

2020 Media Kit



A B-2 Spirit bomber, deployed from Whiteman Air Force Base, Mo., is prepared for a training mission at Joint Base Pearl Harbor-Hickam, Hawaii, Jan. 17, 2019. Three B-2 bombers and more than 200 Airmen deployed here in support of U.S. Strategic Command's Bomber Task Force mission. Bomber aircraft regularly rotate through the Indo-Pacific region to integrate capabilities with key regional partners and maintain a high state of aircrew proficiency.
(U.S. Air Force photo by Senior Airman Thomas Barley)



Note from the Publisher

2020 moves us into a new decade with enormous change occurring throughout the industry. The implications of Inference computing will have impact on everything from processor selection to system architecture. At COTS Journal we are challenged by this new paradigm as choices on whether to put the compute power at the edge or push it to the cloud becomes a design issue across the industry.

The continued adoption of open standards can be witnessed with both software and hardware. The need for greater communication security as systems become more connected is a must that leaves many questioning how these historically porous systems will cope with this brave new world.

Editorial Focus

As 2020 unfolds we will continue to explore new areas of technology that we believe will impact our audience. This may include areas where a supply chain causes concern to becoming too reliant on security from cloud

providers. We do not believe that the core focus of space, weight and power with consideration relevant to deployed systems will change, but we will try to tackle the implications of moving to the cloud and Artificial Intelligence.

Demographics

This year we are compelled to discuss our demographic boundaries – what we're not. We are not Enterprise or Data Center focused. As more and more systems are connected to public and private clouds, we will continue to focus on the deployed system and only how the cloud impacts their architecture. Although not an ASIC focused, we will discuss how complex chips will impact deployed systems. We will address advancements in open standards, communication fabrics, systems and storage solutions architecture. Our focus will continue to address a compendium of issues that meet the needs of today's Defense engineer.

Design

This year we have introduced a new web site and newsletter that is designed to convey critical content that is easily navigated. We have tried to reduce the clutter and offer an easily navigated, graphically pleasing product that ties into the features of the print magazine. The days of our site resembling a Japanese Pachinko game are over, no longer will we require our readers to endure road blocks and other annoying advertising tactics. Ads will seamlessly be tied to content in a way to get maximum exposure while the reader enjoys their experience at our site.

A Candid look back

Each year as it comes time to build out a new media kit for COTS Journal, it's a time to look forward and dream about our future. What we can do to make our efforts the most relevant to you. There was a pause this year - a pause to reflect on the many promises of digital media; a pause to reflect on how the industry has changed and the many media companies that closed their doors.

At RTC Media we are glad that you have continued to support us – we take this responsibility seriously and will continue to strive for the best marketing results possible.

Conclusion

We believe that marketing has returned to its roots of "Reach and Frequency". That the California Data Protection Act and General Data Protection Regulations are just a way that our Subscribers are telling us to treat them with respect. We will continue to strive to employ best practices to assure that we convey your marketing content to a willing subscriber and avoid at all costs the pestering nature of some campaigns disguised as "Nurturing Campaigns".

To a year of Growth and Respect!

John Reardon
Publisher



The future littoral combat ship USS Wichita (LCS 13) conducts acceptance trials, which are the last significant milestone before a ship is delivered to the Navy. LCS-13 is a fast, agile, focused-mission platform designed for operation in near-shore environments as well as the open-ocean. It is designed to defeat asymmetric threats such as mines, quiet diesel submarines and fast surface craft.

(U.S. Navy photo courtesy of Lockheed Martin)



COTS Journal and Content Marketing

It has been recognized that campaigns need to be engaging and to play to the motivations of the engineer. It is understood that our market is best served by delivering content that the engineering mind can grasp and employ, to play to their intellectual drive.

Today's engineers are driven hard to put in long days of mind-boggling work and to achieve cutting edge results. They are annoyed at moment-to-moment interruptions that pester them throughout the day. Their goal is to work hard and when they do turn away from their project, to enjoy the time they have. Our goal is to provide this. To provide well-written and engaging content that stimulates one's mind of the potential solution it might provide in addressing like applications.

For thirty-five years, COTS Journal has employed the concept of "Market, Educate and Sell". And although we still employ this, we also strive to be entertaining. Entertaining like a good book that somehow has expanded the understanding of the world around us. Giving a knowledge that a reader can employ within their career and can take with them into the future as an asset.

Demographics

Readers of COTS Journal are nearly equally split between Software and Hardware Engineers with a slight edge going to hardware engineers.

11 percent of our readers have more than a million lines of code in their embedded application.

14 percent of our Readers indicate that if their Embedded Systems were to fail that it would result in the death to one or more individuals.

61 percent of our Readers indicate that coverage is a primary concern for their production test solution.

16 percent of our Readers indicate that employ a failsafe strategy to save lives upon the failure of the system.

41 percent of our Readers indicate that Microprocessor support is key when choosing an OS.

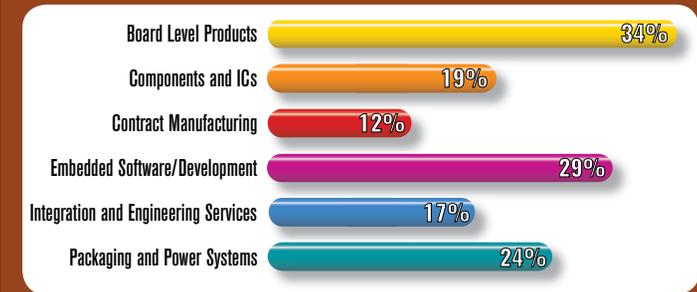
12 percent of our Readers indicate they are or will employ PCIe as an interconnect.

The most popular Multi-core microprocessor among our readers is the ARM Cortex M4.

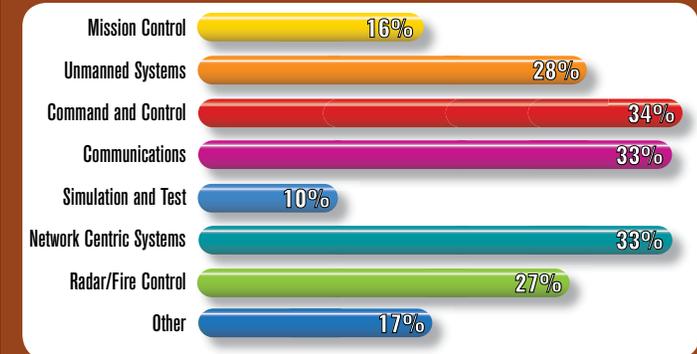
58 percent of our Readers employ TCP/IP in their embedded design.

32 percent and 39 percent of our Readers respectively indicates Publications and White Papers are their most trusted source for selecting a technology.

Readers develop, specify or purchase the following:



Reader's Application Areas



U.S. Marine Corps Sgt. Benjamin Westmoreland, a chief scout sniper with Weapons Company, Battalion Landing Team 3rd Battalion, 5th Marine Regiment, 11th Marine Expeditionary Unit, sights in behind a .50-caliber Special Applications Scoped Rifle aboard the San Antonio-class amphibious transport dock ship USS John P. Murtha. The Marines and Sailors of the 11th MEU are conducting routine operations as part of the Boxer Amphibious Ready Group in the eastern Pacific Ocean.

(U.S. Marine Corps photo by Lance Cpl. Israel Chincio)



What Makes COTS unique

Each of our Competitors take a special take on the military market. We have competitors that:

Chase Programs – their editorial focuses is on contracting

The Military Fraternity – their editorial is focuses on the command structure and changes.

Weapon systems – their editorial is focuses on the arsenal of weapons in the world.

Single Technologies – their editorial is inherently bias as they focus on a specific technology. (If all you have is Hammer, everything looks like a nail).

Our unique editorial focus is on rugged and deployed systems and the unique features required to meet the demands this creates. It is not that programs, people and finished weapons are not important; it is that systems development for the modern war fighters is a world upon itself.



48,000 Engineers (and program support) people choose COTS Journal to affirm that they understand the technologies that will secure tomorrow. They can count on the Editorial focus of COTS Journal to bring advancements in system architecture, system performance and the latest advances in environmental concerns.

- 70% of low altitude satellites will fail within their first year due to radiation issues.
- 86 new AI silicon designers are releasing new designs that will impact processor selection for years to come.
- Open-Standards will be demanded by all branches of service to assure interaction and autonomous warfighters.
- President Trump's 2020 budget has funding for nearly 90 major weapon and defense projects that date back to 2003.

COTS Journal will continue to address these and many other pressing issues that defense contractors face.

The Ohio-class ballistic missile submarine USS Alaska (SSBN 732) arrives at Her Majesty's Naval Base Clyde, Scotland, for a scheduled port visit July 2, 2019. The port visit strengthens cooperation between the United States and United Kingdom, and demonstrates U.S. capability, flexibility, and continuing commitment to NATO allies.

(Photo by LPhoto Stevie Burke)





Program and Advertising Opportunities

Differential Leads

Frequently sales people will tell us that they want to get into a certain account. Maybe they have found that Raytheon in San Diego has just lost a big project to Lockheed in Florida. Maybe they know that an enclosure company is bidding out systems for a project that they too could address. Maybe they are insecure that their CEO or Board will want an update on a high value target.

Whatever the reason – Differential leads can be the answer.

This industry first takes your target accounts and supplies you with contacts that have been qualified through a 5-point check to affirm their accuracy. Differential Leads will arm your sales people with key individual at specific companies.

Supplying Diff Leads to a sales person will move them to an offensive strategy!

Programs start at \$25 a lead (with a 25 lead minimum).

Data Sheet Direct

Life is complicated enough. Today's Product Releases go through excessive scrutiny - from the writing to review from Senior Management. Data Sheet Direct assures a return on all that work by affirming that a qualified audience is the benefactor of all this work.

Data Sheet Direct takes your product release, data sheet and blasts it out our subscriber list of 48,000 qualified defense Engineers.

This will affirm that all your hard work will bring value.

Program's start at \$1795 and include a guarantee lead generation

(Data Sheet Direct will convey your content to our subscribers and those that transit to the underlying material will be conveyed with Name and email for program performance review).

Gallery Ad

We always hope that we can convince you that advertising with us monthly in a program that will give you the best return on your money. But at time we know that a certain editorial feature or product profiles will entice a one-time ad.

To give an advertiser an easy way to participate without jumping through the hoops of designing an ad – we created the Gallery Ad. For \$995.00 our award winning design team will create a ¼ page at your direction.

So when the moment strikes you –reach out to your Account Executive and insert a Gallery ad into COTS Journal in real-time outside a program purchase.

Display Ads

Building a brand seems like an impossible task when you see the effort but forth by Apple and others. But the truth is that small companies with relatively small markets have an easier time distinguishing themselves with good marketing. How can this be you ask? Simply, it is niche marketing – a focused product for a focused market.

To become known for your products that meets the needs of today's fire control system or Differential Radar is a much smaller task then making your tennis shoes the shoes of choice throughout the world. COTS Journal allows for your messaging to address your audience to build your brand. So if you have a military embedded system that is unparalleled in the market – don't shy from Brand Marketing – embrace it and claim your rightful place as a leader.



U.S. Marine Corps Sgt. Darrin Smith, a crew chief with Marine Light Attack Helicopter Squadron 775, Marine Aircraft Group 41, 4th Marine Aircraft Wing, operates a GAU-21/A during a live-fire event at Cold Lake Air Weapons Range, Alberta, Canada, June 15, 2019, in support of Sentinel Edge 19. The Marine Reserve plays a critical component to the Marine Corps' Total Force, and training such as SE19 helps ensure Reserve units combat effectiveness and proficiency for world-wide deployment.

(U.S. Marine Corps photo by Lance Cpl. Jose Gonzalez)



Brand Marketing is alive and well in the COTS Journal!

COTS E-Newsletter and Online Ads

Digital marketing continues to evolve. Prices have stabilized and the strength of a proactive campaign versus a passive campaign have been universally recognized. The COTS E-newsletter is a monthly industry update. Delivered to our full subscriber database of 48,000, this is perfect for the marketer wishing to combine branding and lead generation into a single effort.

COTS Journal online has been redesigned in 2020 for a universal appeal. This new design allows for a familiar interface that looks great across all types of devices and browsers. Pricing starts at \$500 per month and exposes you to tens of thousands of unique visitors a month.

White Paper Posting and Video Posting

Posting content to the COT Journal web site can bring you a larger audience. The COTS Journal web site hosts all flavors of content that is promoted in print and digitally. To gain access to this audience, we allow quality content to be posted to our site for a fee.

Many will combine this with an outreach campaign where a Datasheet Direct or the E-newsletter will reference through a hyperlink content that resides on the site or you can post content to expose it to the tens of thousands of viewers we get each year. Postings start at \$585.00 but for added discounts bundling with an outreach campaign will bring added value.

Product Summary

Differential Leads
\$25.00 ea.

Sales contacts for the Sales Professional.

Data Sheet Direct
\$1795.00 ea.

Quality messaging to quality contacts.

Gallery ads
\$995.00 ea.

Fast response real-time marketing for mid-program adjustments.

Display ads
\$1,018 (starting at).

Brand marketing focused at a niche market.

Digital Ads
\$500 (starting at).

A little lead gen, a little branding – the universal marketing vehicle.

White Paper and Video Postings
\$585.00

A wider audience through Content Marketing

COTS JOURNAL PRINT AND DIGITAL ADS

Size	1X	3X	6X	12X
2 Page Spread	\$5,415	\$4,822	\$4,422	\$4,131
Full Page	\$3,611	\$3,215	\$2,948	\$2,755
2/3 Page	\$3,354	\$2,988	\$2,740	\$2,560
1/2 Page	\$2,409	\$2,146	\$1,970	\$1,839
1/3 Page	\$1,759	\$1,567	\$1,436	\$1,343
1/4 Page	\$1,332	\$1,187	\$1,088	\$1,018

Two Page Spread
17" x 11.125"
(Trim: 16.75" x 10.875")

Full Page
8.5" x 11.125"
(Trim: 8.375" x 10.875")

2/3 Page
7.375" x 6.375"

1/2 Page Island
4.75" x 7.375"

1/3 Page Ver.
2.25" x 9.875"

1/3 Page Hor.
7.375" x 3.375"

1/3 Page Square
4.75" x 4.75"

1/2 Page Ver.
3.5" x 9.875"

1/2 Page Hor.
7.375" x 4.75"

1/4 Page Ver.
3.5" x 4.75"

1/4 Page Hor.
7.375" x 2.375"

E-NEWSLETTER & ONLINE ADS

Leaderboard	728px x 90px	\$1000
Body Ad	300px x 250px	\$650
Top Product or Video	150x150 image, Title: 120 C max, Description: 360 C max	\$500



Vehicle Vapor
An autonomously activated device emits vapor to obscure the rear of a utility task vehicle at Yakima Training Center, Wash., April 26, 2019, during the Robotic Complex Breach Concept, a military event focused on autonomous technologies.

(photo by Marine Corps Lance Cpl. Nathaniel Hamilton)



COTS 2020 Editorial Calendar

	Feature	Systems Development	COTS Picks	Bonus Coverage	Special Opportunities	Special Focus
January	Victory - The Direction of Autonomous Vehicles	Leveraging Open Standards	Ethernet Controllers and Off-load Engines.	Tech Trends - VITA		Leidos
February	The Challenge of Cloud Computing and Machine Moduling.	AI and Moduling Implimented	Displays/PCIe 4 and 5 Modules	AFCEA West/Embedded World		Raytheon
March	Rugged Servers Bring Military Spec Enterprise Class capabilirite to the Field.	RADAR System Solutions (K-Band)	Rugged Box level Systems	GTC 2020	UAV Poster	BAE
April	Speed and Performane of NVME continue to dominate the market.	Small Form Factors	Flash Memory/Test			Northrop Grumman
May	Are open standards advancing too fast to be deployed effectively?	Enclosures and Cooling	Connectors and Sensors	AUVSI/Sea Air and Space	RF Reference Sheet	BAE
June	Inference Computing and Warfighting at the Edge	Obsolences	FPGA/Inference compute module			Harris L3
July	Chiplets and FPGAs advance system performance and flexibility.	Security	ARINC 429 and Mil Std 1553			Viasat
August	How Linux aids in reducing software costs and re-usability.	Communications	Open VPX/Software Tools	Flash Memory Summit		Lockheed Martin
September	Security Challenges faced as connectivity becomes the norm.	Image capture	GPU modules	AI Summit/DSEI London		Thales
October	Test and Simulation become an impairative as systems become more comprehensive in their actions.	Power Solutions	Work Stations and Simulation	AUSA	2021 COTS Calendar	General Dynamics
November	Chiplets, PCIe Gen 5, 5G, Inference Processors - the acceleration of obsolences.	RF Solutions	A/D and D/A Solutions	SC 20		Honeywell
December	Disruptive technologies for 2021 and beyond.	Software Tools	Graphics/Video Modules			Boeing

COTS

JOURNAL

Print and Digital Ad Instructions

Ad trafficking is directed through your Account Representative to assure that all details are met to your satisfaction. We request that print advertising be submitted in high-Resolution PDF (PDF/X-1a). Four Color images must be CMYK with a minimum resolution of 300 DPI. Tiff or EPS are preferred with line art at a minimum of 1200 DPI. Full-page ads require a bleed of 1/8" (4mm). For full-page ads the live area is 1/2" (13mm) from the trim on all sides. For other ad sizes the live area should stay 1/4" (4mm) from the edge of the ad space.

(Circulation numbers are dynamic and subject to change without notice for numerous reasons from attrition rates to overall industry health).

Contacts:

Web Page <http://www.cotsjournalonline.com>

Office Main Line (949) 226-2000

Publisher:
John Reardon johnr@rtc-media.com

Art Director
Dave Ramos Daver@rtc-media.com

Circulation Manager
Dawn Dunaway Dawnr@rtc-media.com

Digital Marketing Manager
Scott Blair Scottb@rtc-media.com

Acting Editor-in-Chief
John Reardon johnr@rtc-media.com

Accounting Contact
Paige Reardon paiger@rtc-media.com

Sales Manager – Account Executive
Vaughn Orchard vaughno@rtc-group.com



The aircraft carrier USS Ronald Reagan (CVN 76) leads a formation of Carrier Strike Group (CSG) 5 ships as Air Force B-52 Stratofortress aircraft and Navy F/A-18 Hornets pass overhead for a photo exercise during Valiant Shield 2018. The biennial, U.S.-only, field-training exercise focuses on integration of joint training among the Navy, Air Force and Marine Corps.

(U.S. Navy photo by Mass Communication Specialist 3rd Class Erwin Miciano)

COTS (kots), n. 1. Commercial off-the-shelf. Terminology popularized in 1994 within U.S. DoD by SECDEF Wm. Perry's "Perry Memo" that changed military industry purchasing and design guidelines, making Mil-Specs acceptable only by waiver. COTS is generally defined for technology, goods and services as: a) using commercial business practices and specifications, b) not developed under government funding, c) offered for sale to the general market, d) still must meet the program ORD. 2. Commercial business practices include the accepted practice of customer-paid minor modification to standard COTS products to meet the customer's unique requirements.

—Ant. When applied to the procurement of electronics for the U.S. Military, COTS is a procurement philosophy and does not imply commercial, office environment or any other durability grade. E.g., rad-hard components designed and offered for sale to the general market are COTS if they were developed by the company and not under government funding.