



2008 International

CES[®]

THE ENGINEER'S GUIDE TO CES[®]

Special Report produced by the Electronic Design Group in Conjunction with the Consumer Electronics Association (CEA[®]), the producer of the International CES[®].

REACH DESIGN DECISION MAKERS AT CES

"The Engineer's Guide to CES" will raise visibility and awareness of the exhibits and seminars at the 2008 International CES that are relevant for the design decision maker. The CES Engineer's Guide (CEG) will focus on the features and benefits at CES for the design engineer, as well as including the perspective of important design trends as identified by the editorial staff of Electronic Design Group. The guide aims to:

- increase visibility and traffic for participants among design decision makers at the event;
- reach key design decision makers at the show by helping them focus on relevant programming;
- educate decision makers who are "armchair attendees" as to the leading-edge technology announcements at the show.

The Engineer's Guide is produced by the Electronic Design Group, insuring a trusted reach to leading design engineers. *Electronic Design* has unsurpassed brand identity and loyalty in the center of the electronic design community, and has been recognized as "best read" publication in an independent survey of design engineers. Sister publications in the group including *Microwaves & RF*, *Machine Design*, *Medical Design*, *Auto Electronics*, *RF Design*, *Power Electronics Technology* bring an unparalleled reach to design engineers.

The CEG will be mailed with *Electronic Design's* December 13th issue, and also with 40,000 December issues of selected Electronic Design Group magazines to target decision makers for the consumer electronics space. The guide will also be direct mailed by CES to their engineer database and targeted audiences.

FOCUS ON WINNING DESIGN

Electronic Design's editorial team will produce the CEG, working with the resources of CEA. The Guide will include information that supports the special programming at CES geared to the engineering community, as well as incorporating the perspective of *Electronic Design* editors as to significant technology introductions from CES exhibitors:

- Seminars and exhibits—What are the essential sessions and exhibits that designers should see? Partner Programs, Knowledge Tracks, SuperSessions and Industry Insiders will be explored.
- New technologies at CES—Focus on show TechZones from Advanced Display Technologies to ZigBee. What are this year's most important design trends and where can the designer go to see examples of these trends?
- Focus on the Technology & Engineering Emmy® Awards and other special events of interest to designers.
- Other "engineering relevant" content as deemed important by CEA, working with *Electronic Design* editors.

Print reach:

The CEG will reach 135,000 *Electronic Design* readers plus 40,000 selected readers of group publications.

Online reach:

- The Electronic Design Group web sites reach nearly 400,000 unique visitors per month with over 1.2 million page views. The supplement will be posted as a PDF on the site, *electronicdesign.com*, with house ads promoting the availability of the PDF for download.
- The Guide will be promoted via e-mail newsletters and across the group's web sites including *Microwaves & RF*, *RF Design*, *Power Electronics Technology* and *Auto Electronics*.
- The Guide will also be posted on *CESweb.org*.

International pull: The PDF version will be promoted in the December issues of *Electronic Design Europe* and *Electronic Design China*.

CEA direct-marketing copies: CEA will use an additional 25,000 copies of the Guide to market to its CES engineer database and targeted audiences.

REACH DESIGN DECISION MAKERS

Advertising options

Rates:

Full-page Display Ad:\$8,900

Half-page Display Ad:\$4,950

Price for full-page Exhibit Profile:\$7,900

Price for half-page Exhibit Profile:\$4,490

Combination Display Ad plus Profile:\$15,000

Display ads: Note that per CEA, advertising will be accepted only from CES exhibitors, unless the advertiser is outside of the CE market.

Deadlines

Nov. 5: Reservation for advertising/profile

Nov. 9: Profiles approved

Nov. 16: Display materials due.

Insert mails with December 13 issue of *Electronic Design*

CONTACTS

Sales Contact:

Judy Miller
Associate Publisher
Electronic Design Group, Penton Media
judy.miller@penton.com
212.204.4246

Exhibit profiles: Exhibit Profiles offer CES exhibitors a chance to tailor a custom message related to show introductions. *Electronic Design* will create a universal template for Exhibit Profiles. *Electronic Design's* graphics team will prepare the profiles, which are to be approved by the advertiser. The template will offer the option to include "breadcrumbs" listing of all the places a given semiconductor or component manufacturer's parts can be found in other designs on the show floor.

Copy writing and editing services available if required.

- Full-page advertorial: 500-750 words
- Half-page profile: 250-500 words

Editorial Contact:

Mark David
Editorial Director
Electronic Design Group, Penton Media
mdavid@penton.com
201.845.2467



INSERTION ORDER

Suite 550
45 Eisenhower Drive
Paramus, NJ 07652

ADVERTISER INFORMATION

Advertiser: _____
Address: _____
City, State, Zip: _____
Contact Name: _____
Phone: _____
Fax: _____
Email: _____
Exhibiting Company Name: _____ Exhibit Booth #: _____

ADVERTISING RESERVED (PLEASE CHECK APPROPRIATE BOX)

- Full-page Display Ad: \$8,900
- Half-page Display Ad: \$4,950
- Price for full-page Exhibit Profile: \$7,900
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