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
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 2015

- Automotive
- Medical Electronics
- Digital Signage
- Military & Aerospace
- Embedded Gaming
- Multicore & Virtualization
- Embedded SoC
- Networking / Communications
- Low Power
- Programmability
- M2M & IoT
- Retail/POS
- Security
- Embedded SoC
- Small Form Factors
- Industrial Computing
- Smart Phone & Tablets
- Low Power
- Wearables
- M2M & IoT
- 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 Quarterly Budget - $18,800 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 quarter
- Top Sponsor Branding on all Print, Website and Email Newsletters
- Unlimited PR posts

Gold Sponsor
Minimum Quarterly Budget-$8,000 which includes:

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

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 Rate

- 2 Page Spread 4/c $3,500
- 1 Page 4/c $2,500
- 4 Page Print/Digital Insert $7,500

Premium Display Ad Positions Rate

- Back Cover $4,000
- Inside Front Cover $3,750
- Page 1 $3,500
- Inside Back Cover $3,500
- Opp Top/Intro $3,250

Product Showcase (1/2 page/color)

- First Product $1,500
- Each Additional Product $1,200
  - Includes Lead-Generator Feature

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

Event Distribution Sponsorship $2,500
Polybag your insert, up to 8 pages and leverage our trade show distribution

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

**Embedded Intel® Solutions** Lead Generation Programs

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

**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

**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 additional $2500.

**Product Showcase Lead Generator**
Product Showcases reach your target audience:
- Published in Embedded Intel® Solutions print & digital edition
- Featured in a Promotional eblast to target Embedded Intel® Solutions subscribers
- Promoted in 4 issues of an Embedded Intel® Solutions email newsletter
- Production/Layout performed by our staff

**Product Showcase (1/2 page/color)**
First Product: $1,500
Each Additional Product: $1,200
Includes Lead-Generator Feature

**Product Showcases**
- Unlimited product announcements
- 50 word text ad
- 125x125 banner $1250/12 months
- 125x600 banner (standard)
- 250x215px expandable banner
- 440px by 215px customized banner that expands from 125px wide by 215px to 440px by 215px
- $3000/month (3 month minimum)
- $2,000 per month (3 month minimum)
- $125x125 banner $1250/12 months
- $750 per month (6 month minimum)
- $50 word text ad
- Unlimited product announcements
- 1xRate - $1,500 per issue
- 4xRate - $1,200 per issue

**Dedicated Email Blast**
- 1xRate - $950 per issue
- 125x600 banner (standard)
- First or second 50 word text ad
- Unlimited product announcements
- 1xRate - $1,500 per issue
- 4xRate - $1,200 per issue

**Print magazine/Newsletter**
- Quoted upon request

**Technology Slideshow**
- One Video or Blog, 12 months - $2,000
- One Video or Blog, 6 months - $1,500
- Social Media Enhancement - Quoted upon request
- Print magazine/Newsletter - Quoted upon request
- Monthly content delivery service (3 articles/videos/blogs per month) - Quoted upon request

**Reach the China Market with Embedded Intel® Solutions China**
Embeded 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**—35,000 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, ESC/Boston, CTIA, ESC/Silicon Valley, IoT DevCon, Multicore DevCon, LTE Conference, Flash Memory Summit, Open Server Summit, AnDevCon, ESC/Minneapolis, and Intel Developer forum.

**Embedded Intel® Solutions/China** will reach over 50,000 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 2015.
- **Key Events**—Print editions distributed at key Intel events (including IDF Beijing).

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

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<th>Materials Deadline</th>
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<td>Spring Issue</td>
<td>• Ultra-Low Power &amp; SoC&lt;br&gt;• Storage &amp; Network Security, Remote Management&lt;br&gt;• Medical &amp; eHealth</td>
<td>March 16</td>
<td>March 19</td>
<td>March</td>
<td>ESC/Boston, IoT DevCon, Multicore Developers Conference</td>
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<td>Summer Issue</td>
<td>• Small Form Factors (including “NUE”)&lt;br&gt;• Smart Phone, Tablet, Wearables, New Mobile Platforms&lt;br&gt;• IoT/IIoT/M2M</td>
<td>June 3</td>
<td>June 5</td>
<td>June</td>
<td>ESC/Silicon Valley, Flash Memory Summit, CTIA</td>
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<td>Fall Issue</td>
<td>• Wireless/Networking&lt;br&gt;• Digital Signage/Smart Displays&lt;br&gt;• Industrial Computing&lt;br&gt;• Smart Home &amp; Digital Life</td>
<td>July 27</td>
<td>July 30</td>
<td>September</td>
<td>Intel Developers Forum, LTE Conference, CES, ESC/Minneapolis</td>
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<td>Winter Issue</td>
<td>• Multicore and Virtualization&lt;br&gt;• Android &amp; Linux&lt;br&gt;• Automotive</td>
<td>December 7</td>
<td>December 11</td>
<td>December</td>
<td>Embedded World/Nuremberg, AnDevCon</td>
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**Embedded Intel® Solutions**- China Editions Editorial Calendar

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<td>May 15</td>
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<td>Winter/Spring</td>
<td>November 2</td>
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**Embedded Intel® Solutions**- Monthly Email Newsletter Calendar

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<th>Materials Due</th>
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<td>August</td>
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<td>May 28</td>
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<td>June 25</td>
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