

# **SEPT** 2014 ARM Internet of Things POSTER



Open  
Architecture



Scalable



Low Power  
Consumption

**The Internet of Things is a growing reality** in which literally billions of connected devices will interact with the world using a wide variety of sensors and actuators. This has been made possible by the revolutionary density of integration in silicon, the expansion of faster serial, increasingly wireless connectivity and the availability of powerful, 32-bit processor cores that can operate with very low power consumption. **What was once described as “distributed” intelligence is now becoming “pervasive.”**

This is a valuable decision-making tool serving the needs of cutting-edge engineers and engineering managers, the core readership of *RTC*. As an ARM partner, demonstrate your support of the ARM Connected Community® and your own innovation through this once a year “on-the-wall” engineering resource.



The poster is comprised of vendor submitted photos with key technical specifications of the products. We will distribute to 18,000 *RTC* magazine subscribers, to be hung on lab and office walls. This poster will be seen by the readers of *RTC* magazine, their colleagues and their bosses for months to come. An additional electronic version of the informative poster will be provided to the 10,000 electronic subscribers of *RTC* magazine.

Materials Due by September 3rd  
Space is limited— contact us today

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## AD SPECS

### Chose from Four Different ad sizes to suit your needs:

- Individual ad 5" x 6"
- Ad Row 5" x 12.25"
- Ad Column 10.25" x 6"
- Header Logo 2.5" x 2.5"
- Ads must be sent as 300dpi or better EPS or Illustrator file

## RATES

### Gold Sponsor

- Two 5"x 6" Ad Blocks
- Company Logo on Header Logo Area
- Price \$7,995

### Single Ad Block

- 5" x 6" Ad Block
- Price \$4,295

### Header Logos

- 2.5" x 2.5" Logo
- Price \$700

Materials Due by September 3rd

## SALES REPRESENTATIVES

### Mike Duran

Western Regional Sales Manager  
Office: (949) 226-2024  
Cell: (949) 533-8871  
michaeld@rtcgroup.com

### Mark Dunaway

Central Regional &  
International Advertising Manager  
Office: (949) 226-2014  
Cell: (949) 233-8630  
markd@rtcgroup.com

### Jasmine Formanek

World-Wide Event Sales Manager &  
East Coast Advertising  
Office: (949) 226-2004  
Cell: (949) 285-0717  
jasminef@rtcgroup.com

Contact a sales representative to reserve your position