


Media Information 2018 - Euro



eeNews Embedded
FEBRUARY 2018
www.eenewsembedded.com

Microfluidic channels can help cool hot chips



CEVA and Brodmann17 partner to make AI pervasive

Intelligent voice control prototyping kit to support Alexa-like services

embeddedworld 2018 show guide

embeddedworld2018



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Embedded Newsletter
February 28, 2018
Wherever you are, stay informed!

TOP NEWS

- Automotive Ethernet testing suite ensures standards-compliance
- Design win: Samsung Gear Fit 2 Pro compatible water-resistant pressure sensor from ST
- BrainChip supplies neural network card to European car maker
- IoT Systems & Secure Things collaborate on IoT security

TECHNICAL PAPERS

- Security for the IoT
- Curio: More Power to Zigbee 3.0, Wi-Fi, Zigbee and Thread 'smartest'
- Monitor Graphics: Design reuse for PCBs

EVENTS

- Design for Healthcare Seminar, by ADC, London, 7th November
- Proteus, Munich 14th - 17th November 2017

PRODUCTS

- Pressure sensor evaluation kit zeros Arduino format - in distribution
- Dual-band Wi-Fi + Bluetooth radio module: throughput & low power
- LynxBasic hypervisor now at v. 0.5, runs on ARM v8 architecture
- Power analyzer checks out switch-mode supply performance

EET Search The Smarter Search Engine



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Level VI External Power Supplies
One of the most popular of the most 'green' external AC-DC power supplies from 1 to 200 Watts

NEWS

- Renesas Intelligent Power Devices (IPDs) with Extreme-Low On-Resistance for Automotive Applications
- RENESAS 8 ENERGY™ THE WORLD'S FIRST REAL-TIME EMBEDDED MCU SUPPORTS AI/ML PLATFORM
- 5 Fab steps allow outside device fabrication up to 150nm nodes
- Maxim single-stage PwL module targets Google's 4KV datacenter rack power scheme
- Startup founded to pioneer organic bioelectronic generators

PRODUCTS

- 400G, PAM-4 system test, T&M collaboration device platform
- Startup founded to pioneer organic bioelectronic generators
- Interview: Creating the future with start-ups

Most Recent Articles

- Bluetooth LE buses allow range
- Assured bandwidth to target both hardware and software
- Creating the future with start-ups
- IoT gateway for 500+ asset industrial and embedded computing
- Co-processor software supports IoT gateway
- Integrated sensor array helps stabilize LED lights
- Cache access power analyzer targets system-level metrics
- IoT IC supports 1000km transmission over 10m optical fiber
- Wi-Fi uses over 4.032 T-ohm resistance ranges
- Thunderstorm: Smart Switch device are connected

Most Read

- 5G rollout starts in a 5G wireless IoT
- Startup founded to pioneer organic bioelectronic generators
- 'Turkic landing' makes embedded IoT
- IoT M2M developer camp
- Open platform for embedded IoT gives 5G/4G more influence
- Getting the hardware with OpenVino
- Open source P100 for smaller IoT systems: Zynq, a Linux Foundation project
- Intel rolls for unified SD charging standard
- Resilient P12 enter as performance, with connectivity
- Linux embraces ARM-based developer tool, addresses on-chip investment

Online, Print, Digital, Videos, Newsletters

eeNews Embedded a new member in the eeNews family builds on the strength of eeDesign (formally EDN Europe) to offer advertisers a premium media to reach the panEuropean community of design engineers working on Embedded projects. With a total circulation of 52,385 of which 20,093 are print it is the largest Embedded publication in Europe.

The editorial focus is on Embedded hardware and software including RTOS dedicated to avionics and automotive and development tools. Also part of the editorial mix are IoT (Internet of Things) Industrial IoT, smart power, as well as electronics modules and board level computers. The publication combines the important aspects of technical information about Embedded Computing with Technical Know-How, new Products Trends and Applications.

eeNews Embedded brings a new focus on Embedded Systems both online with its

www.eeNewseembedded.com web site, a daily newsletter and a quarterly print and Digital magazine that will debut at the Embedded World exhibition in Nuremberg and will include the eeNews Embedded World show guide.

The pan-european circulation of over 52,385 (print + digital) will be increased to over 80,000 on the occasion of major exhibitions such as Embedded World and electronica 2018.

Readership includes engineering management and development as well as decision makers and prescribers.

The enhanced web site includes an exclusive Video channel dedicated to interviews, product presentations and highlights of stands at exhibitions. Special exhibition packages including display advertising, show guide presence and video are available.

Publishing Date	Material & Edition Deadline	Feature	Exhibitions & Conferences 2018	Bonus Distribution
February 12	January 31	Development Tools 8-16-32 bit MCUs SBC and Modular computing	Integrated Systems Europe , Amsterdam, February 6 -9 Mobile World Congress , Barcelona, Feb 26-March 1 Embedded World , Nuremberg, February 27 March 1	Embedded World 2,000 Copies
May 7	April 25	Medical Electronics Low power computing Energy Harvesting	Display Week , Los Angeles CA, May 22-24 SMT , Nuremberg, June 5-7 PCIM , Nuremberg, June 5-7	PCIM 2,000 Copies
September 10	August 29	IoT FPGA Wireless Technologies	European Microwave Week , Madrid, Spain, September 23-28 34th European Photovoltaic Solar Energy Conference , September 28th International Conference on Field Programmable Logic , September	EuMW 500 Copies
November 5	October 24	Embedded for Automotive Data acquisition Embedded Security	electronica 2018 , Munich November 13-16 SPS/IPC/Drives , Nuremberg, November 27-29 Trustech 2018 (incorporates Cartes) , Cannes, November 27-29	electronica 6,000 Copies

RATES

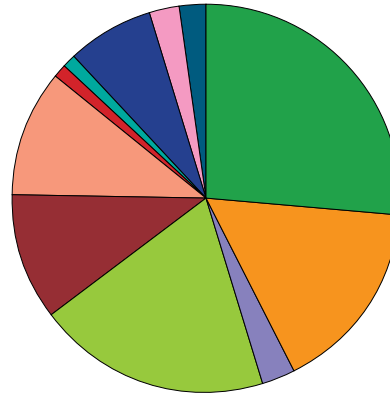
Euro rate card 2018 (Effective 1st January 2018)

4 Colour	1x	3x	6x	10x
Page 210 mm x 297 mm	5,100 €	4,950 €	4,800 €	4,650 €
Half island 125 mm x 200 mm	3,360 €	3,260 €	3,160 €	3,060 €
Half Hor.: 190 mm x 136 mm Vert. 91 mm x 277 mm	2,940 €	2,855 €	2,765 €	2,680 €
Third Hor.: 190 mm x 90 mm Vert. 60 mm x 277 mm	2,345 €	2,275 €	2,205 €	2,135 €
Quarter Hor.: 190 mm x 66 mm Vert. 91 mm x 136 mm	1,680 €	1,630 €	1,580 €	1,530 €
Eighth 91 mm x 68 mm	840 €	815 €	790 €	765 €

Rates are subject to Belgian VAT (when applicable)

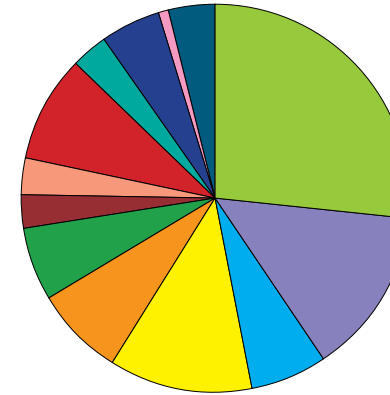
READERSHIP DEMOGRAPHICS

Total : 52,385*



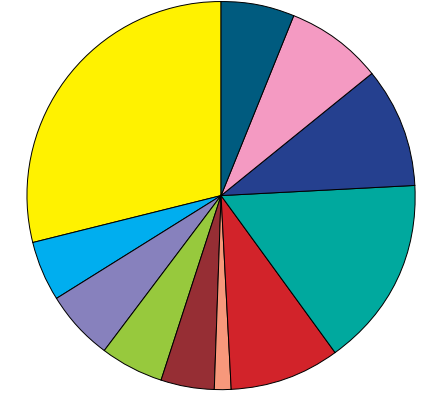
CIRCULATION BY FUNCTION

Engineering/Design Management	13840	26,42%	■
D&D Engineering	8468	16,16%	■
Purchasing	1438	2,75%	■
Corporate Management	10204	19,48%	■
Production	5618	10,72%	■
R&D Engineering	5499	10,50%	■
Applications, Integration	533	1,02%	■
Quality Control	650	1,24%	■
Sales & Marketing	3667	7,00%	■
Consultancy	1417	2,70%	■
Other	1051	2,01%	■
Total	52385	100,00%	



CIRCULATION BY INDUSTRY

Industrial Controls	14013	26,75%	■
Communication Systems	7315	13,96%	■
IT Industries	3331	6,36%	■
Automotive & Transportation	6247	11,93%	■
Consumer Electronics	4006	7,65%	■
Test and Measurement	3151	6,02%	■
Medical Electronics	1461	2,79%	■
Avionics & Defense	1543	2,95%	■
Components	4702	8,98%	■
Distribution	1618	3,09%	■
Universities Research	2536	4,84%	■
Alternative Energy	559	1,07%	■
Other	1903	3,63%	■
Total	52385	100,00%	



CIRCULATION BY COUNTRY

Benelux	3310	6,32%	■
Eastern Europe	4230	8,07%	■
France	5158	9,85%	■
Germany	8385	16,01%	■
Italy	4783	9,13%	■
Middle East	695	1,33%	■
Other Europe	2370	4,52%	■
Scandinavia	2687	5,13%	■
Spain & Portugal	3072	5,86%	■
Switzerland & Austria	2569	4,90%	■
UK & Ireland	15126	28,87%	■
Total	52385	100,00%	

* Print : 20,093 - Digital : 32,292

* Publisher's statement September 2017

Home Page

The Home Page layout includes:

- Leaderboard 728 X 90** (Yellow box) at the top right.
- IMU 300 X 250** (Yellow box) on the right side, above the main article.
- VIDEO CHANNEL 300 X 250** (Green box) on the right side, below the main article.
- IMU 300 X 250** (Yellow box) on the right side, below the video channel.
- IMU 300 X 250** (Yellow box) on the right side, below the 'MOST RECENT ARTICLES' section.
- IMU 300 X 250** (Yellow box) on the right side, below the 'MOST READ' section.
- Leaderboard 728 X 90** (Yellow box) at the bottom left.

Content Pages

The Content Page layout includes:

- Leaderboard 728 X 90** (Yellow box) at the top right.
- Skyscraper 160 X 600** (Yellow box) on the left side, vertical.
- IMU 300 X 250** (Yellow box) on the right side, above the main article.
- DOUBLE IMU 300 X 600** (Yellow box) on the right side, below the main article.
- IMU 300 X 250** (Yellow box) on the right side, below the main article.
- IMU 300 X 250** (Yellow box) on the right side, below the main article.
- IMU 300 X 250** (Yellow box) on the right side, below the main article.
- Leaderboard 728 X 90** (Yellow box) at the bottom left.

Creative Deadlines

- GIF, JPEG – Five business days prior to start date
- HTML5 – Five business days prior to start date
- Maximum File Size : 60k

Submission Guidelines

- Send all creative to : adops@eetimes.be
- Linking URL must be submitted with creative

Banner Advertising Rates

eeNewsEmbedded is a key information source for engineers and technical managers in Europe. We report news as it happens, then follow up with insightful analysis and opinion on why and how it will affect your business.

eeNewsEmbedded has ± 35,000 PIs/month by ±14,000 unique visitors

Rates:

• Leaderboard	728 x 90	CPM: 120 €
• Skyscraper	160 x 600	CPM: 100 €
• IMU	300 x 250	CPM: 100 €
• Double IMU	300 x 600	CPM: 150 €
• Twig	1024 x 90	CPM: 150 €
• Wall paper		CPM: 250 €

All banners are available on a Cost Per Thousand (CPM) basis:

- Video hosting per month: 1000 €

Welcome Ad



10 Seconds

The Welcome Ad grabs the attention of every visitor to the site. Through whichever path the visitor arrives on the site (such as a newsletter link, Google searches, bookmarks etc.), she/he will first see the Welcome Ad. After 10 seconds, the Welcome Ad redirects to the original page the visitor was heading towards.

Reach : all visitors to the site
Material:
640 x 480 pixels
URL Link

Rate per week: 3200€
Technical fee per one additional creative: 250€

Video channel



The video ads are a new interactive way of promoting new products, presence at shows and a perfect way for broadcasting interviews of CEOs, CTOs project managers etc. The attractive video content is hosted on our eeNewsEmbedded site as well as on our dedicated Embedded youtube video channel to maximise SEO and traffic.

Reach: home page, youtube, newsletters
Material: youtube compatible formats

Hosting of your own videos:
1000 € /month
Interview at the show: 1500€ /month
Package of full page ad + Logo + video: 6000€

Twig – High Impact



Places a high-impact 'twig' unit at the bottom of the users screen, the ad remains at foot of screen as user scrolls down page. Click on unit can drive to advertiser site. A close button is available to the user to make the banner disappear.

Reach : sticks at the bottom of all pages unless closed manually
Material:
1024 x 90 pixels
URL Link

CPM Rate: 150€
Technical fee per one additional creative: 250€

Wall Paper



The wall paper ad format is ideal for branding campaigns as it dominates the entire screen and stays in the background while visitors read content and move from page to page. In addition to a large size background image, the ad provides ample space for advertising messages and call for action. Any click anywhere in the background leads the user to the advertiser site.

Reach : Surrounds all pages and cannot be closed.
Material:
Width: 1490 pixels
Height: 1200 pixels
Useful space:
- Top: 1490 x 180pixels
- Columns (2) 260 x 1020 pixels
- Center (empty - white): 970 x infinite
URL Link

CPM Rate: 250€
Technical fee per one additional creative: 250€

LEADERBOARD
728 x 90



Dimensions: 728 x 90
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

IMU (BOOMBOX)
300 x 250



Dimensions: 300 x 250
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

DOUBLE IMU
300 x 600



Dimensions: 300 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

SKYSCRAPER
160 x 600



Dimensions: 160 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

TWIG
1024 x 90



Dimensions: 1024 x 90
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters



eeNews Embedded newsletters reach over ±30,000 Embedded Design engineers

The eeNews Embedded newsletters reach over 30,000 subscribers in Europe. Qualified subscribers have opted to receive this unique newsletter providing up to date information on what's going on in the embedded field.

- Each issue of the newsletter contains the following items:
- Lead story of the day
 - Embedded Design News
 - Business News
 - MPU and development tools
 - Embedded Consumer Design
 - Communications
 - Automotive

Also included are top new products of the day and new White Papers available for download. Three advertising formats are available:

- Leaderboards
- IMU
- Text Banner

Leaderboard 728 x 90 pixels

The Leaderboard

The large graphics format allows advertisers to dominate the page and create a powerful message.

Rates:

1x	: 1,200 €
3x	: 1,120 €
5x	: 1,050 €
10x	: 1,000 €

1 week (5 consecutive days) : 4,000 €

IMU 300 x 250 pixels

The IMU

The large graphics format surrounded by editorial content allows advertisers to interact with readers and create a powerful message.

Rates:

1x	: 1,200 €
3x	: 1,120 €
5x	: 1,050 €
10x	: 1,000 €

1 week (5 consecutive days) : 4,000 €

Text Banner up to 200 characters + optional picture 140 x 120

The Text Banner

The text banner provides a more subtle editorial like presence and is ideal for promoting seminars, shows, events and products that do not justify the development costs of elaborate graphics.

Rates:

1x	: 750 €
3x	: 700 €
5x	: 650 €

1 week (5 consecutive days) : 2,000 €

Guidelines to book HTML/HTML5 banners

- When booking an HTML banner in ADTECH IQ, do not build the basic structure of an HTML file (the elements html, head, title, body etc.). The banner will almost always be delivered within a TAG that is part of the website with an existing HTML file structure.
- Put all necessary scripts within the index.html file (root directory).
- Put all files into the root directory, do not use a folder structure.
- Use unique identifiers, classes, variables and function names per banner.
- Use adserver variables only within the index.html file. The adserver will not replace adserver variables within .js files, additional HTML files or any other file types.
- Adserver variables are used for example to count clicks or to define the correct path to images.
- One option for linked files could be to store the necessary files on a server and to use the absolute path.

HTML banner code example with adserver variables

```
<a href="_ADCLICK_http://www.aol.com" target="_blank"></a>
```

Charset settings for HTML/HTML5 banners

When booking an HTML banner in ADTECH as index.html file the default Charset is set to UTF-8 and should not be changed, unless the website delivering the banner is using a different charset code. Available charset options are:

- UTF-16
- UTF-8
- US-ASCII
- ISO08859-1
- ISO08859-2
- ISO08859-3

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