

Media Kit

Intelligent and Real World Computing Solutions



UNCOVER YOUR AUDIENCE



RTC LOOKS FOR BETTER THAN CLEVER

As we look out at the technology landscape for the coming year there is a lot to get excited about. Connectivity is everywhere, enabling embedded intelligence up and down the system solution. FPGAs and GPUs are bringing new ways of utilizing processing power to enhance applications. Low-power solutions have been widely adopted and are now entrenched across numerous application areas. New developments in deep-neural networks are creating science-fiction-like opportunities for system autonomy. It is easy to think “the future is here”.

As is often the case, excitement can lead to hype if gone unchecked. Companies caught up in the promise of untapped or not-yet-existent markets have felt the sting of chasing rainbows. As I consider the conversations of the past year, a question keeps creeping up. Is this solution “better than clever”? 2017 may go down in history as the year of solutions in search of a challenge.

WHO IS RTC WRITTEN FOR?

Consumer Electronics

Chip Design



Enterprise IT

End-Users

RTC sees our role as an optimistic observer and promoter of the industry – while at the same time bringing an objective tension to the trends and marketing strategies of an industry built on out-of-the-box thinking. More now than ever, readers of RTC turn to our pages for thoughtful conversations on the future of technology.

As the publication of record for the embedded computing market, we’ve seen the market come full circle. Companies are getting back to basics, and looking for applications that create real value for their end-users. We anticipate that 2018 will be a year of pivotal change for the embedded computer market. At RTC we have renewed our mission to provide insightful and provocative coverage of the technology and market trends driving connected industrial computing platforms.

WHAT MAKES RTC UNIQUE?

UNCOVER YOUR AUDIENCE

According to the U.S. Census about 300,000 engineers and technical professionals work within the embedded computer market.

We’ve seen the hype and heard the disappointment with results base on “bazillions”. RTC continues to focus on delivering an audience of qualified technical professionals in-depth knowledge unavailable anywhere else – **creating a focused audience of influence.**

WHO DOES IT REACH

75,000 engineers and technical influencers

62% of readers have 15 years or more in the industry.

45% hold management positions

85% have engineering degrees

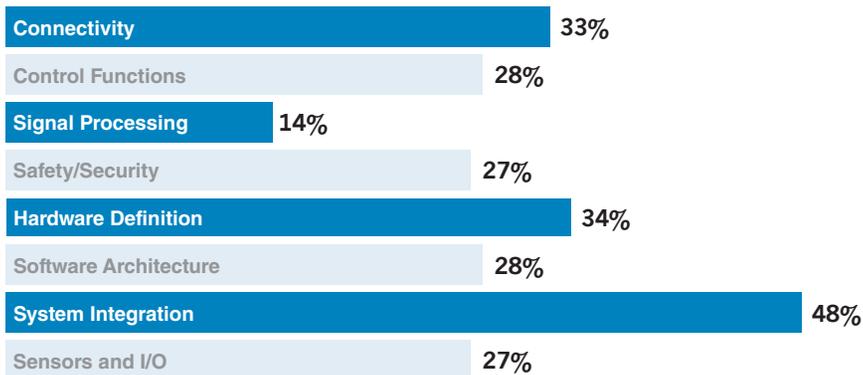
REACH, FREQUENCY AND FOCUS = RESULT DRIVEN MARKETING

AUDIENCE REACH – Connecting with the right buyers is one of the most difficult roles in marketing. RTC’s audience has the reach to maximize your effort. We ONLY target engineers and developers procuring real-world technology.

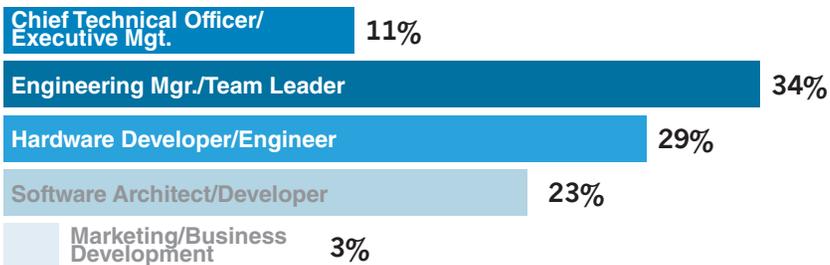
AUDIENCE FREQUENCY – Digital marketing managers often forget message frequency. The average project buying cycle is 12 to 24 months – making it imperative to connect with decision-makers all along their acquisition journey. Put your company, its products and services in front of potential customers at every stage of their buying process.

AUDIENCE ENGAGEMENT – The embedded industry has unique marketing challenges. Highly technical readers give advantage to traditional forms of marketing. Our opt-in eNewsletter contacts are vetted every month for deliverability and have an average tenure for subscribers of 2.5 years. Print magazines are mailed to highly qualified and vetted contacts. RTC doesn't purchase lists or augment our audience with outside sources because we know that MEANINGFUL engagement is more important than inflated numbers.

AREAS OF ENGINEERING DEVELOPMENT



READERS' JOB FUNCTION



COVERING HOW TECHNOLOGY INTERSECTS THE REAL WORLD

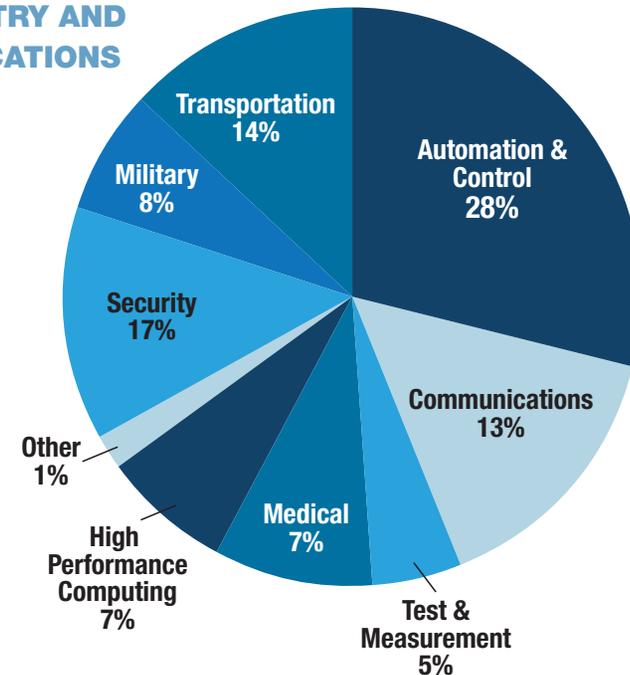
Our expertise is building and influencing highly technical audiences. If you are looking for a way of getting your content noticed and your innovations exposure – let us help you connect with real world solution-chasers.

RTC is proud to say that 2017 was a year of change, and it is more committed than ever to serving advertisers as a field-tested leader in the industry. The RTC team works tirelessly to provide its readers with highly targeted content that continues to evolve with the changing demands of technology.

IN-DEPTH AND OBJECTIVE EDITORIAL FEATURE

While RTC is first and foremost a technology resource, we cover technology as it applies to the markets and industries it servers. Readers look to RTC for technology

INDUSTRY AND APPLICATIONS



trends that are most relevant to real-world embedded solutions. RTC covers which technologies offer the critical mass and technical merit to move diverse markets forward. Features highlight technology trends motivating embedded electronics and computing.

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. Look for High-Performance SBCs, innovative IO solutions, machine vision, diverse storage, power and more. This section will also feature carefully selected contributed articles in line with the monthly section topic. To learn more about contributing contact us.

GALLERY (Advertising)

At RTC 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 datasheet information and creating an easy access option for advertisers to influence the market.

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 75,000 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, with the goal of being your favorite media company, 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.

PRICING

RTC MEDIA PACKAGE PROGRAM – #3,585	
Full Page Ad	8.5" x 11.25"
eNewsletter Body Ad	300x250
Web Body Ad	300x250
Datasheet Direct	One email broadcast to 100,000 defense list.

Print & Digital Ads				
Size	1X	3X	6X	12X
2 Page Spread	\$5,415	\$4,822	\$4,422	\$4,131
Full Page	\$3,611	\$3,215	\$2,948	\$2,755
2/3 Page	\$3,354	\$2,988	\$2,740	\$2,560
1/2 Page	\$2,409	\$2,146	\$1,970	\$1,839
1/3 Page	\$1,759	\$1,567	\$1,436	\$1,343
1/4 Page	\$1,332	\$1,187	\$1,088	\$1,018

RTC EDITORIAL CALENDAR 2018

2018	FEATURE	RTC HIGHLIGHT	INNOVATIONS & DEVELOPMENT
Jan	The Death of Moore's Law and how the Roadmap has changed	Hand Held and Portable Devices	How system architecture benefit the broadcast and entertainment markets
Feb	Crypto Currency and Block Chain markets impact on Compute Performance	Modules Solutions using FPGA's	Solutions and Standards at the Edge/The form factor Challenge - Why and when to use a hardware Architecture
Mar	System Interconnect - the impact of 5G on the Embedded Market	Ultra High Performance SBC's	PCIe Gen 5 and all it brings/Update on Open Compute - is it our Future?/How to differentiate Fanless industrial PC's
Apr	Intelligent Solutions: Autonomous Vehicle update	GPU's and Data Acquisition for the Real World	Multicore solutions - software and Hardware concepts to optimize your systems/Composable HPC solutions for the Embedded space
May	Smart Infrastructure Development: Smart City, Smart Energy and Smart Building.	Test & Measurement Innovations	Serial and Parallel Interfaces - EOL?/Qseven and other COMs add flexibility to meet Application needs
June	What is a Qubit - the promise of Quantum Computing?	UPS and Power Management	Future Trends: Deep Learning and Big Data/How Artificial Intelligence will change the market.
July	Processor Architectures & Platforms: CPU, GPU, FPGA and DSP's.	Innovations in Backplanes and Enclosures	High Assurance Software and the demands of today's Embedded Applications/Network simulation for complex IOT Architectures
Aug	As the Fog clears - the winners and loser	Dedicated Systems	IOT Source Book/Intelligent Sensors bring more compute power to the Edge
Sept	Medical Technology Breakthroughs and Trends	Advancements in High Speed Data Recording	Fault-Tolerance Systems/Robotics advance through embedded innovation
Oct	Power Management and Composable Computer design principals used in Embedded Applications	PICMG Special	Industrial PC's are Smaller, More Powerful and Rugged/Code Control and Software Certification for your Applications
Nov	Data Storage Innovations SSD, NVMe and Trends	Gigabit Ethernet Solutions	Silicon & Microcontroller Roundup: Meeting tomorrows needs/Hi-Res and industrial Displays
Dec	Innovative Imaging Systems and Displays	VITA Special	Embedded Computing Innovations: Year-end Round up

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E-Newsletter & Online Ads (each)		
Leaderboard	728x90px	\$1,000
Body Ad	300x250px	\$650
Top Product or Video	150x150 image, Title: C max, Desc: 360 C max	\$500

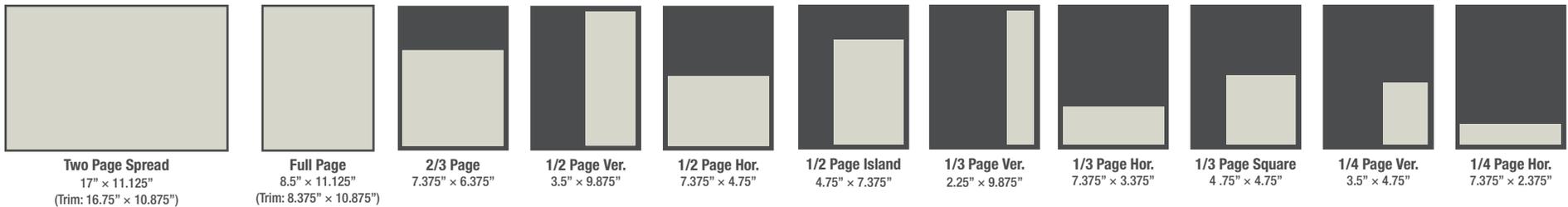
Datasheet Direct & Differential Leads		
Datasheet Direct	Custom email to 100,000 RTC qualified contacts	\$1,800
Full Contact Lead	\$25 per qualified contact	Minimum \$1,000 order

PRINT & 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 & ENEWSLETTER 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.



ADVERTISE OR SPONSOR COTS JOURNAL

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