

# Media Data 2010

Print & Online



## Integrated Communication Concepts

for the European Embedded Engineering Community

# ICC Media

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## Online

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# ECE Magazine

ECE Magazine is the leading Pan-European information source for Embedded Engineers.

The magazine provides its readers with technical information about background know-how, new products, technical trends and applications about hardware, software, tools, services and technologies.

## Demographics

Circulation: 15,000 copies

### Circulation by Country

Germany	27.2 %
United Kingdom	15.4 %
France	12.9 %
Eastern Europe	10.2 %
Italy	9.6 %
Scandinavia	6.8 %
Benelux	5.3 %
Spain	4.3 %
Switzerland	2.3 %
Israel	2.1 %
Austria	1.8 %
Turkey	1.5 %
Others	0.6 %

### Circulation by Job Function

Design Engineer/Technical Specialist	65.1 %
Technical Management	22.4 %
General Management	5.3 %
Sales & Marketing	3.5 %
Others	3.7 %






## Readers' Interests

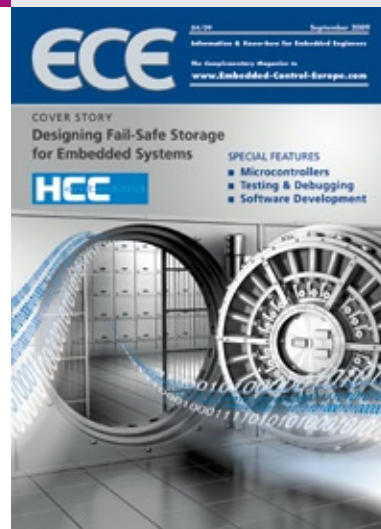
### Major Reader's Interest by Product Group

Micros & DSPs	86 %
Tools & Software	83 %
RTOS	74 %
Analog & Power	63 %
Boards & Modules	59 %
PLDs, IP & ASICs	56 %

Special positions (IFC and OBC):  
There is a 15 % surcharge for the Inside Front Cover (IFC) and the Outside Back Cover (OBC).

## Rates












Sizes	Colour	1 x Rates	4 x Rates	6 x Rates	8 x Rates	10 x Rates
1/1 Page 	4c	€ 4860.-	€ 4374.-	€ 4131.-	€ 3888.-	€ 3645.-
	3c	€ 4460.-	€ 4014.-	€ 3791.-	€ 3568.-	€ 3345.-
	2c	€ 4050.-	€ 3645.-	€ 3443.-	€ 3240.-	€ 3038.-
	b/w	€ 3640.-	€ 3276.-	€ 3094.-	€ 2912.-	€ 2730.-
1/2 Page & Junior Page 	4c	€ 2850.-	€ 2565.-	€ 2522.-	€ 2309.-	€ 2166.-
	3c	€ 2510.-	€ 2259.-	€ 2146.-	€ 2033.-	€ 1907.-
	2c	€ 2160.-	€ 1944.-	€ 1847.-	€ 1750.-	€ 1642.-
	b/w	€ 1820.-	€ 1638.-	€ 1556.-	€ 1474.-	€ 1383.-
1/3 Page 	4c	€ 2125.-	€ 1934.-	€ 1838.-	€ 1753.-	€ 1658.-
	3c	€ 1820.-	€ 1656.-	€ 1574.-	€ 1502.-	€ 1420.-
	2c	€ 1515.-	€ 1379.-	€ 1310.-	€ 1250.-	€ 1182.-
	b/w	€ 1215.-	€ 1094.-	€ 1051.-	€ 1002.-	€ 948.-
1/4 Page 	4c	€ 1720.-	€ 1574.-	€ 1514.-	€ 1445.-	€ 1376.-
	3c	€ 1460.-	€ 1335.-	€ 1284.-	€ 1226.-	€ 1168.-
	2c	€ 1195.-	€ 1093.-	€ 1052.-	€ 1004.-	€ 956.-
	b/w	€ 935.-	€ 855.-	€ 822.-	€ 785.-	€ 748.-
1/8 Page 	4c	€ 1155.-	€ 1068.-	€ 1040.-	€ 1011.-	€ 982.-
	3c	€ 935.-	€ 864.-	€ 841.-	€ 818.-	€ 794.-
	2c	€ 790.-	€ 731.-	€ 711.-	€ 691.-	€ 672.-
	b/w	€ 495.-	€ 458.-	€ 446.-	€ 433.-	€ 421.-



ECE Magazine

# ECE Magazine – Features List

Issue	Deadlines	Special Features	Product Focus
<b>February</b>			
Issue Date	05. Feb. '10	<b>Exhibition Guide: "Embedded World"</b> Lighting	Distribution in the Embedded Market Microcontrollers
Articles	04. Jan. '10		
Space Order	15. Jan. '10		
Ad Material	22. Jan. '10		
<b>March</b>			
Issue Date	22. Feb. '10	Embedded World Preview – combined issue of ECE and Boards & Solutions	
Articles	25. Jan. '10	Chips & Components, Tools & Software, Boards & Modules	
Space Order	01. Feb. '10	– Product Highlights Preview for Embedded World	
Ad Material	08. Feb. '10	(combined special issue of ECE and Boards & Solutions magazine with bonus distribution at the show)	
<b>April</b>			
Issue Date	23. Apr. '10	Motor Control Power Management	Displays Tools & Software
Articles	22. Mar. '10		
Space Order	02. Apr. '10		
Ad Material	09. Apr. '10		
<b>June</b>			
Issue Date	25. Jun. '10	Green Electronics Model-based Design	Flash Microcontrollers MCU Starter-Kits
Articles	24. May '10		
Space Order	04. Jun. '10		
Ad Material	11. Jun. '10		
<b>August</b>			
Issue Date	13. Aug. '10	Yellow Pages Special Issue – combined issue of ECE and Boards & Solutions	
Articles	12. Jul. '10	<b>Yellow Pages 2010:</b> The European Embedded Companies Directory – structured by product groups	<b>Product Awards 2010:</b> New product announcements with highest readers' interest
Space Order	23. Jul. '10		
Ad Material	30. Jul. '10		
<b>September</b>			
Issue Date	24. Sep. '10	Automotive Industrial Control	FPGAs & ASICs ARM-based Microcontrollers
Articles	23. Aug. '10		
Space Order	03. Sep. '10		
Ad Material	10. Sep. '10		
<b>October</b>			
Issue Date	22. Oct. '10	Electronic Metering Embedded Connectivity	Micros & DSPs Tools & Software
Articles	20. Sep. '10		
Space Order	01. Oct. '10		
Ad Material	08. Oct. '10		
<b>November</b>			
Issue Date	03. Nov. '10	electronica Special issue – combined issue of ECE and Boards & Solutions	
Articles	06. Oct. '10	<b>Exhibition Guide about "Embedded Systems at electronica"</b> Chips, Modules, Boards, Tools, Software - Embedded Product Highlights and Exhibitor's Information (combined issue of ECE and B&S with bonus distribution at electronica)	
Space Order	13. Oct. '10		
Ad Material	20. Oct. '10		
<b>December</b>			
Issue Date	10. Dec. '10	Digital issue in electronic format only	
Articles	08. Nov. '10	<b>Chips &amp; Tools Yearbook 2010: Microcontrollers, Tools &amp; Software</b> Technical Trends, Know-how, Design Tips, Products & Applications	
Space Order	19. Nov. '10		
Ad Material	26. Nov. '10		

Sizes (width x depth)		incl. Bleed [mm]	Trim [mm]	Type [mm]
1/1 Page		216 x 303	210 x 297	
1/2 Page		111 x 303	105 x 297	92 x 247
1/2 Page		216 x 154	210 x 148	184 x 123,5
Junior Page		136 x 191		130 x 185
1/3 Page		77 x 303	71 x 297	58 x 247
1/3 Page		216 x 105	210 x 99	184 x 82
1/4 Page		52 x 253		46 x 247
1/4 Page		190 x 67		184 x 61
1/4 Page		96 x 136		90 x 130
1/8 Page		48 x 136		42 x 130
1/8 Page		190 x 37		184 x 31

## Terms and Conditions

ICC Media's General Terms and Conditions for advertisements are applied. A copy of the T&Cs is directly available from ICC Media.

## Mechanical Data

### Printing Method:

Sheet Offset – 178 l/inch

### Digital Artwork:

Should be a TIFF (300 dpi), PDF/X-1a or PDF/X3 (only 4c) including 3mm bleed around with register marks and all used fonts (or convert all fonts into vector).

### Bleed:

Always 3mm on all 4 edges

### Resolutions:

Images 300 dpi, lineworks 1200 dpi

### Colourspace/-type:

ISO Coated v2 (ECI) ([www.eci.org](http://www.eci.org));  
CMYK-process (make sure that the alternate colour space for spotcolours is CMYK) first save printing tone at 5 % in each separation.

# Boards & Solutions Magazine

Boards & Solutions Magazine is focused on the technical aspects of Embedded Computing (Boards, Modules, Systems, Software, Services) and the use of Open Standards.

Boards & Solutions covers not only the hardware aspects, but also the solution aspects and the Open Standards aspects.

## Demographics

Circulation: 15,000 copies

Circulation by Country	
Germany	27.4 %
France	12.9 %
United Kingdom	12.8 %
Italy	10.6 %
Eastern Europe	10.2 %
Scandinavia	6.6 %
Benelux	5.5 %
Spain	4.5 %
Switzerland	2.9 %
Israel	2.6 %
Turkey	1.8 %
Austria	1.7 %
Others	0.5 %

Circulation by Job Function	
Design Engineer/Technical Specialist	60.6 %
Technical Management	24.9 %
General Management	6.6 %
Sales & Marketing	4.1 %
Others	3.8 %

## Readers' Interests

Major Readers' Interest by Product Group	
Small Form Factor Boards	86 %
Single Board Computer	85 %
COTS	79 %
RTOS	75 %
Industrial Computing	65 %
Tools & Software	57 %

Special positions (IFC and OBC):  
There is a 15 % surcharge for the Inside Front Cover (IFC) and the Outside Back Cover (OBC).



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# Boards & Solutions – Features List

Issue	Deadlines	Special Features	Product Focus
<b>February</b>			
Issue Date	05. Feb. '10		
Articles	04. Jan. '10	Exhibition Guide: "Embedded World" COTS	Small Form Factor Boards Medical Electronics
Space Order	15. Jan. '10		Small Form Factor Boards, Single Board Computers, IPCs & Box PCs, Panel PCs, Industrial Motherboards, Connectors
Ad Material	22. Jan. '10		
<b>March</b>			
Embedded World Preview – combined issue of ECE and Boards & Solutions			
Issue Date	22. Feb. '10		
Articles	25. Jan. '10	Chips & Components, Tools & Software, Boards & Modules – Product Highlights Preview for Embedded World	
Space Order	01. Feb. '10	(combined special issue of ECE and Boards & Solutions magazine with bonus distribution at the show)	
Ad Material	08. Feb. '10		
<b>April</b>			
Issue Date	23. Apr. '10		
Articles	22. Mar. '10	Safety & Security	Telecom & Networking
Space Order	02. Apr. '10	Single Board Computers	VME/VPX
Ad Material	09. Apr. '10		Small Form Factor Boards, IPCs & Box PCs, Panel PCs, CompactPCI, VME/VPX, RTOS, Backplanes, Housings
<b>June</b>			
Issue Date	25. Jun. '10		
Articles	24. May '10	CompactPCI	Small Form Factor Boards
Space Order	04. Jun. '10	AdvancedTCA & MicroTCA	Defence & Aerospace
Ad Material	11. Jun. '10		Memories for Embedded Applications, COTS, Industrial Motherboards, Software Development, Embedded Software, RTOS
<b>August</b>			
Yellow Pages Special Issue – combined issue of ECE and Boards & Solutions			
Issue Date	13. Aug. '10		
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Space Order	23. Jul. '10		
Ad Material	30. Jul. '10		
<b>September</b>			
Issue Date	24. Sep. '10		
Articles	23. Aug. '10	Ruggedization & Cooling	Transportation
Space Order	03. Sep. '10	Power Supplies	Backplanes Technologies
Ad Material	10. Sep. '10		Small Form Factor Boards, IPanel PCs, CompactPCI, VME/VPX, Embedded Software, RTOS, Backplanes, Housings, Connectors
<b>October</b>			
Issue Date	22. Oct. '10		
Articles	20. Sept. '10	Industrial PCs, Box PCs, Panel PCs	Defence & Aerospace
Space Order	01. Oct. '10	Memories for Embedded Applications	Telecom & Networking
Ad Material	08. Oct. '10		Small Form Factor Boards, Single Board Computer, Industrial Motherboards, CompactPCI, Embedded Software, VME/VPX, RTOS, Backplanes, Housings, Connectors
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Issue Date	10. Dec. '10		
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CMYK-process (make sure that the alternate colourpace for spotcolours is CMYK) first save printing tone at 5 % in each separation.

# Digital Magazines

## Digital Versions of Printed Magazines

A **digital version** of each issue of ECE Magazine and Boards & Solutions Magazine is published in parallel with the printed version.

The **digital issues** are published in a Flip Page format. PDF format is available, too. The digital issues are promoted on our Internet Portals and readers will be notified via e-mail announcement about the availability of the digital issue.

Download rate per digital issue: >10,000 (around half are digital-only readers, the other half receives both, print and digital)

It is possible to integrate Hyperlinks, Static Banners, Animated Banners and Rich Media Content into the Digital Magazine.

## Rates

Rates – Advertising		
Promo Pack 1	<ul style="list-style-type: none"> <li>• Top Leaderboard in the e-mail announcement (Circulation: &gt;30,000)</li> <li>• Boombox on the Contents Page of the digital issue</li> </ul>	€ 2900.-
Promo Pack 2	<ul style="list-style-type: none"> <li>• Bottom Leaderboard in the e-mail announcement (Circulation: &gt;30,000)</li> <li>• Boombox on the Contents Page of the digital issue</li> </ul>	€ 2300.-
Banner Placement within the Editorial Section	<ul style="list-style-type: none"> <li>• Formats: Leaderboard, Boombox, Skyscraper</li> </ul>	€ 950.-
Hyperlinks within an Article	<ul style="list-style-type: none"> <li>• up to 5 Links per article</li> </ul>	€ 950.-

## Digital-only Magazines

In December we publish two digital-only Yearbooks. The Yearbooks provide information about technical trends, new technologies, know-how, products and companies.

The digital issues are promoted on our Internet Portals, in our e-mail Newsletters and readers are notified via e-mail announcement about the availability of the digital issue.

### Chips & Tools Yearbook 2010

- Microcontrollers, Tools & Software
- Technical Trends, Know-how, Design Tips, Products & Applications

### Embedded Computing Yearbook 2010

- Modules, Boards, Systems & Software
- Technical Trends, Open Standard, Know-how, Products & Applications

Advertising - only digital		
1/1 Page	Size (see page 3/5)	€ 1900.-
1/2 Page	Size (see page 3/5)	€ 1050.-
1/3 Page	Size (see page 3/5)	€ 700.-
1/4 Page	Size (see page 3/5)	€ 550.-
Full Page Company Profile	Size (see page 3/5)	€ 1250.-
up to 5 Hyperlinks within an article		€ 950.-



Digital Magazines

## Online Media & Online Services

Industry ICC Media provides leading online media for Europe's Embedded Engineers:

**News Portal:**  
[embedded-control-europe.com](http://embedded-control-europe.com)

- Product News
- Company Profiles
- >30,000 visitors/month

**Know-how Portal:**  
[embedded-know-how.com](http://embedded-know-how.com)

- Technical Articles & White Papers
- Webinars & Videos
- >10,000 registered users

## Online User Demographics

### Users by Country

Germany	34.6 %
France	14.8 %
United Kingdom	10.6 %
Eastern Europe	10.0 %
Italy	6.8 %
Scandinavia	5.4 %
Benelux	4.0 %
Spain	3.9 %
Spain	1.8 %
Switzerland	3.8 %
Others	3.4 %
Austria	2.7 %

### Users by Job Function

Design Engineer/Technical Specialist	59.2 %
Technical Management	22.6 %
General Management	9.9 %
Sales & Marketing	4.6 %
Others	3.7 %

## Users Interest

### Users Major Interest by Product Group

Chips & Components	81 %
Tools & Software	76 %
Boards & Modules	75 %

### Users Major Interest by Market Segment

Industrial	70 %
Telecom & Networking	65 %
Automotive	52 %
Defence & Aerospace	47 %
Medical	39 %
Transportation	35 %

**E-Mail Newsletter with more than 30,000 subscribers**

- On a weekly basis
- Highlights most important new product announcements
- Highlights articles, white papers, videos, webinars, ...

**eDM/Custom E-Mailings to our opt-in e-mail database**

- Almost 30,000 highly-qualified opt-in e-mail addresses
- Make your selection in our very dedicated "Embedded" database by Job Function, Country and Product Groups of Interest!

**Virtual conferences**

- A virtual conference is a very time and cost effective tool to demonstrate technical competence to engineers and additionally to generate high qualified leads!

**Lead Generation programme**

- Specific packages available, combining promotion in our portals and e-mail newsletters
- Fits perfectly for white papers, webinars, technical articles, videos etc.
- List of leads at your disposal



Online Media & Services



## Banner Advertising on Embedded-Control-Europe.com

The leading online information portal for the European Embedded Market has gained widespread recognition in the Embedded Community. Embedded-Control-Europe.com is updated daily and reaches **more than 30,000 unique visitors/month**.

### Banner Format

- gif or flash
- Size: <50KByte

### Banner Positions

- Start Page
- Top News Page
- Product Group Page, e.g.
  - Chips & Components (MCUs, DSPs, Analog, Power, etc.)
  - Boards & Modules (SBC, COM, Industrial PC, CPCI, VMEbus, etc.)
  - Tools & Software (RTOS, Debugger, UML, Emulator, etc.)

### Rates

Banner Type	Size [Pixel]	Start Page [per month]	Top News Page [per month]	Product Group Page [per month]
Page Impressions (Sept. 2009)		31,400	27,100	10,950
Standard Banner	240 x 90	€ 950.-	€ 750.-	€ 400.-
Premium Banner	480 x 90	€ 1650.-	€ 1450.-	€ 800.-
Leaderboard	728 x 90	€ 2400.-	€ 2100.-	€ 1200.-
Skyscraper	125 x 600	€ 2700.-	€ 2400.-	€ 1350.-
Boombbox	336 x 280	€ 2400.-		
Welcome banner	640 x 480	€ 2500.-/week		
Text adverts (start page only)	200 characters + Hyperlink	€ 750.-		

Other banner formats are also possible. Please ask for a special quote.

## Banner Advertising on Embedded-Know-how.com

This Portal is for registered users only. It has **more than 10,000 registered users** and the focus is on technical know-how such as first class technical articles, whitepapers, webinars, videos and online

seminars. The Embedded-Know-how portal is complementary to **Embedded-Control-Europe.com** (focus on new products) and is also supported by the email-newsletter Embedded News.

### Rates

Banner Type	Size [Pixel]	Euro [per month]
Leaderboard (incl. all subpages)	728 x 90	€ 2800.-
Boombbox 1 (incl. all subpages)	336 x 280	€ 2500.-
Boombbox 2 (incl. all subpages)	336 x 280	€ 2000.-
Skyscraper (startpage only)	125 x 600	€ 1500.-
Welcome banner	640 x 480	€ 2000.-/week
Text adverts (startpage only)	200 characters + Hyperlink	€ 750.-

Other banner formats are also possible. Please ask for a special quote.

### Example banner formats

**Standard**

240 x 90 Pixel

**Premium**

480 x 90 Pixel

**Leaderboard**

728 x 90 Pixel

**Skyscraper**

125 x 600 Pixel

**Boombbox 1**

336 x 280 Pixel

**Boombbox 2**

336 x 280 Pixel

NEW



# E-Mail Newsletter Sponsoring

Our “Embedded News” e-mail newsletter targets Embedded Engineers and Technical Management and highlights the most important embedded product news under the headings Chips & Components, Tools & Software and Boards & Modules, features news of embedded events and presents technical know-how such as first-class technical articles, white papers, webinars, videos etc. Each e-mail newsletter has **more than 30,000 subscribers**.

**Additionally to the regular issues, we offer Special Issues** for the most important European shows catering for the Embedded Industry.

Our **e-mail newsletter** is a HTML format newsletter and offers one Leaderboard banner and up to 5 Sponsor Messages per issue. A Sponsor Message can be placed into one of the following **newsletter sections**:

- Contents
- Chips & Components
- Tools & Software
- Boards & Modules
- Know-how

**Leaderboard banner format:** gif or flash, 728 x 90 pixel, max. 50 kb

**Sponsor Messages format:** Headline with link (max. 70 characters), text body (max. 300 characters) and an image/logo (max. 120 x 120 pixel, gif format)



Subscribers to our e-mail newsletter have almost doubled in the last three years, from **15,500** at the beginning of 2007 to **30,000** today.



## Rubrics – Newsletter Sponsoring

● = available position		SPONSOR MESSAGES				
Date	Leaderboard Banner	Contents	Chips & Components	Tools & Software	Boards & Modules	Know-how
All Dates	All Issues	●	●	●	●	●

Each issue is divided into 5 sections. In each section there is only one sponsor message scheduled!

## Rates – Newsletter Sponsoring

Section	1 x Rates	2 x Rates	5 x Rates	10 x Rates
Leaderboard (728 x 90)	€ 1700.-	€ 1530.-	€ 1360.-	€ 1190.-
Contents	€ 1100.-	€ 990.-	€ 880.-	€ 770.-
Know-how	€ 1000.-	€ 925.-	€ 825.-	€ 725.-
Chips & Components	€ 900.-	€ 835.-	€ 745.-	€ 650.-
Tools & Software	€ 900.-	€ 835.-	€ 745.-	€ 650.-
Boards & Modules	€ 900.-	€ 835.-	€ 675.-	€ 650.-

## Schedule 2010

Date	Special Show issues
25. Feb. '10	Embedded World special issue
04. Nov. '10	electronica special issue
18. Nov. '10	SPS/IPC/Drives special issue
13. Jan. '10	Embedded News
20. Jan. '10	Embedded News
27. Jan. '10	Embedded News
03.Feb. '10	Embedded News
10. Feb. '10	Embedded News
17. Feb. '10	Embedded News
24. Feb. '10	Embedded News
03. Mar. '10	Embedded News
10. Mar. '10	Embedded News
17. Mar. '10	Embedded News
24. Mar. '10	Embedded News
31. Mar. '10	Embedded News
07. Apr. '10	Embedded News
14. Apr. '10	Embedded News
21. Apr. '10	Embedded News
28. Apr. '10	Embedded News
05. May. '10	Embedded News
12. May. '10	Embedded News
19. May '10	Embedded News
26. May '10	Embedded News
02. Jun. '10	Embedded News
09. Jun. '10	Embedded News
16. Jun. '10	Embedded News
23. Jun. '10	Embedded News
30. Jun. '10	Embedded News
07. Jul. '10	Embedded News
14. Jul. '10	Embedded News
21. Jul. '10	Embedded News
28. Jul. '10	Embedded News
04. Aug. '10	Embedded News
11. Aug. '10	Embedded News
18. Aug. '10	Embedded News
25. Aug. '10	Embedded News
01. Sep. '10	Embedded News
08. Sep. '10	Embedded News
15. Sep. '10	Embedded News
22. Sep. '10	Embedded News
29. Sep. '10	Embedded News
06. Oct. '10	Embedded News
13. Oct. '10	Embedded News
20. Oct. '10	Embedded News
27. Oct. '10	Embedded News
03. Nov. '10	Embedded News
10. Nov. '10	Embedded News
17. Nov. '10	Embedded News
24. Nov. '10	Embedded News
01. Dec. '10	Embedded News
08. Dec. '10	Embedded News
15. Dec. '10	Embedded News
22. Dec. '10	Embedded News

E-Mail Newsletter Sponsoring

## Lead Generation Services

Nowadays Lead Generation is a major topic within the marketing strategies of many companies focusing on the Embedded Market. Although most of our online

services were always well suited for Lead Generation, we have reacted to the demand and are offering optimized services to generate and collect sales leads.

## Custom E-Mailings

are the most effective way to generate leads. If your Mailing mainly targets Embedded Designers, we normally achieve excellent Open Rates and Click-Thrus Figures, because of our focused and up-to-date Database. Our Open Rates are in the range of 30%. Click-Thru Rates are ranging from 5% to 15%, depending on the topic and the message of your mailing.

For customer specific e-mailings, we have a database with **more than 29,000 highly-qualified opt-in e-mail addresses**. You can tailor this address data base exactly to your needs by using the following selection criteria:

### Rates

**Price is EUR 400.- per 1,000 e-mail addresses**  
Minimum order amount is EUR 1,000.-

## Virtual Conferences

A virtual conference is a very time- and cost-effective means of demonstrating your technical capabilities and product ranges to engineers, generating at the same time highly qualified leads.

A virtual conference offers engineers a stimulating, richly informative experience, with first-class webinars, videos, keynote presentations, and the possibility to visit virtual booths, all brought to them without the time, trouble and expenses of travelling, no matter where they are located!

Our virtual conferences start with a live event (live keynote presentation and/or speed dating contact center for exhibitors and delegates) and run on demand for about six months on the internet. Sponsors get access to the full delegate database. Normally, you can expect between 200-400 delegates.

### Selection criteria

#### Region

- Germany
- UK
- France
- Italy
- Eastern Europe
- Scandinavia
- Benelux
- Rest of Europe

#### Job Function

- Development Engineer
- Technical Management
- General Management
- Sales & Marketing

#### Product Group of Interest

- Chips & Components
- Embedded Computing Boards & Modules
- Tools & Software

The E-Mailings will be served and sent out by ICC Media. The customer has to provide content (text or HTML), images and links.

#### Campaign Report

Campaign report is available at the end of each campaign (open rate, click through).

### Schedule of Virtual Conferences 2010

January	• Industrial Computing & Communication
March	• Technical Trends with Microcontrollers and Development Tools
April	• Embedded Software Development
July	• Boards & Solutions
September	• Motor Control
November	• Embedded Forum / electronica 2010

### Rates

Sponsor Packages	Size [Pixel]	Euro [per month]
Exhibitor Sponsor Package	virtual booth + leads	€ 1000.-
Premium Sponsor Package	virtual booth + 1 webinar + leads	€ 1500.-
Main Sponsor Package	logo promotion + virtual booth + 2 webinars + leads	€ 2500.-



## Lead Generation Packages

Hosted on our Embedded-Know-how.com internet portal with **more than 10,000 registered users**, we now offer a special service to generate leads for technical “Assets” like articles, white papers, webinars, videos, etc.

Your Asset (article, white paper, webinar, video, ...) is normally hosted on Embedded-Know-how.com and promoted thru our internet portals and e-mail Newsletters.

To get access to your Asset, readers would need to fill-in a user profile (name, company, country, e-mail, some demographics) and double opt-in to agree that their data are shared with a 3rd party.

During registration the e-mail address of the user is verified. This means, all the leads have a valid e-mail address which allows you to get into contact with them.

### Standard Lead Generation Package:

for each asset:

- 2 weeks promotion on the start page
- 2 x promotion in the email-newsletter to **more than 30,000 subscribers**
- List of leads at your disposal

**Note**

*In addition to our standard packages we offer special packages including e.g. eDM, banner advertising etc. Please ask for your customised quotation!*

### Rates

Section	1 x Rates	5 x Rates	10 x Rates	15 x Rates
Rate per Asset (article, webinar, video, white paper, etc.)	€ 950.-	€ 800.-	€ 675.-	€ 525.-

## Asset Promotion Service

If your major focus is Promotion, rather than Lead Generation, we offer a special service to ensure that your Assets (articles, white papers, seminars, webinars, videos, etc.) are highlighted and promoted on our internet portals and e-mail newsletters.

### Standard Asset Promotion Service

for each asset:

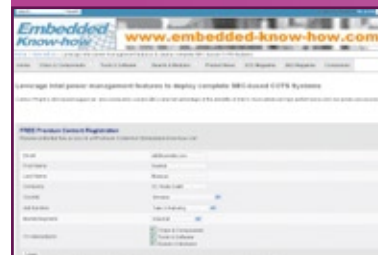
- 2 weeks promotion on the start page
- 2 x promotion in the e-mail-newsletter to each **more than 30,000 subscribers**
- Hyperlinks included in your asset (e.g. white paper) to specific pages of your homepage

**Note**

*In addition to our standard packages we offer special packages including e.g. eDM, banner advertising etc. Please ask for your customised quotation!*

### Rates

Section	1 x Rates	5 x Rates	10 x Rates	15 x Rates
Rate per Asset (article, webinar, video, white paper, etc.)	€ 750.-	€ 600.-	€ 475.-	€ 325.-



Lead Generation Packages

## Company Directory Premium Service

This Premium Service combines both the Internet and the printed magazine.

Your company is listed with all details in every **product group** which is relevant for your company.

**Printed magazine:** The "Yellow Pages 2010" printed version of the Company Directory will be published in August. There you will get your:

- Company logo
- Postal address
- Phone number
- Fax number
- E-mail address
- Homepage



**Internet:** Within the companies section of Embedded-Control-Europe you get an extended entry with your

- Company name
- Address details
- Logo
- E-mail link
- Homepage link



Company Profile and Product Overview with **direct links** to specific pages on your site.

The complete text of your Company Profile/Product Overview is screened by our **search engine**.

**NEW**

We are introducing an additional digital distribution for the Directory issue of Embedded Control Europe in August 2010 to **more than 30,000 subscribers**.

### Rate (Print and Online)

On average a Premium Company Entry on [www.Embedded-Control-Europe.com](http://www.Embedded-Control-Europe.com) gets around **100 visitors per month**.

**Rate – Premium Company Service**

for a 12 months period (Print & Online)

€ 850,-

## Please contact us for further information

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