COTS JOURNAL ENJOYS A BROAD READERSHIP OF ENGINEERS AND SENIOR ENGINEERING MANAGEMENT SPECIALIZING IN THE DEVELOPMENT OF EMBEDDED COMPUTERS FOR GOVERNMENT, MILITARY AND AEROSPACE APPLICATIONS.
Magazine Sections

Special Feature: Articles in this section examine a key embedded computer or electronics technology trend. That trend is explored within the context of how that technology impacts military system designs. This section is typically the cover story for the issue.

Tech Recon: Military system designers may use much of the same basic technologies—embedded form factors, processor architectures, fabric technologies and so on—as their commercial counterparts, but the way they look at them is very different. This section helps readers sort out which technologies offer the critical mass, market longevity and physical attributes necessary for defense designs.

System Development: No military embedded system can function until its software development and testing phases are put through rigorous test and development cycles. This section is devoted to covering trends in operating systems, ruggedized test and security assurance. Articles focus on eMi/RFi, shock and vibration testing and mitigation, cooling, HaLt/HaSS and other hardware and software test-related technologies.

Tech Focus: Here we highlight a narrowly focused technology area and take an in-depth look at associated products and developments. This will include tried-and-true technologies (such as boards and displays), as well as data acquisition and conduction-cooled graphics modules.

COTS View: This off-calendar section allows our editors to provide detailed coverage of areas that do not necessarily fit into the predefined editorial calendar topics. This can include significant new technology not considered when the editorial calendar was assembled.

EDITORIAL

The Journal of Military Electronics & Computing

COTS Journal stands head and shoulder above the competition with an editorial staff that boasts a wealth of industry experience, and a marketing services team that sets the standard for design and execution within the military embedded marketplace.

COTS Journal is the only online source providing the technical needs of those designing embedded computers into military and aerospace applications. Engineers and other technology decision makers working for the prime contractors and armed services consider COTS Journal as the premier technical publication disseminating information on electronic and computer products and technology to engineers working in the military and aerospace markets. That’s why advertisers use COTS Journal as the primary tool in support of marketing targeting those engineers and engineering managers at this design level.

Our Staff

Pete Yeatman, Publisher: Pete Yeatman has been an active member of the military embedded computer industry for more than 30 years as an engineer and marketing professional. He formerly served as CEO of one of the founding companies of the COTS embedded marketplace. His industry presence is widely known as he has presented at the Pentagon on the COTS transition, and is often invited as a guest speaker to conferences and trade shows.

Jeff Child, Editor-in-Chief: Jeff Child pairs an extensive background in engineering with over 20 years of experience as a technical editor/writer and event guest speaker within the OEM marketplace. He is responsible for directing the editorial focus of the magazine along with creating special sections and supplements unique to the identity of COTS Journal.

Marina Tringali, Managing Editor: Marina Tringali has 18 years of experience in publishing, marketing and customer relations within the embedded computing industry. She oversees all of The RTC Group’s publications, working to ensure the highest quality of editorial content delivered alongside highly sought after advertising positions to our growing circulation.
Pete Yeatman, Publisher
COTS Journal

LETTER FROM THE PUBLISHER

Advertisers and Friends of COTS Journal:

Although Secretary of Defense Robert Gates has announced his resignation early in 2011, the policy and direction of the military he has established, like a big pendulum, will continue for years to come. The DoD’s shift in our military’s mission will continue to increase the demand for COTS military electronics and computing systems.

In 2010 we experienced some program cancellations as a result of the mission shift, and there was a temporary relaxation in R&D&E spending. The DoD’s strong commitment to unmanned vehicles programs and the start of the Ground Combat Vehicle presents new design opportunities for the latest embedded COTS technologies. The dissolution in “from-the-ground-up” military systems design has sparked another round of cooperation between Prime contractors and embedded electronics COTS suppliers. Current DoD emphasis is on program upgrades and technology insertions to existing systems—the quickest solution to fill and field both immediate requirements by equipment as well as the expansion of current deliverable programs. Meanwhile, the government’s long-term vision remains focused on a lighter and quicker response force that can be deployed more cost-effectively. Our marketplace will be relied on to achieve all these goals, and that translates into vast opportunities—both for existing suppliers but for new entrants into the military market as well.

Insightful technical information is key to success in the military embedded electronics and computing market. For more than ten years COTS Journal has been the industry’s premier source for strong technical editorial, product reviews and informative advertising—no other print or electronic publication comes close. Our readership, from the entire decision chain—DoD, PEO, Primes and Sub-primes—rely on the information we provide to help them evaluate what technologies and products will enable long-term success for their systems. Every year we are flattered to see new information providers attempting to emulate us and existing providers attempting to become more like us. We are grateful for our readers’ ever increasing reliance on COTS Journal and thankful for the support of our advertisers. We look forward to continuing to grow along with you in this marketplace.
Ahead of the Pack: Now More Than Ever

The strong reputation COTS Journal enjoys as the leading technology publication in this industry didn't happen overnight. We got there by covering technology not just for its own sake, but presenting it at a level that's useful to particular needs of engineers, engineering managers and program decision makers involved in developing embedded systems for defense applications.

A number of industry trends are raising the stakes of COTS Journal’s job even higher. On one hand, primes are putting an ever greater reliance on their technology suppliers for expertise in computing, integration and a host of other areas. At the same time, DoD procurement policies are pushing toward more technology demonstrations earlier in the program development phases. Higher technology readiness levels are also becoming a mandate. Both new systems and upgrade programs will require the latest processing, connectivity and power solutions. The kinds of information COTS Journal covers—and the way we cover it—fit perfectly with those industry trends.

Our team is committed to applying its wealth of expertise in journalism, engineering, marketing and management to produce editorial that is referenced and quoted by industry leaders, and depended upon by engineers and technical decision makers. In the year ahead we’re committed to living up to COTS Journal’s much envied reputation as the most read, first read, most quoted information resource in our industry.

Jeff Child, Editor-in-Chief
COTS Journal
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<tr>
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<td>Display and Computing Trends for UAV/Grand Control</td>
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<td>Rugged Stand-Alone Box Products</td>
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<td>Technology Trends for Navy Modernization</td>
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<td>November</td>
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<td>Size, Weight and Power Hurdles for Small UAV Control</td>
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**EDITORIAL CALENDAR**

- January: OpenVPX Special Issue (2-for-1 Bonus Page Ad Opportunity)
- February: Target Report: Technology Hurdles Facing the Military
- March: Graphics Processors Do Military General Purpose Computing
- April: Box vs. Slot Cost Approaches for UAV/FPDP Products
- May: Autonomous Database Options: 105/130, 420, 425, 600MiB and More
- June: Target Report: The SC7 and M7 Vehicle Modernization
- July: MIL-STD and HP in Tech Upgrade Programs
- September: MILCOM EUSE. Target Report: Next-Gen Military Systems and Networking Solutions
- October: FPGA Processing for IFP/WP/MC Radar and SATCOM Systems
- November: Power Components Serve Board and Box-Level Needs
- December: Size, Weight and Power Hurdles for Small UAV Control
With over 38,000 readers worldwide, COTS Journal has the most on-target readership audience in the military electronics industry. COTS Journal’s focused and growing circulation of more than 38,000 readers transforms the idea of targeted marketing. Our advertisers will not find a publication that can match—or even come close to—COTS Journal’s ability to relay both quality editorial and marketing messages to the right audience.

- 25,000 people read COTS Journal in print
- 13,000 people read COTS Journal online
- 86% of our readers have engineering or technical degrees.
- 74% of our readers design for rugged applications.
- 89% of our readers have 15+ years experience in the industry.
- 88% of our readers consider themselves management.

COTS Journal readers classify themselves within these categories:

- 30% DOD/Executive Management
- 32% PEO/Program Management
- 32% Engineering Management
- 30% Engineering
- 18% Other

COTS Journal readers develop, specify or purchase the following:

- 30% Mission Systems
- 28% Unmanned Systems
- 25% Command and Control
- 27% Communications
- 15% Radar/Sonar
- 16% Network-Centric Systems
- 19% Simulation and Test
- 10% Training
- 9% Other

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COTS Journal now features a redesigned Web site with added features that include a new “Ask the Editor” section where visitors can interact with Jeff Child, editor-in-chief, as well as current industry news, access to white papers and other military technology resources. Web site visitors can count on COTS Journal to provide easy access to first-rate editorial while advertisers can count on COTS Journal to relay strong messaging to the right audience.

COTS Journal had a remarkable year in 2010, and the new Web site will only enhance the growing strength of the franchise. Visitors continue to have access to current and past articles and are now able to browse by specific technologies. Digital versions of the magazine are accessible through the home page, providing print advertisers with the added exposure of Web traffic.

Digital Distribution
COTS Journal publishes a digital e-newsletter every month to our extensive circulation of 13,000 e-subscribers. Advertising opportunities are available on this informational and technical newsletter to reach an extended audience each month, increasing your company’s exposure in the industry.

Industry Event Distribution
COTS Journal’s powerful presence within the embedded military electronics market is supplemented by a variety of circulation and digital e-newsletter events. Its top-ranking editorial and advertising gain exposure at events where people proactively seek technology insight and business opportunities.

Military-specific technology events provide members of this niche market with new ideas and the opportunity to gather in a single location to share ideas, learn about the latest technologies and market products. The impact of COTS Journal complements the invaluable face-to-face interaction of events. By creating a strong presence, COTS Journal has become a mainstay in conversations on the show floor.

The 2011 distribution calendar is subject to change, but COTS Journal is set to be distributed at a variety of military and technology related shows such as MILCOM, AUSA, ESC, AFCEA West and I/ITSEC. Additionally, it is sent to approximately 30 RTECC shows worldwide. Take advantage of this added exposure and join forces with COTS Journal today. Contact your regional sales representative for more information.

CIRCULATION

Through our events and publications, The RTC Group has accumulated a focused email database of over 200,000 engineers and managers worldwide. More than 60% of these names come from within the embedded military electronics industry, the target audience of COTS Journal. In order to serve your specific needs, we have the ability to target your target audience based on geographic and demographic criteria.

The RTC Group takes particular pride in the development and maintenance of its circulation lists. Circulation has been culled from a variety of sources and continues to expand as it attends relevant industry shows. The RTC Group’s extensive Web presence and marketing efforts, magazine subscriptions and word of mouth.

Locations of e-subscribers:

- United States: 48%
- Europe: 35%
- Canada: 14%
- Other: 3%

CIRCULATION
INTEGRATED ADVERTISING

We believe strongly in the integrity of both print and digital ad space. Recent research has shown that print advertising is a leading tool in developing and driving sales. COTS Journal delivers a vast array of methods to deliver marketing messages to your right prospects. Our digital editions have the unique ability to offer COTS Journal’s digital Edition Sponsorships directly to those who are interested and purchase your product. Using standardized online ads brings your product to the attention of specific individuals who are subscribed to Digital Edition Sponsorships. This comprehensive marketing plan maximizes an advertising one-two punch via print and digital ad spaces. The competitive marketing plan maximizes brand awareness, ROI and lead-generating goals.

Digital Edition Sponsorships

Of COTS Journal’s 38,000 readers, 13,000 of those individuals are subscribed to COTS Journal’s Digital Edition. This version of the magazine debuts online as the print magazine is hot off the press. Using high-impact digital ad space in our digital editions, clients have the ability to impress upon a highly focused corner of the military embedded market.

Electronic Services

The ever-expanding multitude of options devoted to our electronic services over the last few years has been nothing short of staggering. As always, we seek the best avenues to improve your company’s standing in the industry. Examples of these electronic services are as follows: list rental, email blasts, corporate surveys, press release distribution, etc. Contact one of our sales representatives and we’ll find the best available method to bring value to your customer. Using our list rentals, we will sell your product directly to those who are interested and purchase your product. We believe strongly in the integrity of both print and digital ad space. Recent research has shown that print advertising is a leading tool in developing and driving sales. COTS Journal delivers a vast array of methods to deliver marketing messages to your right prospects. Our digital editions have the unique ability to offer COTS Journal’s digital Edition Sponsorships directly to those who are interested and purchase your product. Using standardized online ads brings your product to the attention of specific individuals who are subscribed to Digital Edition Sponsorships. This comprehensive marketing plan maximizes an advertising one-two punch via print and digital ad spaces. The competitive marketing plan maximizes brand awareness, ROI and lead-generating goals.

Real-Time Lead Distribution System (RTLD)

RTLD uses a search process along with our subscriptions, event registration and resources applications to identify the company most likely to provide a product or service of interest for that contact. All leads processed through RTLD are passed on to you via our unique Real-Time Lead Distribution System (RTLD). Check with your local representative to make sure your company’s contact information is up to date and to inquire about how RTLD can provide constant leads for your company.

White Paper & Resource Listing

Another way to improve your company is to post resources onto our new Web site. These resources include white papers, webinars, videos, audio clips, etc., and are placed right alongside our top shelf editorial. We believe strongly in the integrity of both print and digital ad space. Recent research has shown that print advertising is a leading tool in developing and driving sales. COTS Journal delivers a vast array of methods to deliver marketing messages to your right prospects. Our digital editions have the unique ability to offer COTS Journal’s digital Edition Sponsorships directly to those who are interested and purchase your product. Using standardized online ads brings your product to the attention of specific individuals who are subscribed to Digital Edition Sponsorships. This comprehensive marketing plan maximizes an advertising one-two punch via print and digital ad spaces. The competitive marketing plan maximizes brand awareness, ROI and lead-generating goals.

Webinars

As part of COTS Journal’s general M.O., we are always looking for new and exciting ways to bring information to engineers, whether they’re in house, in their office or anywhere with an internet connection. Webinars put this information into a unique position with the ability to combine traditional editorial and marketing techniques with mobile and marketing events. Our ability to produce high-quality live/Archived video and audio productions is a sure way to increase your company’s exposure within the industry. Webinars put this information into a unique position with the ability to combine traditional editorial and marketing techniques with mobile and marketing events. Our ability to produce high-quality live/Archived video and audio productions is a sure way to increase your company’s exposure within the industry.

Micro Sites

Micro sites are a way of taking traditional resource guides and advertorial campaigns and converting them into a digital format to be hosted online. Our industry-leading staff will work with you to refine your electronic and graphical content to increase interest as well as customer-specific techniques, applications and collaborations for your product. This advantage micro sites have over Flash is HTML coded pages.
RATES

Print Advertising

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<tr>
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<th>Qty/Page</th>
<th>SOV%</th>
<th>Price/Month</th>
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<tbody>
<tr>
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<td>25%</td>
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<tr>
<td>Body 300px × 250px</td>
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<td>$1,250</td>
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<tr>
<td>Premier Tile 125px × 125px</td>
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<td>100%</td>
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<tr>
<td>Tile 125px × 125px</td>
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<tr>
<td>Page Peel Flash 100px × 100px</td>
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<td>100%</td>
<td>$4,995</td>
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<tr>
<td>Ticker-Tape Text 35-50 characters</td>
<td>1</td>
<td>100%</td>
<td>$1,295</td>
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Rate Combinations: Rates for COTS Journal and RTC magazine can be combined to give you the maximum discount. Use the pricing schedule for the total number of pages in both publications in your annual contract. Discounts may also be applicable if you purchase RTECC shows or take advantage of additional online advertising opportunities; contact your sales representative for more information.

Custom Online Advertising

The RTC Group understands that many advertisers are looking for unique options not available on the rate card. We will work with any client to customize online advertising activities to meet specific marketing goals. If you don’t see exactly what you’re looking for from our rate card, please talk to your sales representative about creating a custom ad campaign.

Standard Web Advertising

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<td>$880</td>
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<td>Tile</td>
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<tr>
<td>Page Peel Flash</td>
<td>100px × 100px – 1000px × 1000px</td>
<td>1</td>
<td>$4,995</td>
<td></td>
</tr>
<tr>
<td>Ticker-Tape Text</td>
<td>35-50 characters</td>
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SOV% is Share of Voice. Some Web positions rotate upon page refresh.

E-Newsletter/Digital Edition Sponsorship

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<tr>
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<tr>
<td>Body</td>
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**Material Instructions**

All advertising must be submitted as a high-resolution PDF (PDF/A-1a). Four-color images must be CMYK; minimum resolution 300 DPI; TIFF or EPS are preferred, less at a minimum of 1200 DPI. Only full page ads require a bleed of 1/8" (3 mm). Full page live area is 1/2" (13 mm) from trim on all sides. For all other ad sizes, all live content should stay 1/4" from the edge of the ad space.

Please submit PDFs via the RTC Group’s FTP site: http://upload.rtcgroup.com

**Press Release Submissions**

To submit a new product announcement, send an email version of the release to the editors. The more technical the information, the more useful it is to our readers. Each product announcement should include a press release, product datasheet and pricing. Published image resolutions need to be at least 300 DPI.

### AD SIZES AND SPECS

- **Full Page**
  - 8.5" × 11.125"
  - (Trim: 8.375" × 10.875"

- **Two Page Spread**
  - 17" × 11.125"
  - (Trim: 16.75" × 10.875"

- **2/3 Page**
  - 7.375" × 6.375"

- **1/2 Page Vertical**
  - 3.5" × 9.875"

- **1/3 Page Vertical**
  - 2.25" × 9.875"

- **1/4 Page Vertical**
  - 3.5" × 4.75"

- **1/2 Page Horizontal**
  - 7.375" × 4.75"

- **1/3 Page Horizontal**
  - 2.25" × 4.75"

- **1/4 Page Horizontal**
  - 7.375" × 2.375"

- **1/3 Page Square**
  - 4.75" × 4.75"