

**Patience and perseverance
have a magical effect before
which difficulties disappear
and obstacles vanish.**

— John Quincy Adams



Publisher's Note

John Reardon



As we say goodbye to 2020 and usher in 2021, we are excited by the adventure that is bounded by our exploration of space and the new dimension brought about by machine learning. Unlike in prior years of developing our new media kit, this year seems particularly exciting as we move from a serial evolution that is based on prior accomplishments to something completely new and exciting.

Now in our 27th-year, we are faced for the first time with dynamic change. These changes will challenge our imagination with asymmetrical and heterogeneous environments making us a part of something much bigger. No longer will our contribution be a module in a discrete system. We will be part of a highly integrated battlefield that is built out of hundreds, if not thousands of sensors that will range from ground, sea, air, and space.

These sensors will drive the most advance and complex defense system in the world. It will react to and surprise our adversaries with unforeseen strategies. It will augment reality for our ground forces, it will coordinate unmanned strikes and do so at a surprising speed. It will protect our forces from IEDs; it will dynamically redirect data paths if security breaches are detected. It will combine machine vision, computational storage, inference computing, and high speed interconnects to orchestrate multi-service attacks.

As we look back in history, the ability to coordinate the theater of operation has been key. Being able to sortie aircraft based on RADAR signals; being able to radio for artillery support and numerous other examples have provided us dominance unchallenged. The goal today is to take this level of coordination to a new high.

Our goal editorially in 2021 is to cover not only the discrete elements that make up the “edge” but to cover how everything works together for the greatest impact.

COTS Journal is excited to be a part of this change with our goal being to be a part of this magic.

Sincerely,

John Reardon

WHAT MAKES COTS JOURNAL UNIQUE?

AN AUDIENCE CURATION NETWORK

Companies selling to the Department of Defense, branches of the military, and its prime contractors know the special challenges of marketing within this demanding industry. COTS Journal's long history and respected position as a thought leader within the military and defense market give us an advantage.

AUDIENCE REACH

Connecting with the right buyers is one of the most difficult roles in marketing. COTS Journal's audience has the right reach to maximize your effort. We **ONLY** target engineers and developers procuring technology for military and defense applications.

AUDIENCE FREQUENCY

In the increasingly digital landscape marketers often forget to optimize their message frequency. The average military project procurement cycle is 18 to 36 months -- making it imperative to connect with decision-makers all along their procurement journey. Making sure your company and its products and services are in front of your potential customers at every stage of their buying journey is essential for success. COTS Journal has a monthly frequency.

AUDIENCE ENGAGEMENT

The military and aerospace industry requires a unique understanding of marketing challenges. Enhanced security standards require more traditional forms of marketing to create success. COTS Journal lands on the desk – behind the firewalls and the cybersecurity -- of the

military, and prime contractor staff every month. Our eNewsletter contacts are vetted every month for deliverability and have an average tenure as subscribers of 3.5 years. COTS Journal doesn't purchase lists or augment our audience with outside sources because we know that meaningful engagement is more important than inflated numbers.

COTS Journal estimates that 60,000 engineers and developers utilize embedded technology for the military market. COTS Journal, with 35,000 subscribers reaches **MORE THAN HALF** of the market each month with a blend of digital and print.



2021 Technical Marketing Trends

Targeted Messages – the defense industry is made up of many disciplines that have distinct requirements and terminology.

Content Marketing – the DoD/Prime engineering community seeks information that will address their intellectual curiosity.

Stochastic Marketing – the uncertainty or the random nature of programs amplifies the need to pick a lane of expertise.

Persuasive Content – this is the need to increase the impact of an ad to assure engagement through a call to action.

Collaborative – this is to engage the project in a consultative manner to affirm that your solution does not leave the client short of their goal.

Random 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 they 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 CortexM4.

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

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

Program and Advertising Opportunities

Display Advertising

This is a choice that has withstood the test of time – from the early days of print publications through the revolution caused by digital advertising – sponsorship of quality content has continued to drive strong marketing value. COTS Journal uses a familiar print format to support the circulation of both print and digital content to reach an audience that may be aligned with one or the other. We are not all digital, nor are we all print. We afford you a sponsorship to address our audience in whatever medium the audience requests.

Research continues to support the idea that people buy from those that they feel comfortable with. In 2021 several marketing reports expand upon this to include that when customers believe a company has a focus and purpose that is important to them, they will switch their allegiance at times even a willingness to pay a premium.

Differential Leads - An Industry First!

To understand Differential Leads and their value you must first acknowledge that these are very different leads. This is not a person who actively shown an interest, a Differential Lead is, is a “foothold” for a salesperson to pursue.

All good Sales People understand and acknowledge the concept of a targeted list of prospects. They know that others like prospects might benefit from the product or service and are only in need of an introduction.

This is what a Differential Lead is. By identifying a prospect and their location, we can draw from our immense database to offer up an introduction to an appropriate engineering contact. We initiate a five-point check to validate that the contact is valid and that all the contact information is correct. This isn't a random contact, but rather an individual who has been qualified through their title and actions.

- Differential Leads are only for Companies with an Advance Sales Team.

DataSheet Direct – Simple and Targeted

“If your companies product road map is not known by the market – does it exist?”

The answer to this question is the DataSheet Direct. DataSheet Direct was designed to be a simple solution to those wishing to enlighten the market throughout the year with each introduction of a new product.

Whether you do it each month, quarterly, or bi-annually, DataSheet is a simple and effective way to communicate to the market. Using a template, DataSheet Direct translates your product information onto a thoroughly tested HTML platform that is sent to all of our 35,000 subscribers.

Upon completion, we can discern who transited to the underlying content and we deliver those as leads to you. So not only do you communicate to more than 50% of the total available market (TAM), not only do you reap the benefit of driving traffic to your web site – you get the benefit of supplying email contact information to your salespeople for follow-up.

Digital Advertising

Our digital advertising, unlike our Display advertising, is exclusively on digital mediums. These being either our RTC website or our monthly newsletter. Using industry standards, a variety of sizes are available to compliment any campaign or budget.

The Publisher's Choice is the E-newsletter. Pushed out to our Subscribers with content contributed by you and our Editorial team, the COTS newsletter is highly sought as determined by our 12% open rate.

Our Web site is designed as a library of rich content is a highly visited resource for those wanting to tap into the knowledge within our content. The site features articles and whitepapers, products, and market information are an ideal complement for industry-specific advertising.

Audience Generation

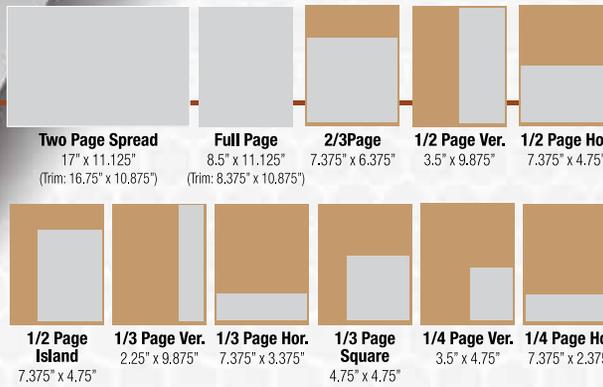
Lets **"Get Real"**, marketing is nothing more than a grand scheme of networking; a vehicle to demonstrate how your company addresses real-world problems and does so in a beneficial way. Throughout the year you will be launching many outreach campaigns and may find that they would benefit by reaching a greater audience. This could be that monthly Newsletter that you slaved over; it could be the CEO's video that seems to articulate your company and products just right. Whatever it is, COTS Journal can aid in expanding your market to over 50% of the total North American audience.

So whatever your medium of choice, COTS can increase your audience to a qualified audience in a very cost-effective way. Using the simple calculation of amortizing costs over a greater audience will demonstrate the true value of our Audience Generation campaigns — so whether you calculate it as twice the audience or a lower per capita cost — using us will bring greater value.

Program and Advertising Opportunities



Display Advertising



Size	1X	2X	3X	4X	6X	8X	12X
2 Page Spread	\$5,416	\$5,131	\$4,822	\$4,536	\$4,422	\$4,219	\$4,131
Full Page	\$3,611	\$3,421	\$3,215	\$3,024	\$2,948	\$2,812	\$2,755
2/3 Page	\$3,354	\$3,183	\$2,988	\$2,799	\$2,740	\$2,644	\$2,560
1/2 Page	\$2,409	\$2,285	\$2,146	\$2,052	\$1,970	\$1,902	\$1,839
1/3 Page	\$1,759	\$1,668	\$1,567	\$1,522	\$1,436	\$1,407	\$1,343
1/4 Page	\$1,332	\$1,263	\$1,187	\$1,142	\$1,088	\$1,047	\$1,018

Differential Leads Programs

\$600 for 20 leads – one time buy.

\$600 for 25 leads – three-time buy.

\$600 for 30 leads – six-time buy.

Purchases of more than 180 leads are invoiced at \$20 per lead. (To assure that a client receives unique contacts over a program – records will be kept for 12 months).

Datasheets

Single Datasheet

- Perfect for new product announcement campaigns. Get your new product into engineers' hands fast.

Generate leads and jumpstart sales at less than **\$0.05** per impression

Pricing

Single	Six-Pack	Twelve-Pack
\$1750	\$1400	\$1050

Six-Pack

- Get a 20% discount by committing to six product datasheets. Perfect for companies that plan periodic promotion of several products throughout the year or want to blitz the market with several new announcements at one time.
- Give yourself the freedom to reach our focused AUDIENCE any time throughout the year.

Fuel your lead funnel and support sales at less than **\$0.04** per impression

Twelve-Pack

- Our biggest discount is saved for companies committing to a dozen datasheets.
- Use it as a monthly outreach vehicle.
- Follow up with important product information throughout the year.
- Or release a flood of product information before an important event

Grow a consistent lead source and power sales at **\$0.03** per impression

Digital Advertising

Leaderboard

- 728px x 90px
- \$1000**

Body Ad

- 300px x 250px
- \$650**

Top Product or Video

- 600px x 250px with 150x150 image, Text title 120 C max, Text Description 360 C max'
- \$750**

A Comprehensive list of Services:

PAID MEDIA - Outbound

- Media Planning
- Print Media
- Digital Media
- Cooperative Advertising
- Lead Generation
- Audience Generation
- Direct Mail

CONTENT MARKETING – Native Marketing

- Application Notes
- Technical White Papers
- Technical Briefs
- Content Concept & Development
- Content Promotion
- Newsletters
- Solutions Guides
- Source Books

Customer RELATIONSHIP MANAGEMENT – Outbound

- Email Subscriber Acquisition
- CRM Segmentation
- Email Design & Copy
- Email Deployment
- Marketing Automation

CONVERSION RATE OPTIMIZATION – Acquisition

- A/B Testing
- Multivariate Testing

- Website Personalization
- Country-Specific - Global

CREATIVE STRATEGY & PRODUCTION

- Creative Strategy
- Brand Identity
- Brand Campaigns
- Art Direction & Design
- Copywriting
- Partner Marketing
- Cause Marketing
- Field Marketing

EVENT MARKETING

- Event Experiences
- Streaming Services
- Staging and Lighting
- Keynotes Searches
- Sourcing Speakers/Stealth Marketing
- Proceedings
- Road Shows
- Sales Training

MARKETING TECHNOLOGY

- Lead Nurturing
- Targeted Government Contracts
- Open Standards
- Technology Trends
- Differential Lead Mining
- eCommerce lead trafficking
- Influencer Marketing

COTS 2020 Editorial Calendar

	Feature	Systems Development	COTS Picks	Bonus Coverage	Special Opportunities	Program Focus
January	The Challenges that SOSA faces with inter-service conflict.	Leveraging Open Standards	Ethernet Controllers and Off-load Engines.			CANES Update
February	Computing at the edges as the definition of a Sensor grows.	AI and Modeling Implemented	Displays/PCIe 4 and 5 Modules	AFCEA West/Embedded World		GMLRS Update
March	Rugged Servers Bring Military Spec Enterprise Class capabilities to the Field.	RADAR System Solutions (K-Band)	Rugged Box level Systems	GTC 2020	UAV Poster	JSF Update
April	Speed and Performance of NVME continue to dominate the market.	Computational Storage	Flash Memory/Test	Tech Trends - VITA		JADC2
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	US Space Force
June	Flexible Multi-domain operations and increase bandwidth demands	Obsolesces	FPGA/Inference compute module		Paris Airshow	Abrams Tank Modifications
July	High density memory and FPGAs advance system performance and flexibility.	Security	ARINC 429 and Mil Std 1553			GBSD Update
August	How Linux aids in reducing software costs and re-usability.	Simulation challenges in a complex environment	Open VPX/Software Tools	Flash Memory Summit		
September	Security Challenges faced as connectivity becomes the norm.	Image capture and High performance connectors	GPU modules	AI Summit/DSEI London		Artificial Intelligence
October	Test and Simulation become an imperative as systems become more comprehensive in their actions.	Power Solutions	Work Stations and Simulation	AUSA		
November	Chiplets, PCIe Gen 5, 5G, Inference Processors - the acceleration of obsolesces.	RF Solutions	A/D and D/A Solutions	SC 21	2022 COTS Calendar	Hypersonic
December	Disruptive technologies for 2022 and beyond.	SOSA Overview	SOSA Compliant Product Review			Honeywell

Contacts

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).

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