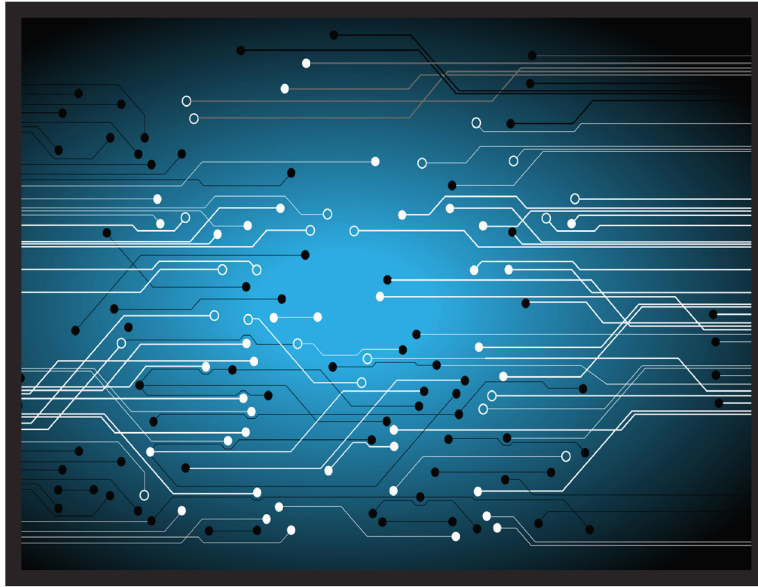


Extend Your Reach for a Full Year of
Interactive Marketing and Lead Generation



2018-2019
PICMG
Member's
Resource
Guide

**Open Standard Products &
Technologies for Embedded Systems**

About

Published by Webcom Communications in partnership with PICMG, the **PICMG Member’s 2018-2019 Resource Guide to Open Standard Products & Technologies for Embedded Systems** is a solutions guide which provides information about the latest products and technologies in open standard computing for embedded systems and the companies which provide them.

The guide is a magazine-style solutions guide, focused solely on products, services and applications for OEMs, end-users and integrators of embedded computing. The objective is to introduce potential customers to the benefits of using open standard products, to interest dedicated specifiers in new solutions available—and to guide them to leading suppliers who are members of PICMG. The guide provides a unique opportunity for these buyers and specifiers to obtain a comprehensive view of products and services available, combined with the ability to readily interact with the vendor participants. Only members of PICMG may participate.

Content

To ensure the highest level of readership and distribution, the publication will include a mix of technical and market articles, application profiles, and vendor product and service information. There are three principal components to the guide:

- Technology Review and Market Outlook articles written by leading industry professionals, analysts and Webcom editors
- Advertisements
- Application Profiles and Product & Service Showcase articles from participating vendors

Target Audience

- OEM Design Engineers
- System Engineers
- Embedded System Engineers
- Control & Automation Engineers
- Integrators/VARs/Dealers
- Product Managers, Product Development Managers
- CTOs/Strategic Development Executives
- Hardware & Software Engineers
- System & Market Analysts
- Supply Chain Managers
- C-Level Executives
- Technical, Management & Operations Executives responsible for the development and performance of embedded systems

Distribution

The guide will publish via a combined print and online distribution of 150,000+ copies thus providing powerful exposure to the marketplace for PICMG products and services in North America and worldwide. Beyond the initial distribution, the guide will have a full-year’s continuing distribution and promotion through online accessibility and to attendees at numerous trade shows.

Markets

- Industrial Automation/IoT
- Military/Aerospace
- Railway, Transit, Autonomous Systems
- Automotive/Aviation
- Test & Measurement
- Gaming/Entertainment
- Telecom/Satcom
- Energy & Power
- Medical
- Drones/UAVs/Robotics
- General & Enterprise Computing
- Rugged/Harsh Environment Computing
- R&D Centers, National Laboratories

Publish Date

September 1, 2018

Space Close

July 1, 2018

Materials Deadline

July 15, 2018

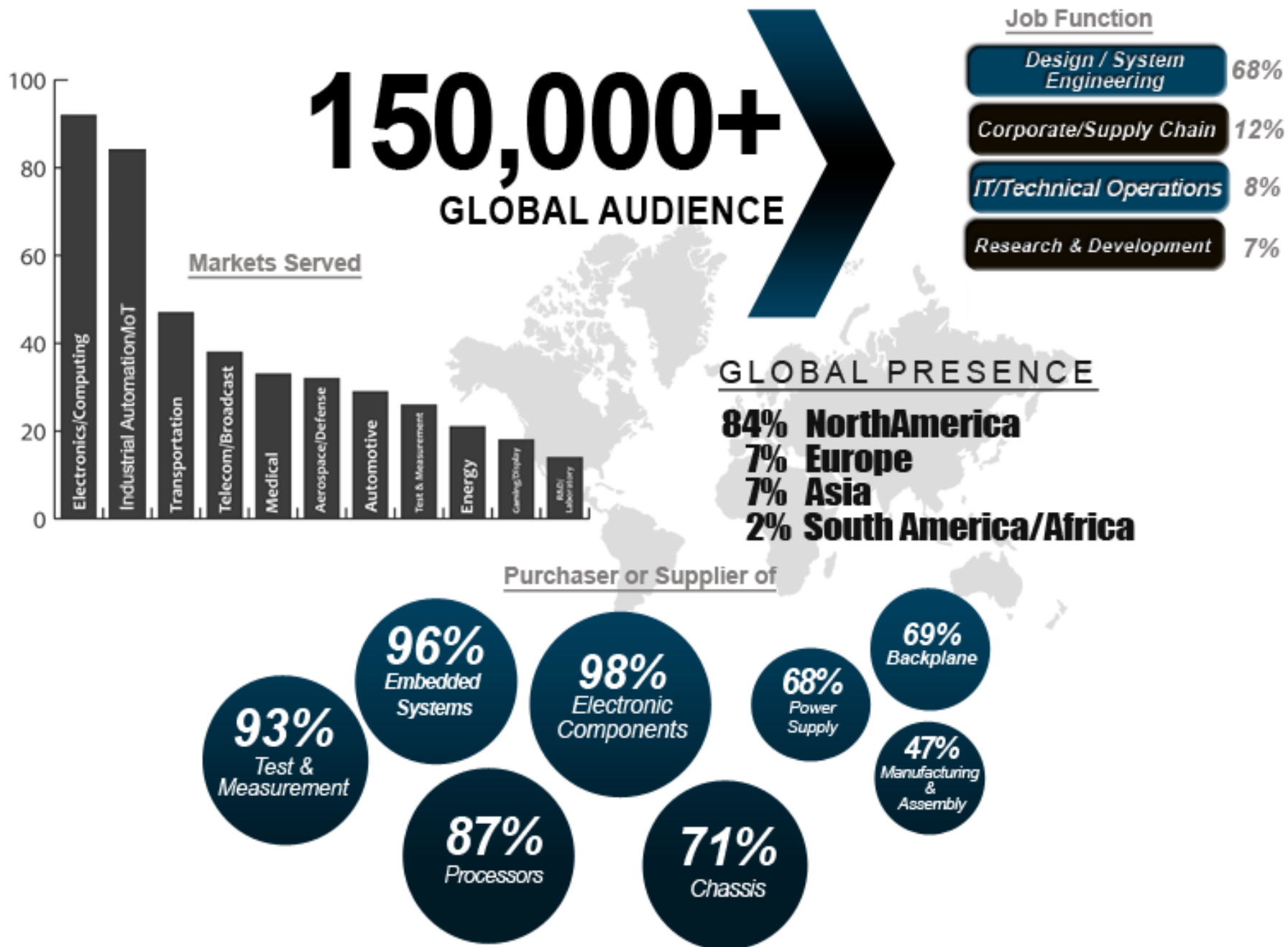
Format

8.5 x 11, Full Color, High Quality Magazine Style, Approx 32 pages

Benefits to Participants

- Reach a large, targeted audience of professional-level buyers, specifiers and integrators throughout North America
- Exposure in a powerful mix of print and online distribution
- Reach a core buyer market of influencers and decision makers looking for insight, education and solutions. Reach buyers at all key purchasing and decision points across the spectrum. Technical professionals including system and design engineers; operations managers and executives with purchasing decision authority and influence; dealers and integrators that drive channel purchases.
- Deliver your message visually and directly to this powerful audience. The unique combination of technical, market and product/service information provides a conducive environment for gaining valuable market and mind-share.
- Participants are specifically included in the editorial content of the guide, and benefit from its sourcing-oriented impact.
- Powerful lead generation: Online interactivity is hot-linked directly to your website for immediate, direct response with no “middle-man” intervention. You control all follow-up and tracking. Print versions carry your weblink everywhere you are included (advertisement, profiles and articles).
- Benefit from Webcom’s cross-promotion to multiple markets for technology products and services. All Webcom resource guides are cross-promoted across all of its media platforms throughout the year in its print magazines, online publications and knowledge centers, conference promotions, and trade show distributions conducted annually, all targeting professional-level buyers of technology products and services. You benefit from added exposure to many markets.
- Each participant will receive a customized, private-branded version of the digital edition with their message on the interactive cover wrap, to be used for their own promotion on their website and digital distribution.

Reach top prospects from multiple key markets all in one place



Magazine Advertising Options

<p>Full Page Edit</p> <p>Editorial Includes: - 700 words - 2 images</p>	<p>Full Page Ad</p>
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Full Page

- includes full page of editorial

Live: 8.125W x 10H

Trim: 8.375W x 10.875H

Bleed: 8.625W x 11.125H

Rates

PICMG Member * \$5,050

Non-Member \$6,300

* PICMG alliance members receive a 20% discount; price includes editorial content equal to the ad size.

Premium Positions

Outside Back Cover + \$750

Inside Back Cover + \$500

Inside Front Cover + \$500

Preferred Page Positions + \$500

<p>Half Page Edit</p> <p>- 350 words - 1 image</p> 
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1/2 Page Horizontal

- includes half page of editorial


7.375W x 4.75H

No Bleed

Rates

PICMG Member * \$3,525

Non-Member \$4,425

<p>Half Page Edit</p> <p>- 350 words - 1 image</p> 
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1/2 Page Vertical

- includes half page of editorial

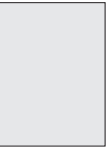
3.625W x 9.375H

No Bleed

Rates

PICMG Member * \$3,525

Non-Member \$4,425



1/4 Page


3.625W x 4.75H

No Bleed

Rates

PICMG Member * \$2,475

Non-Member \$3,095



1/4 Page Company Profile

- 150 words, 1 image provided by advertiser

- Profile is created by the production staff

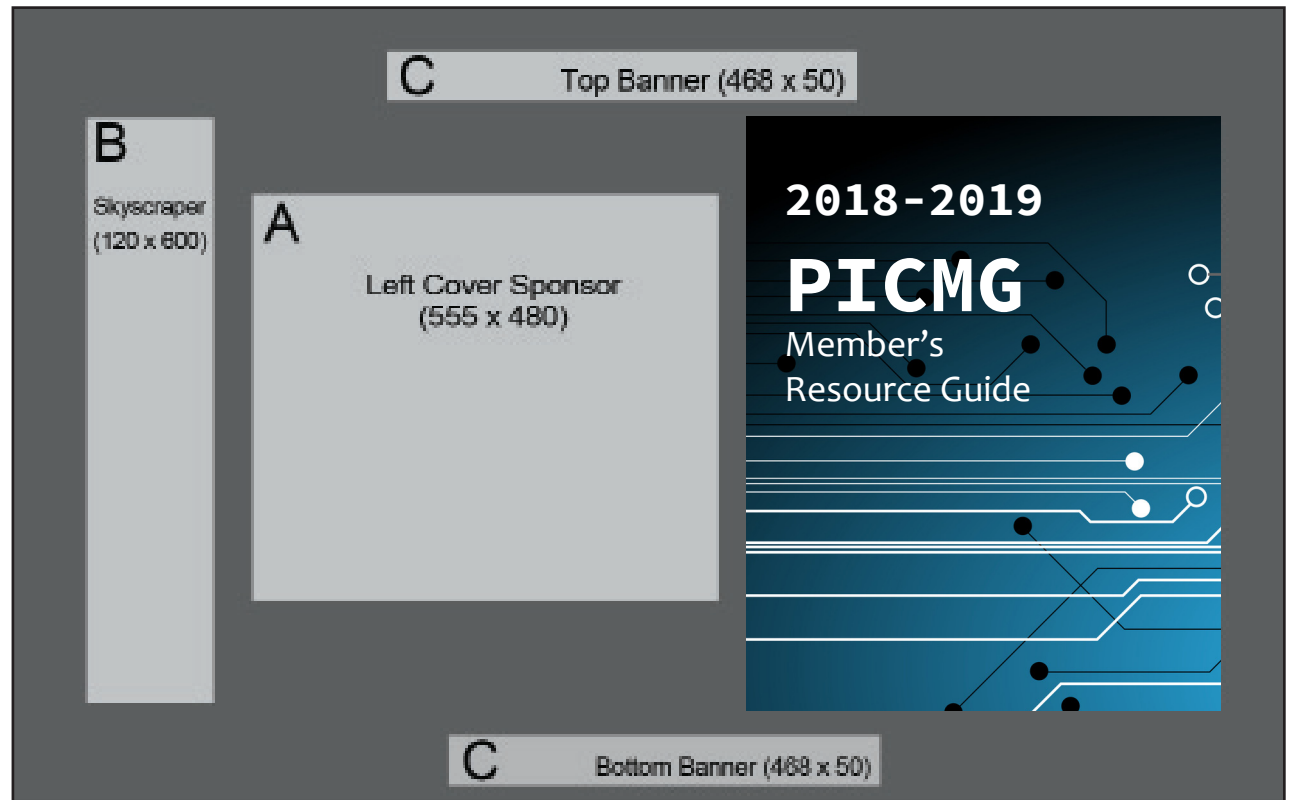
Rates

PICMG Member * \$1,275

Non-Member \$1,575

Digital Magazine Advertising Options

A Left Cover Sponsor 555 wide x 480 tall	\$5,150
B Skyscrapers 120 wide x 600 tall	\$1,050
C Top/Bottom Banners 468 wide x 50 tall	\$800
D Toolbar Logos 88 wide x 31 tall	\$110
Belly Band	\$800
Gate Fold	\$3,150
Video	\$525
Ad Jolt	\$525
Blow-in Card	\$525
Customer Supplied Animation	\$525
Custom Animation by Nxtbook	Price varies
Quizzes	Price varies
Surveys	Price varies
These ads are Digital Only, not included on print versions	



PICMG resource guide is also published in digital format by Nxtbook. Interactive digital magazines have unique opportunities for reader engagement that are not found in other advertising media. Marketers that are lucky enough to find one of these publications in a target market can use it to deliver a customized interactive customer experience to meet their marketing goals.

In addition to your print ad, which will appear in the digital version as well, there are also sponsorship and advertising opportunities to just our online digital edition audience. See examples above.

Print Advertising Specifications, Editorial Specifications & FTP Site Information

Display Ads: Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads must be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. You may e-mail small ad files (less than 5 mgs) to your Advertising Sales Manager or to Ross Webster, Production Manager. Materials deadline for the 2018 Edition is July 15th. A late fee will be incurred if materials are not received by deadline date.

Editorial Materials: Submit editorial copy in a Word document. Submit logos and additional images at 300 dpi as a TIFF or EPS files. Email editorial materials to Scott Webster, Director of Content. (ScottW@webcomcommunications.com Editorial materials are due by July 15th.

Sending Files Electronically

For files less than 5 mgs, send file via e-mail to Ross Webster, Production Manager at: RossW@WebcomCommunications.com. For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

FTP Site Instructions

1) Please e-mail Ross Webster, Production Manager at RossW@WebcomCommunications.com to indicate you are uploading a file. Include your company name, the file name, PICMG resource guide.

2) With an ftp Client
host name: www.webcomcommunications.com
username: ads
password: Webcom21

3) Through Windows Explorer
ftp://ads@www.webcomcommunications.com
username: ads
password: Webcom21

For advertising information, contact:

Scott Webster, Advertising Sales Manager
ScottW@WebcomCommunications.com
917-445-6122

Send production materials to:

Ross Webster, Production Manager
3773 Cherry Creek North Dr., #575
Denver, CO 80209
RossW@WebcomCommunications.com