

the natural
CHOICE





PUBLISHER'S LETTER

As a big proponent of print media, I have been asked several times to debate the merits of print and electronic media, and it is because of my increasing expertise in this area that somebody thought I was qualified to address you in a letter. When I first started *RTC* magazine, I was continually admonished that I hadn't sufficient experience to run a magazine; now that I have sixteen years of experience, they tell me I am too old to understand the Web.

So not wanting to be put out to pasture, I challenged myself to fully explore the attributes of each medium, and voice with clarity the value of each. What I found was that print publications compete favorably over Web advertising. I also found that although the Web claims strong analytics, it is really the print publication that delivers on the promise of "reach and frequency."

As you make decisions on where to place your marketing dollars, remind yourself that marketing is not sales or PR; marketing is conveying a message or image to the right people frequently enough for them to remember it. *RTC* magazine is the perfect tool for this mission, delivering the most relevant information to the engineers of the embedded industry.

In the end, by trusting your experience, I think you will conclude that *RTC* magazine (and our related properties) is the best place for your marketing dollars.

Sincerely,
John Reardon,
Publisher and Founder, *RTC* magazine

editorial

RTC is the first place
engineers turn for
in-depth coverage of the
latest developments in the
embedded industry.

FROM THE EDITOR

Dear Colleague,

As we move into 2011, we are surrounded by a world that is smarter and more connected than ever before. The most apparent phenomena are of course the ubiquitous smart phones and the newer tablets, exemplified by the iPad, that have people wandering down the street engrossed in their small devices and seemingly oblivious to the world immediately around them. But beyond that is the burgeoning world of the "Internet of things," the literally billions of connected intelligent devices that often operate autonomously but which shape the everyday world we live in.

The never ending race in the silicon world for devices that are smaller, faster, computationally more powerful and yet less power consuming goes on unabated. Each lap of this race produces devices that really do fit these criteria. The result is that ever more intelligence is being packed into ever more and ever smaller devices. And this is not just intelligence in terms of computational power; it often also includes professional expertise in areas such as engineering, medicine and other disciplines, situational intelligence in the form of the task at hand and the surrounding environment.

Add to this the ever increasing connectivity, most significantly the surge in wireless with WiFi, Bluetooth, Zibee, 4G and more, and we get very large systems comprised of many small communicating nodes often ultimately linked to a data center on one end and with human operators connecting with portable wireless devices on the other end. From delivery truck drivers to medical personnel and patients to workers in remote and harsh locations, vast amounts of data and control commands are flowing, invisibly keeping large and distributed operations humming.

Of course, this does not just happen. The readers of *RTC* make it happen. These are the engineers, product developers, project team leaders, hardware and software architects, testers and executives who understand the underlying technology and how to mold it into the products and applications that shape our smarter, more connected world. These vital players come to the pages of *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 such efforts as the development of the Smart Grid.

To our readers and to those who supply their technology needs with products and services that optimize their expertise, *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.

Tom Williams
Editor-in-Chief, *RTC* magazine

EDITORIAL STAFF

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*.

MARINA TRINGALI **MANAGING EDITOR**

Marina Tringali brings 10 years of marketing and customer relations experience in the embedded marketplace to *RTC* magazine. She oversees all publications for The RTC Group, ensuring the highest level of editorial content, circulation management, postal regulation adherence, advertising traffic management and overall quality of all publications.

EDITORIAL FOCUS

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.

EDITORIAL CALENDAR

	TECHNOLOGY IN CONTEXT	TECHNOLOGY CONNECTED	TECHNOLOGY IN SYSTEMS	TECHNOLOGY DEPLOYED	PROMOTIONAL OPPORTUNITY
JANUARY	MicroTCA in Networks	Wireless Sensor Networks	Embedded Windows	Strategies for Motor and Motion Control	MicroTCA Showcase
FEBRUARY	FPGAs and CPUs: Allies or Rivals?	Industrial Ethernet—A Look at the Options	User Interface and Display Design for Small Devices	Data Acquisition with Small Modules	FPGA Board Showcase USB Showcase
MARCH	Configurable and Programmable: The Sweet Spot for the SoC	Security for Wireless Networks and Connected Devices	MHz vs. Watts vs. Size: Optimizing Energy Use	Small Modules Form Big Systems in Transportation	Small Form Factor SIG Showcase Wireless Network Showcase
APRIL	Microcontrollers Go After the Details	USB 3.0: What Is Its Role in Embedded?	Meeting the Challenge of Developing with Programmable Logic	Embedded Control for Advanced Energy Systems	PC/104, PC/104 Express and ISM Showcase
MAY	Sources of Low Power: Batteries and Energy Harvesting	Devices and the Cloud: A View of Widely Distributed Systems	Hypervisors: RTOs and Multicore Making Virtualization Work	Networks for Building and Facility Management	Solid-State Drives Showcase Industrial Box PC Showcase
JUNE	CPU Meets IO—Where Do We Draw the Line?	Sorting Out Wireless Connectivity	Modular Design for Factory Automation	Designing Systems for Critical Safety	Wireless Network Poster Multicore Board Showcase
JULY	Sorting Out Small Form Factors—What's Right for What Job?	Graphics-Based Solutions for Supervisory Control	Embedded Java and Linux	Medical Devices: Small Modules for Better Care	USB Module Showcase Data Acquisition Showcase
AUGUST	Embedded Memory System Options	PCI Express: Extending Its Reach	Handheld Devices Interface with Embedded Apps	Multicore in Factory Automation	3U CompactPCI Showcase FPGA Showcase
SEPTEMBER	OpenVPX in Commercial Applications	Field Buses and Industrial Networks	Small Systems Challenge Thermal Management	Robotic Systems Combine Sensors, Compute Power and Motion	Rugged SBC Showcase Linux and Java Showcase
OCTOBER	Flash and Beyond: Advances in Nonvolatile Memory	Flexible Circuits Influence Embedded Designs	Friend or Foe? Yes or No? Bringing Accuracy to System Management	Embedded Technologies for the Smart Power Grid	COM Express Showcase Wireless Network Showcase
NOVEMBER	PC/104 and Its Children: The Stackable Opportunities	Finding the Fit for Fiber Optics	Video and Display Technology Get Smarter	Pre-integrated PCs Package Modularity, Connectivity and Application Diversity	Mini-, Nano- and Pico-ITX Showcase Development Tools Showcase
DECEMBER	CompactPCI in Control and Automation	Embedded Web for Maintenance and Control	Computers for Harsh Environments	Standards Update: Report on the Most Significant Industry Standards	Editorial Index Solid State Drives Showcase

circulation

ORGANIC

FOCUSED

UNIQUE

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.

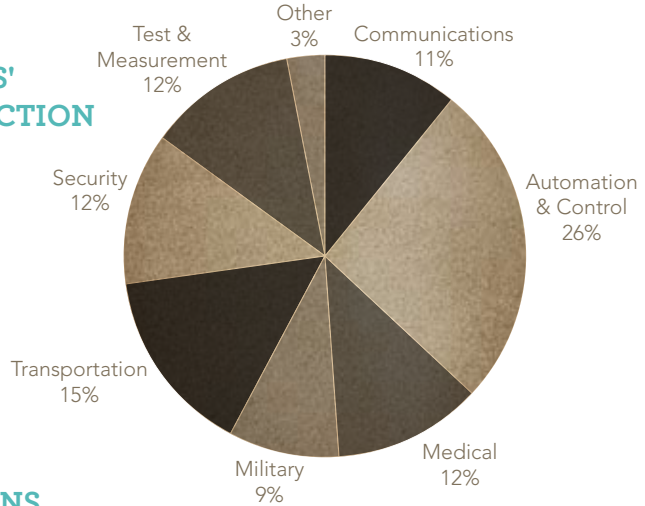
20,000 PRINT

17,000 DIGITAL

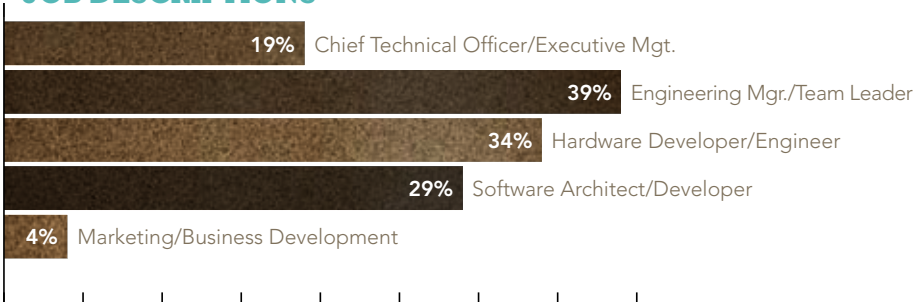
RTC's readers are the most active participants in the industry: 82% of the magazine's subscribers have attended an embedded industry conference or exhibition within the last 12 months. Over and over again, vendors come to *RTC* magazine for assistance in promoting their activities through our dedicated circulation. It is second to none, and we are proud of that fact.

READERSHIP

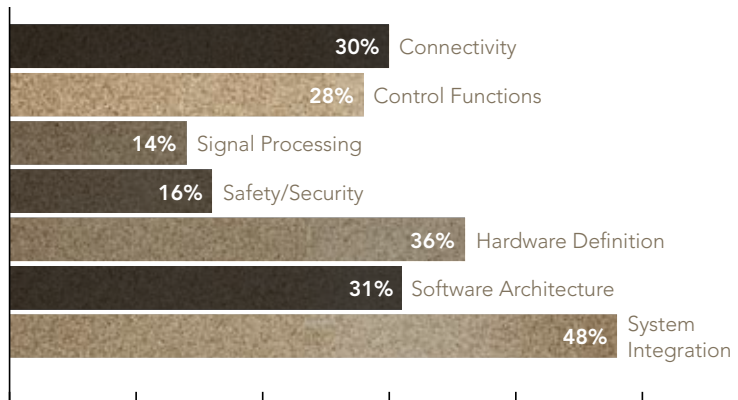
READERS' END-USE FUNCTION



JOB DESCRIPTIONS



AREAS OF ENGINEERING DEVELOPMENT



DISTRIBUTION

DISTRIBUTION

- *RTC* is an active participant in the embedded OEM industry
- As a media sponsor, magazines are distributed at every major industry event
- Engineers around the world have global access through monthly digital distribution
- Advertisers know *RTC* can take them anywhere they need to go

PRINT ADVERTISING

- The rise of electronic media has given marketers the false idea that print advertising has lost impact
- Print ads meet increased need for focused impact and cost-effective media
- Print ads in publications geared toward customers provides best available balance of focus and impact for marketing dollars

INDUSTRY EVENT DISTRIBUTION

Each year, *RTC* magazine's industry event presence grows as its identity within the embedded community has become that of a time-tested resource 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 2011, *RTC* magazine will be distributed along with *COTS Journal* and *EDA Tech Forum Journal* at all the major industry events. In addition, our publications are distributed at more than 30 RTECC events as well as the EDA Tech Forum, which in 2010 featured 15 worldwide locations.

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.

Locations of E-Subscribers

48%	United States
14%	Canada
1%	Australia and New Zealand
35%	Europe

advertising

RTC provides its customers with the personal service, flexibility and professionalism to meet the needs of any ad or marketing campaign.

REAL-TIME LEAD DISTRIBUTION

RTLD uses a search process, along with our subscription, event registration and resource applications, to identify the company most likely to provide a product or service of interest for a particular contact. All leads processed through RTLD utilize your company Web site's SEO for the best match possible. As a client of The RTC Group, you'll be on your way to seeing this message on a daily basis: "Only moments ago, the above lead indicated interest in your products." Contact your sales representative to make sure your company's contact information is up to date and to inquire about how RTLD can provide constant leads for your company.

PRICING

INTEGRATED ADVERTISING

At RTC magazine, we strongly believe in the pertinence of both the print and digital ad spaces. Recent research has shown that print advertising is a leading tool in developing Web traffic. We're able to use the entire playing field in our quest for brand awareness and familiarity with our vast array of methods of branding your company and marketing your products.

PRINT ADVERTISING

	1X	2X	3X	4X	6X	8X	12X	18X	24X
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
2/3 PAGE	\$4,194	\$3,980	\$3,737	\$3,500	\$3,427	\$3,307	\$3,202	\$3,080	\$2,906
1/2 PAGE	\$3,012	\$2,857	\$2,684	\$2,566	\$2,463	\$2,379	\$2,300	\$2,212	\$2,086
1/3 PAGE	\$2,200	\$2,086	\$1,960	\$1,903	\$1,796	\$1,760	\$1,680	\$1,588	\$1,523
1/4 PAGE	\$1,666	\$1,580	\$1,485	\$1,428	\$1,360	\$1,309	\$1,273	\$1,224	\$1,155

STANDARD WEB ADVERTISING

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

E-NEWSLETTER/DIGITAL EDITION SPONSORSHIP

LOCATION	SIZE	QTY/ISSUE	COST/1,000	PRICE
LEADERBOARD	728x90	1	\$180	\$3,060
FOOTER	728x90	1	\$45	\$765
BODY	300x250	1	\$90	\$1,530
TILE	125x125	3	\$22.50	\$382

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.

CUSTOM ADVERTISING

The RTC Group understands that many advertisers are looking for unique options not available on the rate card. We will work with any client to customize advertising activities to meet specific marketing goals. If you don't see exactly what you're looking for from our rate card, please talk to your sales representative about creating a custom ad campaign.

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. 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.

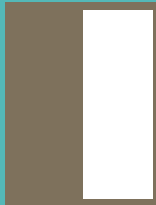
AD SIZES



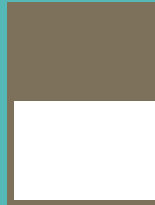
full page
8-1/2" (216 mm) x
11-1/8" (283 mm)



2/3 page
7-3/8" (187 mm) x
6-3/8" (162 mm)



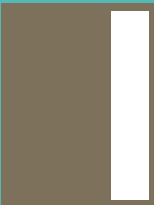
1/2 page V
3-1/2" (89 mm) x
9-7/8" (251 mm)



1/2 page H
7-3/8" (187 mm) x
4-3/4" (121 mm)



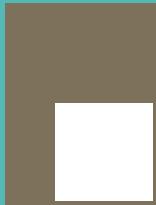
1/2 page island
4-3/4" (121 mm) x
7-3/8" (187 mm)



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)

contact us

TOM WILLIAMS
EDITOR-IN-CHIEF

P: (831) 335-1509
tomw@rtcgroup.com

MARINA TRINGALI
**MANAGING EDITOR/
AD TRAFFIC**

P: (949) 226-2020
marinat@rtcgroup.com

THE RTC GROUP

905 Calle Amanecer, Ste. 250
San Clemente, CA 92673
P: (949) 226-2000
F: (949) 226-2050

STACY MANNIK
**WESTERN REGIONAL
SALES MANAGER**

P: (949) 226-2024
C: (949) 274-6134
stacym@rtcgroup.com

SHANDI RICCIOTTI
**EASTERN REGIONAL
SALES MANAGER**

P: (949) 226-2044
C: (949) 573-7660
shandir@rtcgroup.com



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