


COTS

JOURNAL

2022

MediaKit



IMAGINATION WILL OFTEN CARRY
US TO WORLDS THAT NEVER WERE.
BUT WITHOUT IT, WE GO NOWHERE. -

Carl Sagan

Chrome File Edit View History Bookmarks Profiles Tab Window Help

Google

Has your marketing strategy turned into the personal experiences of the loudest within your group?

All News Images Maps Shopping More Tools

About 23,000,000 results (0.68 seconds)

www.rtc-media.com

Latest State of Marketing – RTC Media looks into the value of the Internet in marketing

“It was recently discovered that over 50 percent of the quotes on the internet were false”, stated Ronald Regan, former President of the United States.

I read the other day that every two days we produce the same amount of information as we did from the dawn of time until 2003. That’s a lot. ... I just looked it up and it turns out to be a quote from Google’s Eric Schmidt.

It’s estimated fake web traffic will cost advertisers \$6.3 billion this year alone and represent up to 40% of the traffic on a company’s site.

Facebook’s claim that 75 million people watched at least a minute of Facebook videos every day — Facebook went on to admit, the 60 seconds in that one minute didn’t need to be watched consecutively. Real videos, real people, fake minutes?

The biggest problem with online statistics is that 94% of people never check the number they’re presented with. How do we know that? Well, we don’t — the number was completely arbitrarily chosen.

In the survey, nearly 7 in 10 respondents (69%) said talking to a live agent by phone is their top preferred methods of communication with a company. So why don’t we drive people to call rather than drive them to a web portal?

The Internal Revenue Service says that 1.5 million American’s claim to be Engineers on their Tax Returns. The US Bureau of Labor Statistics reports that the median income for the 61,400 aerospace workers in the United States is \$118, 610.

Global Spec features 12 million products on its website and has 8,600,000 registered users. Nearly 6 times the number of Engineers in the United States and more than the 7.5 million estimated in the world. Are you registered?

Google Trends reports that Intel has seen a 76% drop in search queries since June of 2005. Are we working harder for less in trying to optimize Search?

Publisher's Note

Dear Industry Partners,

Capturing the Reader's Imagination

Year after year, COTS Journal has covered the most advanced military systems and how they are deployed. In 2022 the goal will be to offer content that excites the reader's imagination about the possibilities of "what could be". This promise for something more will elevate the "bits and bytes" of what we do to something greater. Our goal will be to apply advanced solutions to real-world problems in a way that carries them further than a single discrete application and on to how they may solve numerous issues currently facing the military.

As the Defense Department advances artificial intelligence, believing it to be a cornerstone in retaining our military lead, COTS will dive into how it may be applied to advancing security, creating asymmetrical responses to our adversary, or simply how it might accelerate data capture at the edge. The list goes on. The use of hydrogen fuels in future aircraft, or beaming power from one satellite to another, or the creation of a nuclear pellet to fuel Humvees. Imagined years ago, by the minds of people like Gene Roddenberry and Michael Crichton, the advances occurring today have challenged what is possible and are on the brink of happening.

Over the years, many of us were intrigued by the science fiction that was portrayed in books and movies. With the building blocks at our disposal, 2022 will usher in advances in system design that will challenge our creativity. From advanced chip design to purpose-built flash and interconnects supporting 64 GT/s, the future promises to be exciting.

Our editorial will focus on those elements within your products or service that contribute to this future. We will look at those sometimes modest design elements that set you apart. The elegant manner in which your product dissipates heat, or how you have enhanced shock attenuation for front line positions. We will look at each feature of your product that impacts the space, weight, and performance to tell a story that our readers can take and apply to the applications they address.

We wish you a healthy and prosperous 2022!

John Reardon



21st Century Marketing Challenges

Perception –

In 1975 the business book “Dress for Success” was a top seller. It addressed how your appearance impacted the impressions of the client. It all seems a bit silly today as getting in front of the prospects is nearly impossible. But that initial impression continues to have a huge impact on whether the sale will move forward or not. Although we can long for the days when our salespeople could convey the features and benefits of our solution or used tactful techniques to overcome a client’s objections. Today the perception of your company is carried through a thoughtfully crafted marketing campaign.

Not only is the first impression important, but it may also be the only impression the prospect has before they turn away. The clear distinction of what is sales and what is marketing has narrowed with marketing shouldering the weight of introducing the product and its competitive advantages and thus leaving the salesperson with few opportunities to be persuasive and garner favor with the prospect. So, although the focus of Dress for Success was on the salesperson, today’s perception is nearly exclusively shouldered by marketing campaigns that are carefully crafted.

Messaging

In crafting our products and services, we need to convey your message with accuracy and clarity that enables the audience to grasp it immediately. Hemingway called this style the iceberg theory: the facts float above water; the supporting structure and

symbolism operate out of sight. Our goal is to allow you to convey those passions that drove you to invest significant sums to the messaging that describes your distinct value proposition.

This difficulty in conveying an attribute such as high-performance using a design element, is compounded when the product exceeds in numerous ways. Therefore, we balance our vehicles to offer sufficient space for you to convey the message. Nowhere else is the natural attention span of our audience balanced with the technical complexity of the industry’s products. From our Digital to Print mediums, this balance is imperative if you hope to convey a message with impact.

Measuring Return

Engineers like to engineer a result; this seems simple enough. But the musician has a more difficult task and when they use an engineering process to create music, they usually fall short. Marketing is a complex discipline that requires you to orchestrate success and to acknowledge that there are many other factors in play. Common sense would direct you to an audience that reflects the application space you wish to address. This focus is achieved through the audience of COTS Journal. Just as with music, it is hard to understand what specifically hits the right note with your audience and where the impact will be positive or inspiring. But through addressing our audience, the ability for those design elements that reflect your competitive edge is more readily heard for a greater response.





Audience Competition

The competition for your audience's attention is greater than ever with many becoming defensive of intrusions into their personal life. COTS Journal is different as we try to stimulate the imagination of our readers through content that compellingly piques their intellectual curiosity. The insult of a Las Vegas-style flashing light that offends the senses is not our style. Solid, interesting content that challenges the technocrat in all of us, has compelled our readers to ask for more. To reach out and reference our content for months and sometimes years to come. This demographically narrow focus is offered with surgical precision. This focus on a demographically appropriate audience lets us understand what we are and what we are not to better serve our advertisers.

Print Advertising

Print advertising conveys something special. It is something intrinsic that cannot be achieved with any other medium. In 1741 the General Magazine appeared in the 13 Colonies, published by Benjamin Franklin, and since that time magazines have served as a fixture conveying everything from stats on Horse Racing to Astrophysics. The internet didn't replace magazines, it works in conjunction with print publications. It gives yet another dimension to the message in print. For more than a decade now, print has been working alongside the internet to extend an element of credibility. The largest and most relied upon sources of information, content, and entertainment come from these media companies.



Program and Display Advertising Opportunities

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, and even show a willingness to pay a premium.

Display Advertising

Building a brand seems like an impossible task when you see the effort put forth by Apple and others. But the truth is that small company 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 industry segment. COTS Journal, with its monthly frequency and focus, affords industry members a variety of sizes and shapes of display ads to meet any budget. This way by balancing reach and frequency

to your need you can establish yourself as a solution provider that is unique from others and be on your way to establishing your brand as the brand of choice.

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 Salespeople 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 attributes of “like”, 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.

DataSheet Direct – Simple and Targeted

“If your company’s 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 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 ~40% of the total available market (TAM), not only do you reap the benefit of driving traffic to your website – you get the benefit of supplying email contact information to your salespeople for follow-up.

Digital Advertising – Proven by Experience

Our digital advertising, unlike our Display advertising, is exclusively on digital mediums. These being either our websites or our monthly newsletters. Using industry standards, a variety of sizes are available to complement 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 exceptionally high open-rate.

Audience Generation

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 40% of the total North American audience.

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.



2023 COTS CALENDAR

Back by popular demand

The all-industry COTS Calendar has returned for 2023. Due to its popularity.









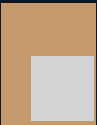


The 13.5" by 10" Calendar will feature leading companies in our space each month with the dates of industry-relevant conferences and trade exhibitions. Printed and distributed to the most recent 4000 subscribers of COTS Journal.

- Sponsors will benefit from a full month of exposure
- Sponsors will receive 100 calendars to convey to their closest and most valued clients.

Prices start at \$2495.00.

Months are designated on a first come first serve basis.

Display Advertising

										
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 Ver. 3.5" x 9.875"	1/2 Page Hor. 7.375" x 4.75"	1/2 Page Island 7.375" x 4.75"	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"	1/4 Page Ver. 3.5" x 4.75"	1/4 Page Hor. 7.375" x 2.375"

Size	1X	2X	3X	4X	6X	8X	12X
2 Page Spread	\$4,380	\$4,002	\$3,761	\$3,538	\$3,449	\$3,290	\$3,222
Full Page	\$2,816	\$2,668	\$2,507	\$2,358	\$2,299	\$2,193	\$2,148
2/3 Page	\$2,616	\$2,482	\$2,330	\$2,183	\$2,137	\$2,062	\$1,996
1/2 Page	\$1,879	\$1,782	\$1,673	\$1,600	\$1,536	\$1,483	\$1,434
1/3 Page	\$1,372	\$1,301	\$1,222	\$1,187	\$1,120	\$1,097	\$1,047
1/4 Page	\$930	\$875	\$795	\$725	\$694	\$638	\$595

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 - \$1000

• 728px x 90px max, Text Description 360 C max'

Body Ad - \$650

• 300px x 250px

Top Product or Video - \$750

• 600px x 250px with 150x150 image, Text title 120 C

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

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).



Publisher's Program Suggestions

(with a six-month commitment)

Media Plan 1

\$3180.00 monthly

- COTS Journal Display Advertising – Full page
- DataSheet Direct
- 25 Differential Leads
- 300 by 250-pixel Banner ad in COTS' digital products

Media Plan 2

\$2450.00 monthly

- COTS Journal Display Advertising – 1/3 page
- 300 by 250-pixel Banner ad in COTS digital products

Media Plan 3

\$3495.00 monthly

- COTS Tech Review – *Sponsored Content*
- COTS Journal Display advertising – 1/3 page
- 300 by 250-pixel Banner ad in COTS' digital products

Media Plan 4

\$1495.00 monthly

- 40 Differential Leads
- Leaderboard on digital products
- COTS Journal Display Advertising - 1/3 page



Content Media Programs

COTS Tech Review –

digital, distributed to COTS Circulation, HTML

\$3495.00

COTS Journal will assign an Editor to write a technical outline identifying the technical merits of your solution and ties them into real world concerns. Written by a third party, impresses upon the reader that the merits are based on fact and not marketing hyperbole.

COTS Source book –

digital, distributed to COTS Circulation, HTML

\$3295.00

A COTS Source book features a product family of 20 individual SKUs that are supported by content describing the architect's intent. Conveyed to aid an engineering design effort by featuring an array of solutions, a COTS Source Book explains the where and how your solutions are used.

White Paper Development – (Application Note)

\$3495.00

With 35 years of publishing technical journals, many have asked if our staff would be available to write content on their behalf. We can build and distribute technical content to our audience using our skills of telling a story regarding the appropriate use of a technology. Perfect for everything from client literature, digital marketing, third party publishing or social media.

2022 Editorial Calendar

	Editorial Feature	Systems Development	COTS Picks	Bonus Coverage	Special
January	FACE - Future Airborne Capability Environment	Leveraging Open Standards	PCIe 4, 5, 6	Supply Chain Challenges	
February	AI and Modeling at the Edge creates challenges	Issues surrounding highly distributed systems	Rugged Box level solutions and their differences	End of Life and obsolesces	AFCEA WEST
March	Employing AI Processors to field applications	Computational Storage Arrays	Flash storage arrays, NVMe	NLS, Natural Language Systems	Sensors Exposition
April	Deterministic Software Solutions for Complex architectures	Software Security Certifications	Enclosures and Cooling	The importance of Connectors	Sea Air Space
May	GPU advances and systems performance	Power distribution at the Edge	System Monitoring	COTS in Space	
June	Certification and Security measures of deployed systems	Advances in Image Capture	A/D and D/A Solutions	JADC2/MIoT	
July	Optimizing Composable architectures into the future	A deep dive into advance connectors	Displays and Touch	Precision Clocks	
August	Trends in advance SOCs	Curing the problem with an FPGA	Thermal Solutions	Artificial Intelligence	
September	Test and Simulation Solutions addressed by AFRL	Software Define Radio and RF	SSDs	Thermal Management	
October	Victory - advances in military vehicles	Intelligent Sensors at the Edge	Small Form Factors	Autonomous Vehicles	AUSA/International Telemetry Conference
November	Multi-domain Advances	Inference Compute Solutions and their impact	FPGAs	VITA and PICMG	NVIDIA GTC
December	Disruptive Technologies as we enter 2023	Advances in Quantum Computing	SOSA Compliance Review	Alternative Energy Sources	MILCOM

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

Eastern Regional Sales Manager
Vaughn Orchard - vaughno@rtc-group.com

Western Regional Sales Manager
Luke Reardon - Luker@rtc-media.com



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