	Applications
Automation & Control	High Performance Computing
Communications	Test & Measurement
Transportation	Machine Vision
Medical	M2M
Military & Aerospace	System Security
Security & Surveillance	Rugged Computing
Energy	Field-Deployed Systems
Entertainment and Infotainment	

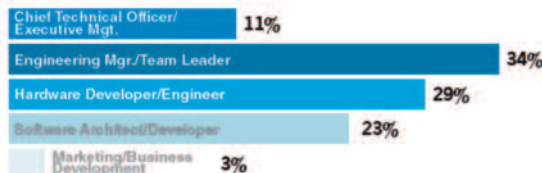
The Perfect Intersection of Job Function and Area of Development

The embedded industry has unique marketing challenges. RTC's media channels reach our technical readers in both unique and traditional marketing programs and cover the full range of development and spectrum of job titles.

AREAS OF ENGINEERING DEVELOPMENT



READERS' JOB FUNCTION



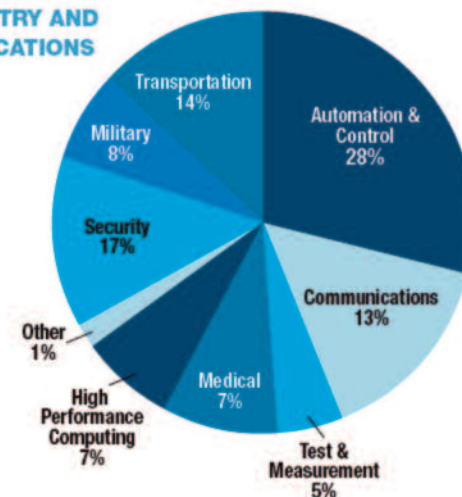
RTC Reaches:

- 75,000 engineers and technical influencers
- 62% of readers have 15 years+ in the industry
- 45% hold management positions
- 85% have engineering degrees

RTC's Ads and Editorial Content spans the Full Range of Applications.

Our expertise is building and influencing highly technical audiences. If you're looking for a channel to get your content noticed and your innovations exposure -let us help you connect with real world solution-chasers.

INDUSTRY AND APPLICATIONS



RTC reaches Your Audience in Print *and* On-line



RTC Print and Digital Magazines

RTC has been the Standard in the Embedded Industry for 25 Years. It has been THE leading resource engineers depend on for the latest trends, products and tech insights. When you want to reach your target audience with your content—Contact us.



RTC Digital Magazines

RTC Magazine is archived @ rtcmagazine.com to ensure readers get the opportunity to find your articles and advertisements on-line for years to come. RTC Magazine on-line is a great way to promote your products and services.



RTC Monthly Newsletter

RTC's Monthly Newsletters are sent to 64,000 Subscribers. Our Lists are of the utmost importance to us, and our commitment to diligent list management reflects the fact our advertisers always receive a strong response and great ROI.



RTC Magazine Print & On-Line Editions							
ISSUE	MONTH	EVENT	FEATURE	SPOTLIGHT	HIGHLIGHTS	GALLERY	DEADLINE
Winter	January	CES Embedded World	IOT and the shifting landscape	Ethernet and PCIe	Open FOG and Industrial IOT	Wireless Sensors and Power	5-Mar
	February						
	March						
Spring	April	Automate	25th Anniversary Issue	Wireless and IOT Looking Forward	Special 2 for 1: Full Page Corporate Profile and Full Page Ad	Communications	5-Mar
	May	IOT World					
	June	Sensors Expo					
Summer	July	Embedded Linux	NVMe, SSD and Storage trends	Open Standards and Form Factors	Linux Foundation and the Open Stack Foundation	Processor choice	5-Jun
	August	Open IOT					
	September	Sensors Midwest					
Fall	October	RoboBusiness	Machine Vision and Frame Grabbers	Automated to Autonomous Software Solutions	GCP, Azure and AWS	Security	5-Sep
	November	ARM Devcon					
	December	Embedded Systems					

Monthly Newsletters		
MONTH	ISSUE DATE	DEADLINE
January	24-Jan	5-Jan
February	21-Feb	5-Feb
March	21-Mar	5-Mar
April	24-Apr	5-Apr
May	23-May	5-May
June	27-Jun	5-Jun
July	23-Jul	5-Jul
August	27-Aug	5-Aug
September	26-Sep	5-Sep
October	24-Oct	5-Oct
November	21-Nov	5-Nov
December	19-Dec	5-Dec

We Deliver Unique Results-Driven Programs



RTC Magazine: your message, your way.

RTC PICKS

New in 2018, RTC will highlight the most interesting and innovative technology in specific segments. Whether they be technology categories, or application stories, RTC Picks will bring the best of the best each month.

GALLERY (Advertising)

We are constantly getting requests to feature products above and beyond the editorial scope of each magazine. RTC's gallery section spotlights featured products by highlighting their datasheets.

Datasheet Direct

A simple vehicle to deliver your technical product datasheet to the market quickly and effectively. Datasheet Direct drives marketing manager's need for leads. Provide RTC with your Datasheet PDF and we will create a custom email outreach campaign to 64,000 engineering contacts. Once your campaign is complete, we will deliver an email lead list of everyone who has clicked on your datasheet including: Name, Company and Email Address.

Differential Lead Generation

NEW in 2018, RTC Media has introduced another first for the industry - Differential Lead Generation. The concept is simple - you tell us specifically the applications that you developed your product for, and the target accounts associated and we supply you with key individuals at those companies that make engineering decisions. Differential Leads are a labor-intensive exploration of the subscriber databases the Internet and web analytics with five verifications of accuracy to identify key individuals who are decision makers within target organizations.

These leads focus your sales efforts onto your prime targets. They better align your perceptions to the market with your sales people using their persuasive talents on known individuals.

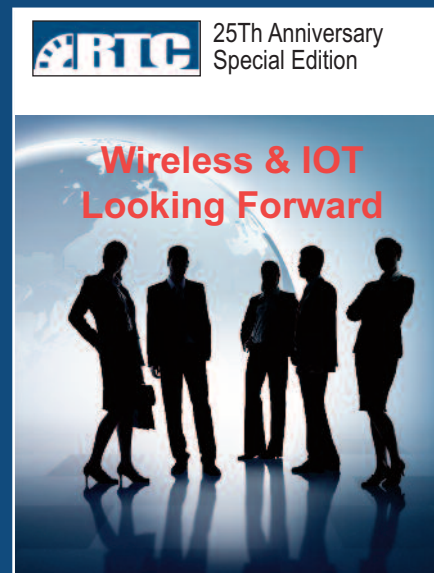
- No longer will sales waste time chasing down a lead to find they are a "tire kicker".
- No longer will sales reject the quality of leads as being a waste of time.
- No longer will sales claim they are not talking to the right people.

ADDED BENEFIT: The leads are yours to nurture with future marketing campaigns.

Don't Miss the Marketing and Promotion Deal of the Year!

To celebrate RTC's 25th Anniversary, we are publishing the 2019 Edition of **Wireless & IOT Looking Forward**

Don't miss your chance to be included as one of the Top 100 most influential Businesses. Take advantage of the special 2-for-1 offer: purchase a half or full page ad at your frequency rate and get a Corporate Profiles half or full page free!





RTC 2018 Marketing and Advertising Rates

Print and Digital Ad Instructions

All magazine 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.

Web and Newsletter Ad instructions

All ads must be provided in PNG, JPG or GIF in the pixel dimensions specified. Target URLs should be specified each month to insure accuracy. Advertisers are responsible for their own tracking and statistics.

RTC Media Package Program

Get the most out of your marketing spend with a combination of results-driven promotions. Our most Popular Package is:

Full Page Ad (8.5 X 11.125)
 eNewsletter Banner (300 X 250 Pixels)
 Web Body Banner (300 X 250 Pixels)
 Data Sheet Direct to 64,000

\$2695/Qtr.

eNewsletter & On-Line Ads (ea)		
Leaderboard	728 X 90 px	\$1,000
Body Ad	300 X 250 px	\$650
Top Product or Video	150 X 150 px image, Title:120C Max, Descrip: 360C Max	\$500

Datasheet Direct & Differential Leads		
Datasheet Direct	Custom email to 64,000 RTC Qualified Contacts	\$1,800
Full Contact Lead	\$25/per Qualified Contact	Minimum \$1,000 Order

RTC MAGAZINE ADVERTISING RATES				
Ad Size	1X	2X	3X	4X
2-Page	\$3790	\$3375	\$3095	\$2892
Full Page	\$2528	\$2250	\$2064	\$1928
2/3 Page	\$2348	\$2088	\$1918	\$1792
1/2 Page	\$1686	\$1502	\$1379	\$1287
1/3 Page	\$1232	\$1097	\$1005	\$940
1/4 Page	\$932	\$830	\$762	\$712

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