



2010 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 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), the Audio Engineering Society (AES) and a Senior Member of the IEEE. His favorite pastimes include ham radio, playing with his kids and scouting Texas for the best BBQ joints.



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.



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.



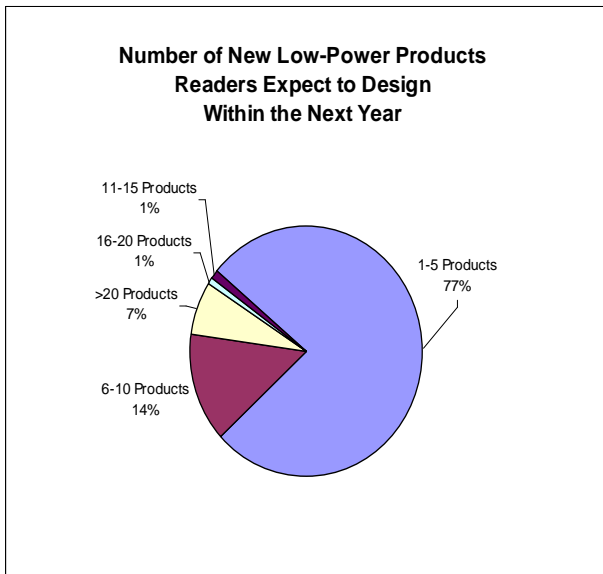
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Our Readers

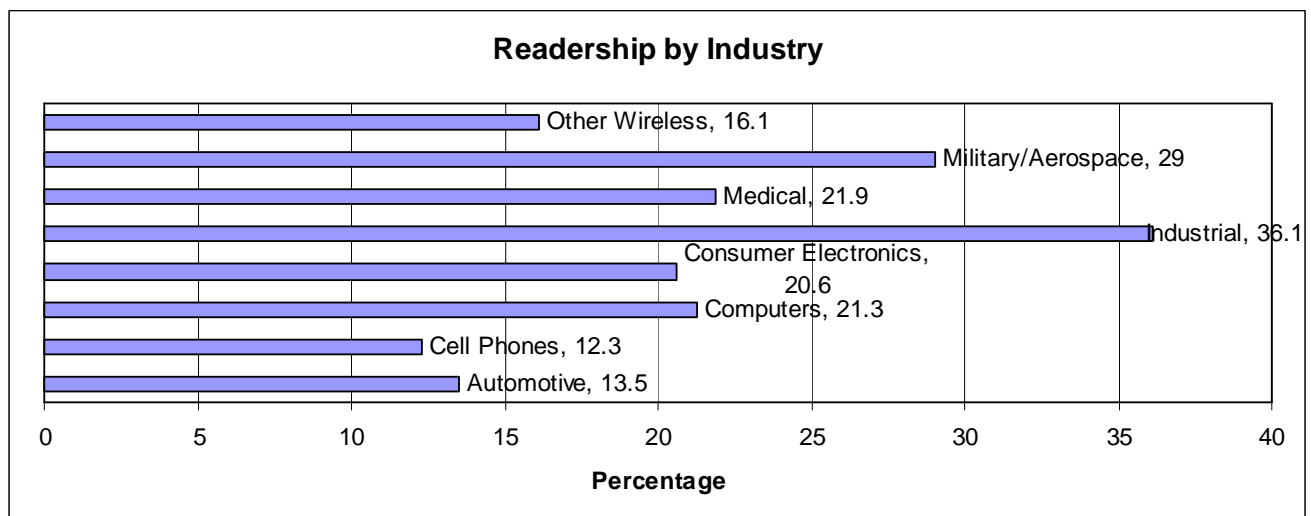
Our readers are highly creative, productive design engineers



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: John Donovan: email john@low-powerdesign.com. (512) 535-3481



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: John Donovan: email john@low-powerdesign.com. (512) 535-3481

The screenshot shows the Low-Power Design website. At the top, it says "Low-Power Design" and "Innovation". Below that is a banner for "Powering the Green Revolution". There are navigation tabs for "Home", "About", "Contact", "Features", "Events", "Media", "About Us", "Privacy", and "Disclaimer".

On the left side, there is a "Low Power Resources" section with a link to "Join Our Mailing List". Below that is a "Low-Power Design" section with a photo of wind turbines and a welcome message: "Welcome to Low-Power Design, your engineering portal into the world of green/low-power design. We create, aggregate and deliver the latest design news and articles to help power the green revolution." It lists several sections: "Industry News", "Product News", "Design Articles", "Design Ideas", "White Papers", "Links", "Books", and "Forum".

On the right side, there is a "Greetings!" section with a photo of John Donovan and a quote: "In his keynote address to the Embedded Systems Conference (ESC) in 2007, Al Gore told design engineers that they're the key to a green future. Smart embedded devices, he challenged them, could have an enormous impact on overall energy consumption-and it was up to them to design them. This site is devoted to helping engineers do exactly that." Below that is a "John Donovan" section with a photo and a quote: "Out of a Job? Create One! Despite all of the hullabaloo about health care reform, I propose that the number one problem we're facing right now is jobs-rather, the lack of them. The real value in any production chip to boxes is the innovative design that goes into it. But how do you realize that value if you have a great idea but no employer to pay you to develop it? Go into business for yourself. More..."

Below that is a "Brian Fuller" section with a photo and a quote: "How Low Can You Go? That's the theme of much of today's system design as it pertains to power, or energy efficiency or green engineering or any related moniker you care to use. All the cool kids in Silicon Valley will be lining up this week to watch the latest low-power limbo dancing at the 14th ACM/IEEE International Symposium on Low Power Electronics and Design in Millbrae, just south of San Francisco. More..."

Below that is a "Steve Leibson" section with a photo and a quote: "Could A Low-Power Middle Ground Between ASICs/SOCs and FPGAs Help You? 'You can't always get what you want. But if you try sometime. You'll find. You'll find. You'll find.' Those lyrics from a song from the Rolling Stones describes the situation with ASICs/SOCs and FPGAs. For low power, you want an ASIC or SOC. However, there are huge obstacles to using an ASIC or SOC. More..."

At the bottom, there is an "ARM Techcon" banner for "October 21-23, 2009" with the text "DESIGN TO THE POWER OF THREE" and "REGISTER TODAY OCTOBER 21-23 SANTA CLARA, CA". Below the banner is the text "Not Just A Mathematical Symbol: A Deeper Look At The "+" OF HSPA+".

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
(512) 535-3481
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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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