How will you promote NEW Products?

Where will your NEW Business come from?

Increase Sales to Engineers & Embedded Developers Designing with Intel® Embedded Processors

www.embeddedintel.com
Embedded Intel® Solutions connects you directly with this targeted audience through a valuable mix of content, marketing and lead generation!

The Embedded Intel® Solutions network provides powerful tools for design engineers and embedded developers who design with Embedded Intel® processors:

- Industry News & Updates
- New Product Releases
- Blogs
- Insider Roundtables
- Videos and Demos
- White Papers
- Interactivity across digital, email and print formats

Embedded Intel® Solutions Magazine - North America Editions

Embedded Intel® Solutions magazine is packed with solutions-oriented and up-to-the-minute high-value editorial focused on the process of making hardware and software design decisions.

Editorial Sections include:

- Special Features
- Technology Applications
- Important news items
- Focus On Intel
- Market Watch
- Standards Watch
- The Last Word

Key Editorial Topics in 2014

- Automotive
- Digital Signage
- Embedded Gaming
- Embedded SoC
- Low Power
- M2M & IoT
- Medical & Industrial
- Military & Aerospace
- Multicore & Virtualization
- Networking / Communications
- Programmability
- Retail/POS
- Security
- Small Form Factors
- Smart Phone & Tablets
- Storage
- Wireless

Work with our Marketing Team to Create a Branded Industry-Targeted Product Marketing & Lead-Generation Campaign that is Customized to Your Messaging Strategy + Meets your ROI Goals!

Market Leader Sponsor
Minimum Annual Budget - $18,000 which includes:

- Full 20% Discount on all Marketing Options
- First Choice on all Exclusive Print & Digital Marketing Options
- One Custom Editorial Profile/Interview by Embedded Intel® Solutions Editors
- Invitation to contribute (2) Editorial Features per year
- Top Sponsor Branding on all Print, Website and Email Newsletters
- Unlimited PR posts for 12 months

Gold Sponsor
Minimum Annual Budget-$8000 which includes:

- Full 10% Discount on all Marketing Options
- Invitation to contribute (1) Editorial Feature per year
- Sponsor LOGO Branding on all Print, Website and Email Newsletters
- Unlimited PR posts for 12 months

Companies booking Branded Sponsorships (at either level) on 3 or more consecutive issues of Embedded Intel® Solutions receive an additional 20% discount.

Print A La Carte Menu - Data Sheets, Display Ads, Advertorials

Display Advertising/Advertorial

<table>
<thead>
<tr>
<th>Rate</th>
<th>2 Page Spread 4/c</th>
<th>1 Page 4/c</th>
<th>4 Page Print/Digital Insert</th>
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<tr>
<td>Rate</td>
<td>$3,500</td>
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Product Showcase (1/2 page/color)

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<th>Rate</th>
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<tbody>
<tr>
<td>Rate</td>
<td>$1,500</td>
<td>$1,200</td>
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Event Distribution Sponsorship $2,500
Polybag your insert, up to 8 pages and leverage our trade show distribution

Premium Display Ad Positions

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<tr>
<th>Rate</th>
<th>Back Cover</th>
<th>Inside Front Cover</th>
<th>Page 1</th>
<th>Inside Back Cover</th>
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<td>Rate</td>
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<td>$3,750</td>
<td>$3,500</td>
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</table>

Digital Edition Sponsorship $3,500
Includes banner opposite digital edition landing page, pop-up flash advertising on each of your pages and unlimited web links on your pages

Product Showcases & Advertorials are also featured in print, digital, online & email newsletter editions.
Reach your customers online at www.embeddedintel.com
The online destination for engineers and embedded developers designing with Intel® Embedded processors

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**Embedded Intel® Solutions** Lead Generation Programs

**Dedicated Email Blast**
Send your own email blast to specific Embedded Intel® Solutions community subscriber lists
- $300 cpm
- 15,000 minimum list size

**White Paper Lead Generation Program**
Submit your White Papers in PDF format and generate leads from Embedded Intel® Solutions target markets with these promos:
- Featured for 6 months on up to (3) EECatalog channels
- Showcased on the home page of Embedded Intel® Solutions
- Featured in Embedded Intel® Solutions email newsletters that are broadcast quarterly to your target Embedded Intel® Solutions markets
- Showcased in 6 monthly EECatalog White Paper broadcasts
- $1500 per White Paper - OR - $3000 for 3 White Papers
- Dedicated email blast to 20,000 readers promoting your White Paper(s) for an addtional $2500.

**Market Research and Lead Generation Program**
These programs enable sponsors to gain valuable market intelligence and generate leads with detailed demographics.
Sponsor provides up to 15 questions. We provide a 4 page executive summary report, contact information on survey respondents.
- 80 guaranteed responses/leads. - $7,500

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**Embedded Intel® Solutions Monthly Report** email newsletter broadcast monthly to 40,000 subscribers!

**Platinum Sponsor** (exclusive to two companies)
- 728x90 or 125x600 banner
- First or second 50 word text ad
- Unlimited product announcements
- 1xRate - $1,500 per issue
- 4xRate - $1,200 per issue

**Gold Sponsor** (limited to 3 companies)
- 125x125 banner
- 50 word text ad
- Unlimited product announcements
- 1xRate - $950 per issue
- 4xRate - $750 per issue

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**Content Marketing Solutions from Embedded Intel® Solutions**

Hire the Embedded Intel® Solutions Editorial and Marketing teams to produce and deliver valuable, relevant and compelling content to your customers and prospects on a consistent basis. Content marketing positions you as a trusted expert, impacts buying decisions, generates leads and improves SEO results! All custom content may also be featured on Embedded Intel® Solutions.

- Monthly Blog (250 words) - $1,500 per month (6 month minimum)
- Article (3 pages) (1,200 to 1,500 words max) - $5,000
- Case Study (4 pages) (1,800 words max) - $7,500
- White paper (10 pages) - $12,500
- eBook - Quoted upon request
- Digital Magazine - Quoted upon request
- Editorial video (5 minutes) - $2,500
- Enhanced integrated video marketing - $7,500
- Monthly content delivery service (3 articles/videos/blogs per month) - Quoted upon request
- Social Media Enhancement - Quoted upon request
- Print magazine/Newsletter - Quoted upon request

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Reach the China Market with Embedded Intel® Solutions China

Embedded Intel® Solutions China (Winter/Spring and Summer/Fall) features articles, technology applications, interviews, columns and case studies developed specifically for the Chinese readership published in Simplified Chinese.

**Publication Dates**
- Summer/Fall Issue
- Winter/Spring Issue
Embedded Intel® Solutions/North American will reach over 120,000 design engineers and embedded developers:

- **Print and Digital Formats**—30,000 copies will be distributed in directly to Intel customers and qualified engineers and embedded developers who design with Embedded Intel® Processors.
- **Online**—All issues are published online at www.embeddedintel.com, where 20,000 engineers and embedded developers visit monthly.
- **Monthly Email Newsletter**—Monthly issues of Embedded Intel® Solutions email newsletter reach over 40,000 engineers and embedded developers.
- **Key Events**—Print editions distributed at key events including Embedded World Nuremberg, Design West, CTIA, LTE Conference, Flash Memory Summit, Open Server Summit, AnDevCon, RTC Events and Intel Developer forum.

Embedded Intel® Solutions/China will reach over 30,000 design engineers and embedded developers:

- **Print**—10,000 copies will be distributed directly to Intel customers and qualified engineers and embedded developers with a average pass along readership of 2. That’s a total reach for the print issue of 20,000!
- **Online**—All issues are available online at www.embeddedintel.com and on Intel China’s embedded design center website (in simplified Chinese), where thousands of engineers and embedded developers will access information throughout 2013.
- **Key Events**—Print editions distributed at key Intel events (including IDF Beijing).

### Embedded Intel® Solutions - North America Editions Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Key Editorial Topics</th>
<th>Space Deadline</th>
<th>Materials Deadline</th>
<th>Publication Date</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Issue</td>
<td>• Ultra-Low Power &amp; SoC, Storage &amp; Network Security, Remote Management, Medical &amp; eHealth</td>
<td>March 3</td>
<td>March 7</td>
<td>March</td>
<td>Design West/Silicon Valley, RTC Events</td>
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<tr>
<td>Summer Issue</td>
<td>• Small Form Factors (including “NUE”), Smart Phone, Tablet, 2-in-1, New Mobile Platforms, IoT/IIoE/MCM</td>
<td>June 13</td>
<td>June 20</td>
<td>June</td>
<td>Intel Developer Forum, CTIA, Flash Memory Summit, RTC Events</td>
</tr>
<tr>
<td>Fall Issue</td>
<td>• Wireless/Networking, Digital Signage/Smart Displays, Industrial Computing, Smart Home &amp; Digital Life</td>
<td>September 5</td>
<td>September 12</td>
<td>September</td>
<td>Open Server Summit, LTE Conference, CES, RTC Events</td>
</tr>
<tr>
<td>Winter Issue</td>
<td>• Multicore and Virtualization, Android &amp; Linux, Automotive</td>
<td>December 8</td>
<td>December 12</td>
<td>December</td>
<td>Embedded World/Nuremberg, AnDevCon, RTC Events</td>
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</tbody>
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### Embedded Intel® Solutions - China Editions Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Deadline</th>
<th>Materials Deadline</th>
<th>Publication Date</th>
<th>Bonus Distribution</th>
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<tbody>
<tr>
<td>Summer/Fall</td>
<td>April 21</td>
<td>April 28</td>
<td>May</td>
<td>Intel Events in China</td>
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<tr>
<td>Winter/Spring</td>
<td>November 3</td>
<td>November 7</td>
<td>December</td>
<td>IDF Beijing</td>
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### Embedded Intel® Solutions - Monthly Email Newsletter Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Materials Due</th>
<th>Broadcast Date</th>
<th>Issue</th>
<th>Materials Due</th>
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<td>July</td>
<td>July 25</td>
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<tr>
<td>February</td>
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<td>August</td>
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<tr>
<td>March</td>
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<td>October</td>
<td>Oct 24</td>
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<td>May</td>
<td>May 23</td>
<td>May 29</td>
<td>November</td>
<td>Nov 17</td>
<td>Nov 20</td>
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<td>June</td>
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<td>December</td>
<td>Dec 15</td>
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