

Effective January 1, 2010

All rates shown are gross, and include placement in both the print and digital editions of *Embedded Technology*, plus a product listing in *Tech Briefs'* lead gen e-mail (eResponse).

Black & White Display Rates	12x	6x	3x	1x
Page	\$5,515	\$5,840	\$6,190	\$6,640
2/3 Page	\$4,045	\$4,285	\$4,530	\$4,870
1/2 Island	\$3,600	\$3,815	\$4,030	\$4,320
1/2 Page	\$3,055	\$3,235	\$3,410	\$3,665
1/3 Page	\$2,245	\$2,380	\$2,520	\$2,690
1/4 Page	\$1,765	\$1,870	\$1,980	\$2,115
1/6 Page	\$1,330	\$1,430	\$1,500	\$1,620

For two-color, add 10% to above rates.

Four-Color Display Rates	12x	6x	3x	1x
Page	\$6,995	\$7,740	\$8,045	\$8,545
2/3 Page	\$5,365	\$5,890	\$6,020	\$6,450
1/2 Island	\$4,910	\$5,410	\$5,550	\$5,900
1/2 Page	\$4,370	\$4,820	\$4,955	\$5,150
1/3 Page	\$3,565	\$3,860	\$4,035	\$4,280
1/4 Page	\$3,070	\$3,340	\$3,495	\$3,700
1/6 Page	\$2,650	\$2,905	\$3,010	\$3,145
1/12 Page (Literature)	\$945	\$980	\$1,010	\$1,035

## Combination Rate

Combine ads in *Embedded Technology* with same size ads in *Defense Tech Briefs* magazine (published 6x, February cycle) and get the *Embedded Technology* maximum frequency discount for all insertions. Program must consist of an equal number of ads in each publication.

## Web Site Banners — [www.embeddedtechmag.com](http://www.embeddedtechmag.com)

Standard Sizes	Dimensions (Pixels)	Gross CPM
Medium Rectangle	300 x 250	\$200
Wide Skyscraper	160 x 600	\$190
Skyscraper	120 x 600	\$180
Leaderboard	728 x 90	\$170
Full Banner	468 x 60	\$100
Half Banner	234 x 60	\$75
Square Button	125 x 125	\$60

CPM = cost per thousand impressions. 25K file size limit. Banners rotate throughout the Web site.

## Embedded Technology E-mail Newsletter Sponsorships (Bi-monthly, HTML format)

Top-Level Sponsorship	\$3,075
Co-Sponsor Position #1	\$1,995
Co-Sponsor Position #2	\$1,595
Sponsored Links & Event Alerts	\$700

## Buyer's Guide And eResponse Banners

12x	6x	3x
\$925	\$1,150	\$1,225

Combine print and online advertising for maximum frequency discounts.