



2011 Media Kit



The Engineer's Portal to Green Design

Low-Power Design

www.low-powerdesign.com



Green Engineering

The New York Times recently carried a story on how energy consumption by data centers is becoming a major and measurable problem worldwide:

"In the United States alone, those data centers accounted for 1.5 percent of the country's electricity use in 2006 — more than the entire state of Massachusetts. And their power use could nearly double over five years, according to government reports."

Low-power design is the key to a green future, and it's what *Low-Power Design* is all about.

Low-Power Design

Low-Power Design deliberately picked up the torch from *Portable Design*, which was all about energy efficient design. Looking at the macro-level implications we realized that "green engineering" is all about creating energy-efficient designs. The power management techniques first developed for portable devices apply equally well to their plugged-in brethren.

Green engineering isn't just good design, it can also save your customers a lot of green—as in money.

We cover the green angle in our news section in order to increase our readers' awareness of the importance of the work they're doing. But at heart we're a design book, trying to provide the tools to help our readers get the job done.

Our readers are engineering the future, and we're here to help.



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Our Editors



John Donovan, Editor/Publisher

John Donovan is the ex-Editor-in-Chief of *Portable Design* magazine, having manned the tiller for the last four of its 12 years. John has spent 25 years writing about technology from both sides of the inbox: 12 doing mostly semiconductor PR—including four years as global PR Director at Cypress—and an equal amount as an editor at *EDN Asia*, *Circuits Assembly Asia*, *PC Fabrication Asia* and *Portable Design*. John has published two books, dozens of manuals and hundreds of articles. He is a member of the Association for Computing Machinery (ACM) and a Senior Member of the IEEE.



Steve Leibson, Contributing Editor

An experienced hardware and software design engineer, engineering manager, and design consultant, Steve Leibson has also been Editor-in-Chief of both *EDN* and the *Microprocessor Report* and was the founding Editor-in-Chief of the *Embedded Developers Journal*. Steve spent 10 years working at electronic systems companies (HP's Desktop Computer Division, Auto-Trol Technology, Cadnetix) before donning his editor's hat for the next 15. Most recently, he spent eight years as Tensilica's Technology Evangelist and Strategic Marketing Manager, where he published hundreds of articles and spoke at conferences around the country.



Robert Cravotta, Contributing Editor

Robert is currently Principal Analyst at EmbeddedInsights.com. As a former Technical Editor covering Embedded Processing at EDN, Robert has been following and commenting on the embedded processing space since 2001. His expertise includes software development and system design using microprocessors, microcontrollers, digital signal processors (DSPs), multiprocessor architectures, processor fabrics, coprocessors, and accelerators, plus embedded cores in FPGAs, SOCs, and ASICs. Robert's embedded engineering background includes 16 years as a Member of the Technical Staff at Boeing and Rockwell International working on path-finding avionics, power and laser control systems, autonomous vehicles, and vision sensing systems.



Brian Dipert, Contributing Editor

Brian Dipert has a BSEE from Purdue University. His professional career began at Magnavox Electronics Systems, subsequently spending eight years at Intel Corporation in Folsom, CA, where he held a variety of technical marketing, applications, product architecture and chip design roles in the company's nonvolatile memory group. During this time, Brian also authored and co-authored four technical reference guides. He then spent 14 years at EDN Magazine, most recently as the senior technical editor covering consumer electronics-targeted ICs, software and subsystems, programmable logic devices, and design software.



Our Value Proposition

The editors at *Low-Power Design* create, aggregate and deliver the latest news, views and design articles to assist engineers in creating low-power, energy efficient 'green' products.

We're an online design magazine focused on low-power techniques and technologies. Our rapidly growing library of design articles is an invaluable reference source for design engineers, who are our primary audience.

Our Value

- Top Stories
- Industry News
- Product News – new product release information
- Views – from the editors as well as links to blogs within the industry.
- Design Articles – informative, hype-free solutions to topical design problems
- Green Resources – links to organizations, institutions, job listing sites, news sources, etc.
- Events- links to upcoming industry events
- Videos –Interviews with movers & shakers in the industry.
- Downloads - white papers, presentations

Low-Power Design is the engineer's one-stop source for all low-power design engineering news and information.



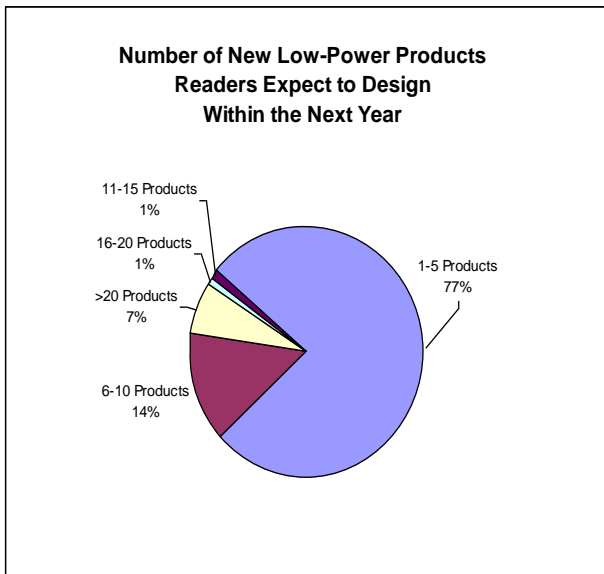
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Our Readers

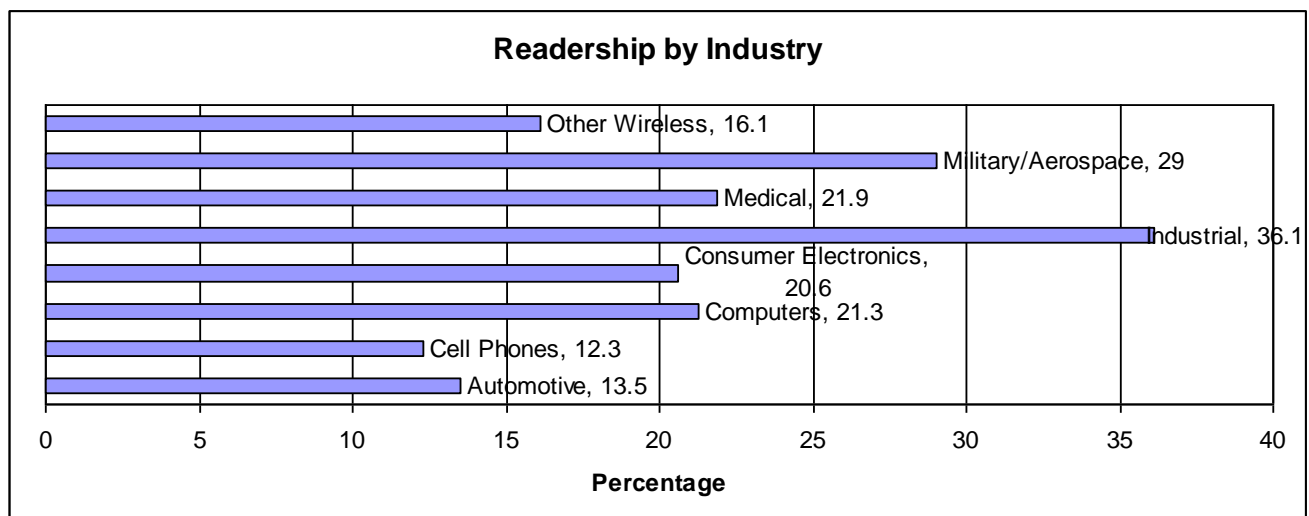
Our readers are highly creative, productive design engineers



We cover all major industry segments

Designed to Succeed

- **76% of Low-Power Design's readers are design engineers**
- **We reach engineers who design low-power, energy efficient products in all major industry segments**
- **With a mailing list of 40,000 engineers and engineering managers, we're the silver bullet to cost-effectively reach engineers who can design your products into their next high-volume application.**





Online Advertising

- 40,000 engineers and engineering managers working with low-power electronics OEM design
- Focused exclusively on green/low-power OEM design
- Reach your target audience: Highly effective AND efficient – low cost, excellent value

Requirements for Web Site Ads:

1. Acceptable File Types: JPG, GIF, animated GIF, Flash.
2. Maximum file size: 40k.
3. If you're sending Flash, please provide a backup GIF for visitors who don't have a Flash plug-in for their browser.
4. For all ads, please provide target URLs separately.
5. Send creative and link to: ads@low-powerdesign.com.
6. Contact: Donna Wilson: email donna@low-powerdesign.com. (510) 744-1263

Low-Power Publications
www.low-powerdesign.com low-powerwireless.com

Low Power Solutions for the entire design flow
ESL - Functional Verification - Physical Implementation **LEARN MORE**

A New Frontier for EDA **cadence**

How Green is Your MCU?
Ever since Intel hit the Power Wall in 2004 when the Pentium 4 drew 150W and approached 1000 pins-low-power design has come into its own. Over the past decade smart engineers have come up with a seemingly endless number of innovative tricks to stave off the frequently predicted death of Moore's law, which was supposed to happen first at 90 nm, then 65 nm then 40 nm, etc. Still, when gate doping variations of several atoms can cause a transistor to fail, the laws of physics are finally asserting themselves. As one wit observed recently about Moore's law, the party isn't over but the police have arrived and the volume has been turned way down. [More](#)

Solar cell seller sold on California
There's an interesting, well-written article on California and Silicon Valley's suitability as a continuing base for high-tech companies and manufacturers published in today's San Jose Mercury News. If you've been in high-tech for any length of time, you've necessarily heard the bad rap on California: high taxes, high living costs, impenetrable state and local bureaucracies, crumbling infrastructure, etc. Sounds bad, doesn't it? Looks bad too, when viewed with a certain lens. However, that bad rap doesn't explain away the fact that a lot of high tech firms continue to headquarter in Silicon Valley and startups do decide to plant their first tender roots here. [More](#)

The battle for multi-touch
As with most technologies used in the consumer space, they take a number of years to percolate before they mature enough and gain visibility to end users. Capacitive-based multi-touch technology burst into the consumer conscience with the introduction of the iPhone. Dozens of companies have since entered the market to provide capacitive touch technologies to support new designs and applications. The capabilities that capacitive touch technology can support, such as improved touch sensing for multiple touches, detecting and filtering unintended touches (such as palm and cheek detection), as well as supporting a stylus, continues to evolve and improve. [More](#)

April Wireless Update: Intel Bulks up Again in LTE
In early March, Intel purchased most of the assets of Cairo-based SysQSoft, one of only two licensors of LTE level-2-and-above software stacks. It is unlikely that Intel will allow the entity to continue the licensing business, so that leaves UK-based 4W Wireless as the last man standing in the merchant LTE level-2+ stack business. Intel hired about 100 of SysQSoft's engineers and it will be interesting to see how Intel's new Cairo operations interact with their academic wireless development center in Italy. However, it appears that Intel Mobile Communications in Germany (formerly Infineon Technologies) will be the primary interface with the newly acquired Egypt operation. [More](#)

April Events
High-Key Virtual Conference Thurs. April 28, 2011 • 11:00 AM EDT – 6:00 PM EDT
New Directions in MCU Design
Microcontrollers Register Today: e.ubmelectronics.com/mcu
Industry News

Ad Type	Size	Qty/ Page	SOV	Price/ Month
Leaderboard	728x90	1	25%	\$1,000
Skyscraper	120x600	1	25%	\$1,000
Large Rectangle	336x280	1	25%	\$1,250
Medium Rectangle	300x250	1	25%	\$1,000
Small Rectangle	180x150	2	25%	\$350
Page-peel flash	800x600	1	25%	\$1,000
Floating skyscraper	120x600	1	25%	\$1,000



eNewsletter Advertising

The Low-Power Design eNewsletter goes out to 10,000 subscribers, rotating through a list of 40,000 engineers and engineering managers. These were all subscribers to *Portable Design* magazine, which focused on low-power design. For sample eNewsletters, click **Newsletter** on the navigation bar on the *Low-Power Design* home page.

Requirements for eNewsletter Ads:

1. Acceptable File Types: JPG, GIF, animated GIF. Sorry, we don't accept Flash ads for the newsletter, since they tend to trigger spam catchers.
2. Maximum file size: 40k.
3. For all ads, please provide target URLs separately.
4. Send creative and link to: ads@low-powerdesign.com.
5. Contact: Donna Wilson: email donna@low-powerdesign.com (510) 744-1263

Ad Type	Size	Position	Cost
Leaderboard	728x90	Top of Page	\$1,000
Wide Skyscraper	160x600	Left of Blogs	\$750
Medium Rectangle	300x250	Left of Blogs	\$1,000
Promo Banner	600x90	Below Blogs	\$400

Contacts

Editorial & Sales



John Donovan, Editor/Publisher
Email: john@low-powerdesign.com
Phone: (512) 535-3481

Platinum Sponsorship—\$5,000 per month

- Leaderboard ads (728x90) on the *Low-Power Design* web site; guaranteed min. 33% SOV
- Banner ads in monthly e-newsletter
- Regular blog on web site
- Unlimited posting of videos, white papers and application notes
- Prominent logo in Sponsor Box

Gold Sponsorship—\$3,000 per month

- Medium rectangle (300x250) or wide skyscraper (160x600) ads on the *Low-Power Design* web site; guaranteed 33% min. SOV
- Medium rectangle ads in the monthly e-newsletter
- Regular posting to Guest Blog slot on site
- Posting of up to five videos, 10 white papers and 10 application notes
- Prominent logo in Sponsor Box

Silver Sponsorship—\$2,000 per month

- Rectangle ads (180x150) on the *Low-Power Design* web site; guaranteed 25% min. SOV
- Rectangle ads in monthly e-newsletter
- Posting of up to 10 white papers and 10 application notes
- Prominent logo in Sponsor Box



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