MEDIA KIT 2027

COTS JOURNAL



THE MISSION IS THE PAYLOAD:
WEAPONIZING AI AT THE RUGGED EDGE.

COTS Journal

To our readers, innovators, and industry partners.

For over two decades, COTS Journal has stood as the bedrock of the defense electronics community. We have chronicled your triumphs from the early days of standardized open architectures to today's fiercely contested tech landscapes. Together, we have watched the narrative shift irreversibly: it is no longer about the platform. **The mission is the payload**.

As the Department of Defense accelerates into an era defined by multi-domain warfare, the demand for adaptive computing at the tactical edge has never been higher. From the deployable intelligence of hardware-accelerated AI and complex sensor fusion to the high-bandwidth requirements of mixed-signal reception, the theater of operations demands unprecedented compute power. Whether pioneering radiation-hardened satellite payloads for the Space Force, architecting directed-energy pulse weapons, or engineering automated defenses to neutralize autonomous drone swarms, your engineering is the decisive edge.

This media kit invites the entire defense tech ecosystem. We honor the VITA and PICMG standards bodies drafting the open blueprints of interoperability, the foundational **MOSA mandates**, and the evolving **SOSA™ Technical Standards** that unite us. We welcome visionary startup disruptors pursuing raw computing breakthroughs, and the bedrock primes sustaining our nation's capabilities over decades of deployment.

COTS Journal remains the definitive nexus where commercial innovation meets ruggedized military reality. As a marketing partner, we offer the targeted, high-impact digital and native services necessary to position your embedded solutions directly in front of the program managers and system architects shaping tomorrow's force design.

Let's architect the future of defense together.

With respect,

John Reardon
Publisher & Editor-in-Chief, COTS Journal

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The Payload Frontier: 6 Critical Capabilities Defining Multi-Domain Warfare

1. Autonomous Swarms and Distributed Cross-Domain Teaming

The tactical focus has shifted from singular human-machine pairs to heterogeneous autonomous swarms operating across air, sea, and space domains. The Department of Defense is rapidly fielding distributed robotic fleets that must communicate, self-heal, and execute complex mission profiles in completely denied environments without continuous human intervention. For embedded suppliers, this drives unprecedented demand for high-density, low-SWaP AI accelerators capable of decentralized swarm intelligence, collaborative algorithms, and strict adherence to the DoD's updated AI Assurance frameworks.

2. Multi-Spectral Sensor Fusion and Real-Time Cognitive EW

Modern warfare requires instantly converting massive, raw data streams into actionable targeting data. Defense systems are moving beyond basic data fusion to multi-spectral converged sensing, tightly integrating electronic warfare (EW), software-defined radio (SDR), and optical telemetry directly into single computing nodes. Vendors delivering ultra-high-speed mixed-signal processing, direct RF-sampling FPGAs, and neural processing units (NPUs) are capturing the market by enabling real-time sensor fusion at the absolute tactical edge, natively fueling Combined Joint All-Domain Command and Control (CJADC2) architectures.

3. Next-Gen Orbital Compute and Space-Qualified Power Resiliency

As the Space Force builds out its proliferated Low Earth Orbit (pLEO) constellations, the mandate has moved from simple data relay to high-performance orbital edge computing. Payloads must process autonomous missile tracking, space domain awareness, and real-time mesh networking directly in orbit to bypass ground-link bottlenecks. This creates urgent demand for radiation-hardened AI accelerators, space-qualified solid-state power management units (PMUs), and energy-resilient computing payloads that can survive severe radiation environments and high-draw thermal spikes in contested space lanes.

4. Cross-Domain Digital Threads and Predictive Combat Readiness

Isolated digital twins have evolved into a continuous, cross-domain digital thread linking weapon system design directly to real-time theater logistics. The DoD is mandating digital twins that simulate entire multi-domain mission profiles, predicting component failures and thermal stress based on live operational sensor feeds before deployment. This landscape opens expansive pipelines for providers of edge-analytics software, secure cloud-to-edge data pipelines, and real-time modeling frameworks that integrate into the DoD's unified Digital Engineering Ecosystem.

5. Heterogeneous Chiplet Integration and Microfluidic Thermal Management

High-performance rugged processors have hit absolute physical and thermal barriers, limiting their computational potential in harsh environments. To maintain dominance, the defense sector is aggressively adopting 3D heterogeneous integration (3DHI) and chiplet architectures to bypass traditional silicon limitations. This structural shift requires breakthrough innovations in advanced packaging, microfluidic liquid cooling, and AI-driven thermal throttling systems that dynamically adapt to intense processing spike loads during critical mission windows.

6. Zero-Trust Silicon and Active Self-Healing Architectures

With cyber warfare targeting supply chains and physical hardware, passive cybersecurity is no longer sufficient. Next-generation military computing relies on active cyber-resilient architectures that detect tampering, isolate corrupted code, and dynamically reconfigure their open-architecture layouts mid-mission. This environment creates high-volume opportunities for developers specializing in hardware root of trust (RoT), cryptographic processors, zero-trust silicon design, and autonomous self-healing software frameworks that defend critical payloads under persistent cyber assault.

The Defense Electronics Ecosystem We Reach

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Defense Technologists and Digital Engineers
COTS Journal reaches the next generation of defense technologists, digital engineers, and autonomous systems architects driving modernization across the DoD enterprise. They integrate open architecture standards, edge AI accelerators, and robust cybersecurity into software-defined, multi-domain platforms—keeping payloads agile, upgradeable, and mission-ready.

Program Managers and Systems Integrators
Program and systems engineers depend on COTS Journal to track evolving acquisition frameworks, open systems architecture mandates, and trusted suppliers aligned with critical global priorities like CJADC2, zero-trust silicon, and automated swarm defense.

Military, Autonomous Fleet, and Cyber Operator
From drone fleet commanders and cyber warfare officers to tactical maintainers, active and retired warfighters rely on COTS Journal to see how ruggedized, commercial-off-the-shelf technologies—such as cognitive EW, orbital compute, and machine-learning payloads—translate into immediate tactical advantage.

Acquisition, Startup Accelerators, and Innovation Leaders
Decision-makers in defense innovation hubs read COTS Journal to identify agile vendors. This group spans traditional PEO offices and rapid-prototyping disruptors leveraging advanced 3D printing, additive manufacturing, and AI to improve predictive maintenance, field sustainment, and tactical logistics.

Government and Policy Leaders
Defense officials, international procurement officers, and policy architects rely on COTS Journal for authoritative insights on technologies reshaping national security—from the ethics of cognitive autonomy to space-qualified payload resilience.

Researchers and Defense Lab Innovators
R&D professionals, defense scientists, and academic labs follow COTS Journal to bridge digital engineering advances—like cross-domain digital threads, model-based systems engineering (MBSE), and chiplet simulation—with real-world military applications.

Global Industry Executives and Strategic Partners
C-suite executives at prime defense firms and commercial tech giants use COTS Journal to align R&D, venture investment, and international partnerships with the DoD's fast-moving modernization agenda, bridging commercial manufacturing speed with rugged military reality.



Top Federal Contractors, Global Primes, and Disruptors Reached:

- Anduril Industries
- Lockheed Martin
- BAE Systems (International)
- Rheinmetall (International)
- Saab Defense (International)
- RTX (Raytheon)
- Northrop Grumman
- General Dynamics
- Boeing
- L3Harris
- Palantir Technologies
- SpaceX Starshield
- General Atomics Aeronautical Systems
- Shield AI
- Leidos
- Sierra Nevada Corporation

Multi-Domain Force Command: Active Branches & Agencies Reached

COTS Journal delivers your marketing message directly across the entire procurement spectrum, targeting the engineering centers, test labs, and acquisition offices of every military branch and defense-adjacent security agency.

United States Armed Forces

- **U.S. Navy:** High-bandwidth maritime sensor fusion, uncrewed underwater vehicle (UUV) compute payloads, and shipboard cognitive EW.
- **U.S. Army:** Distributed tactical ground edge nodes, rugged vehicle-mount PMUs, and counter-drone microgrids.
- **U.S. Air Force:** Collaborative Combat Aircraft (CCA) swarm intelligence, airborne open architecture avionics, and hypersonic payload tracking.
- **U.S. Space Force:** Proliferated LEO satellite mesh processing, radiation-hardened orbital AI accelerators, and space domain awareness systems.
- **U.S. Marine Corps:** Expeditionary low-SWaP communications, dispersed littoral edge sensing, and tactical mobile command systems.
- **U.S. Coast Guard:** Maritime patrol sensor fusion, secure multi-domain networking, and persistent border/port electronic surveillance.

Intelligence & Offense-Defense Government Agencies

- **DARPA (Defense Advanced Research Projects Agency):** Pioneering next-gen 3DHI microelectronics, autonomous swarm algorithms, and microfluidic thermal architectures.
- **NGA (National Geospatial-Intelligence Agency):** Deploying computer-vision AI at the edge to analyze multi-spectral orbital telemetry in real time.
- **NSA (National Security Agency):** Driving hardware root of trust (RoT) development, zero-trust silicon architecture mandates, and active self-healing cryptography.
- **DIA (Defense Intelligence Agency):** Utilizing predictive sustainment analytics, global threat modeling digital threads, and cognitive telemetry fusion.
- **MDA (Missile Defense Agency):** Engineering high-power directed energy weapons, kinetic pulse defense modules, and fast-loop radar signal processing.
- **DHS (Department of Homeland Security):** Deploying autonomous uncrewed border surveillance fleets, hardened infrastructure mesh networks, and electronic countermeasures.
- **NRO (National Reconnaissance Office):** Architecting classified high-performance space-qualified payload compute, sensor fusion hardware, and orbital edge processing networks.
- **DIU (Defense Innovation Unit):** Accelerating commercial-off-the-shelf electronics integration for rapid-prototyping, advanced 3D-printed field logistics, and tactical AI deployment.

The Defense Electronics Ecosystem We Reach

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Modernized Technology Category	Updated Scope & Industrial Definition	Estimated Industry Utilization %
SoC / ASSP / SiP	System-on-Chip, Application-Specific Standard Products, and System-in-Package 3D stacked modules.	82%
High-Speed Serial Interconnects (PCIe)	PCI Express (Gen 4/5/6) backing rugged VPX/SOSA open-standard fabrics.	78%
Alternative & RISC Processors	ARM-based tactical architectures, native RISC-V open-source cores, and legacy MIPS.	74%
Advanced DSPs & FPGA Cores	Digital Signal Processors, direct RF-sampling FPGAs, and adaptive compute acceleration engines.	69%
GPGPUs & AI Accelerators	General-Purpose GPUs, Neural Processing Units (NPUs), and hardware machine-learning accelerators	63%
Next-Gen x86 Processors	. Modern multi-core Intel® Xeon® / Core™ and AMD EPYC™ architectures (Upgraded from legacy Pentium).	58%
Silicon IP Cores	Soft and hard intellectual property cores for custom FPGA/ASIC mission design.	51%
MEMS & Advanced Sensors	Micro-Electro-Mechanical Systems for navigation (IMUs), RF switching, and optical arrays.	46%
Radiation Hardening & Tolerance	Rad-hard and rad-tolerant components designed for Space Force pLEO and high-altitude deployments.	38%
Tactical Energy & Battery Tech	Solid-state batteries, intelligent PMUs, and high-density rugged fuel cells for uncrewed systems.	34%

Who Reads COTS Journal

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Engineers and Technologists: COTS Journal is read by engineers and technologists involved in designing and developing military and aerospace systems. These individuals select and integrate commercial off-the-shelf technologies into these systems.

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- Rheinmetall (International)
- Saab Defense (International)
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Who Reads COTS Journal

87% Employ Artificial Intelligence and Edge Solutions

79% have a Bachelor's or Master's degree in an engineering-related field

73% of the readers have 15 years or more in the industry

64% design for rugged applications

62% Prioritize Open Solutions

59% Work for Primes with revenue above $1 billion

43% identify as Hardware Engineers

34% identify as Software Engineers

Industry Breakdown for COTS Readers

Aerospace & Aviation Industries

- Military Avionics & Flight Control Systems
- Manned & Unmanned Airborne ISR (Intelligence, Surveillance, and Reconnaissance)
- Commercial Off-The-Shelf Space Systems (NewSpace & pLEO Constellations)
- Missile Defense & Precision Guided Munitions Systems

Naval & Maritime Industries

- Naval Surface Combatant Electronics
- Submarine Systems & Subsea Warfare Computing
- Shipboard Communications & C4ISR Integration

Land & Ground Systems Industries

- Military Automotive & Vetronics (Vehicle Electronics)
- Tactical Mobile Command & Ground Station Systems
- Heavy Armor & Mechanized Combat System Modernization

Electronics, Communications & C4ISR Industries

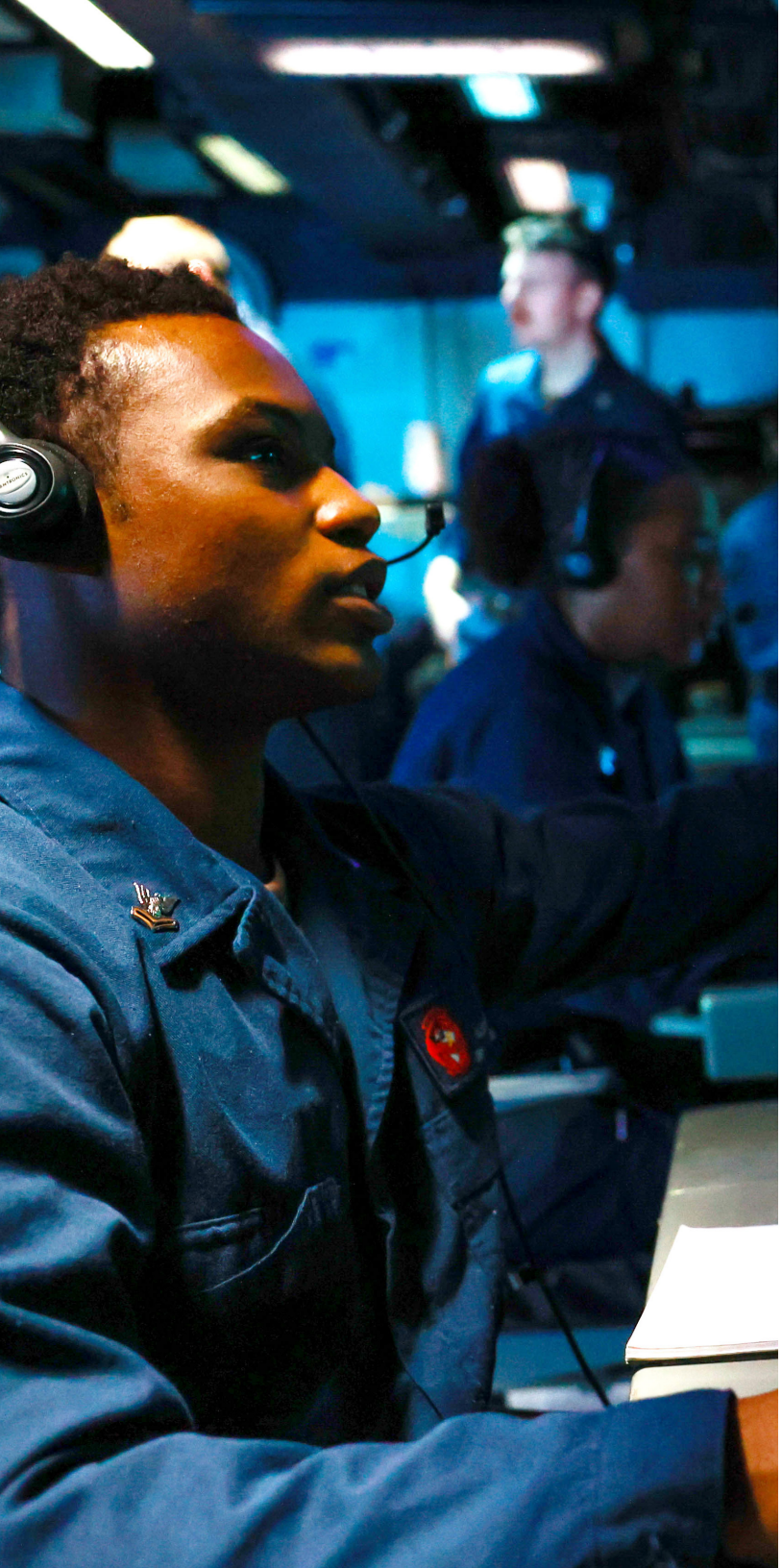
- Software-Defined Tactical Communications
- Military Communications & Joint Battle Networks (JADC2)
- Radar, Electronic Warfare (EW), and Signals Intelligence (SIGINT)
- Directed Energy Weapons (DEW) & Counter-UAS Electronics

Cybersecurity & Defense IT Industries

- Military Rugged Edge Computing Infrastructure
- Tactical Data Security & Zero-Trust Architecture
- Defense Simulation, Testing, and Digital Engineering

Sustainment & Industrial Operations Industries

- Defense Logistics & Contested Materiel Distribution
- Organic Military Depots & Shipyard Modernization
- Military Condition-Based Maintenance (CBM+) Operations



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As defense electronics grow more complex, open standards like MOSA, SOSA, VITA, OCP, and FACE form the backbone of modern military interoperability and rapid modernization.

Designing to these principles reduces engineering friction, allowing diverse systems—from edge AI to command networks—to communicate seamlessly across domains.

This modular, COTS-driven approach eliminates proprietary vendor lock-in and drastically lowers lifecycle costs through continuous, rapid tech insertion. Modern open architectures also embed zero-trust cyber resilience from the start. Adopting these standards is essential to accelerate mission readiness, future-proof capabilities, and maintain a decisive technological edge.

"Everything we buy from here on out will have open architecture. It's non-negotiable."

— Hon. Adam Telle, Acting Secretary of the Army

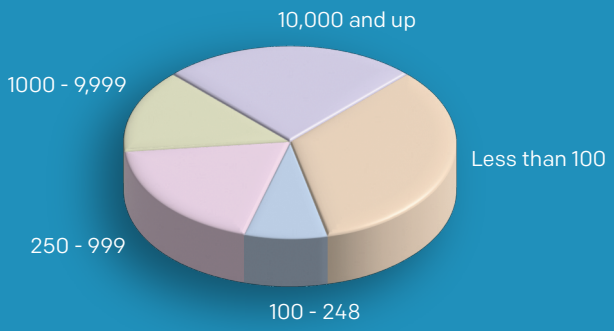
"What we're trying to do is bring a lot of disparate systems together to show how they can be interoperable."

— VADM Dean Peters, Commander, Naval Air Systems Command (NAVAIR)

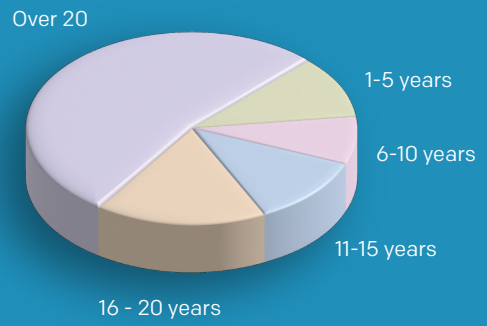
"Eliminate single vendor lock, increase financial efficiency, improve technology, and create capability flexibility."

— Air Force Materiel Command (AFMC) Engineering

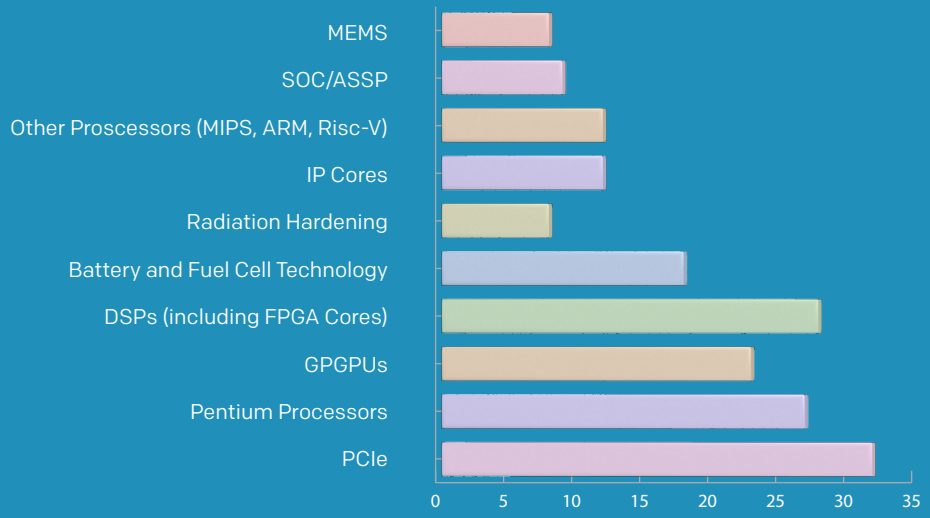
Number of Employees



Years of industry experience



What COTS readers are reporting to use



The Intellectual Advantage: Why Content Marketing Rules the Defense Sector

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In a defense electronics landscape defined by hyper-complex open architectures, tactical edge AI, and rapid tech insertions, traditional advertising fluff fails. The elite engineers, system architects, and procurement managers who read COTS Journal possess an insatiable appetite for advanced intellectualism and continuous education. They don't buy products based on sales pitches; they design in components based on proven, verifiable technical merit.

Content marketing through COTS Journal is not just communication—it is active collaboration. It places your technical authority directly into the workflows of decision-makers who read to solve critical engineering friction points.

Engaging an Intellectual Audience at Scale

- **From Information to Deep Insight:** Today's defense engineers demand rigorous depth, accuracy, and operational relevance. High-value content—such as research-backed white papers, deep-dive architectural diagrams, and interactive case studies—translates intricate capabilities into mission-critical context, accelerating the engineering design-win lifecycle.
- **Authority Built Through Contribution**: In a market moving at the speed of software, industry authority is earned by contributing to the collective knowledge base. By consistently publishing technical insights on specialized topics like SOSA compliance, GaN semiconductor thermal management, and zero-trust hardware security, your brand becomes an educational cornerstone. When engineers learn from your content, they design with your technology.
- **Trust, Proven Through Transparency**: Trust within the Department of Defense ecosystem cannot be claimed—it must be demonstrated. Data-driven content, validation reports, and real-world system demos build an unshakeable foundation of confidence among prime contractors and military program offices alike.
- **Multi-Channel Synergy, Unified Voice**: Modern content transcends static formats. A single technical brief published with COTS Journal seamlessly evolves into high-impact webinars, targeted digital features, and vital trade show materials. This multi-use approach amplifies your ROI while ensuring your engineering expertise remains highly visible across every operational domain.

Credibility, Trust, and Precision Delivery



Contributing Content to COTS Journal: Sharing Knowledge, Building Trust

In the defense and embedded technology sectors, technical insight is currency. Engineers and decision-makers rely on accurate, detailed, and forward-looking content to guide design choices, evaluate new technologies, and solve complex challenges. Contributing to COTS Journal is more than a chance to publish—it's an opportunity to share expertise, influence innovation, and establish thought leadership.

Well-crafted articles not only educate and inform readers but also create lasting connections between contributors and the engineering community. By providing practical guidance, technical tutorials, and in-depth analyses, contributors help shape the conversation around emerging technologies while positioning themselves and their organizations as trusted partners in the industry.

Guidelines for Submitting Content

Article Submissions

- **COTS Journal maintains a high editorial-to-advertising ratio to ensure content credibiity.**
- **All submissions must meet rigorous technical and editorial standards expected by our readership.**
- **Preferred content explores:**
  - **Technical developments and innovations**
  - **Design strategies and best practices**
  - **Applications of embedded and defense technologies**
- **Articles should educate, not promote; pieces focused on product marketing or features will not be accepted.**
- **Ideal submission length: ~1,000 words.**
- **Format: Microsoft Word or Rich Text, single-spaced, standard margins.**
- **Include at least one graphic per page (photos, screenshots, charts, or tables) to clarify technical concepts.**
- **For time-sensitive or issue-specific topics, coordinate with the Publisher to align with the editorial schedule.**



Unique Advertising and Promotional Opportunities

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Advertising in COTS Journal
Branding that stands out

- High-impact, visually engaging placements throughout print and digital editions
- Captures the attention of engineers and procurement officers in a clutter-free environment
- Reinforces brand awareness and product messaging
- Premium environment vs. crowded online channels
- Drives meaningful business connections with industry leaders and defense contractors

Trend 2027: Augmented reality enabled print ads and interactive QR codes to drive engagement.

Defined as Display Advertising. See pricing.

DataSheet Direct
Deliver your message straight to inboxes

- Send datasheets, white papers, or videos directly to a curated audience
- Flexible scheduling maximizes open rates and engagement
- Personalization and segmentation increase relevance and response
- Real-time tracking and analytics measure performance and optimize campaigns

Impact: Average open rates for targeted technical content are now over 35% in defense sectors.

Defined as Display Advertising. See pricing.

Differential Leads
Precision-targeted leads for better ROI

- Mine high-quality leads from COTS Journal's subscriber base
- Focus on strategic accounts that match your ideal customer profile
- Prioritize prospects most likely to convert
- Reduces sales cycle time and increases conversion rates

Outcome: Targeted campaigns see up to 2x higher conversion than untargeted approaches.

Defined as Display Advertising. See pricing.

COTS Point
Thought leadership that resonates

- Partner with COTS editors to craft content for a specialized defense and tech audience
- Leverage deep industry insights to align messaging with market needs
- Formats include technical articles, case studies, tutorials, and white papers
- Builds credibility, drives awareness, and positions your brand as a thought leader

Trend 2027: Video explainers, interactive infographics, and AIassisted technical content are increasing engagement by 40%+.

Defined as Creative Services
See pricing.





Opportunities (cont.)

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List Services
Reach the most targeted audience in defense

- Over 120,000 verified mailing addresses and 36,000 active email contacts
- Added 10,000 new subscribers in 2025; total circulation projected to reach 40,000 by 2027
- Ideal for e-blasts and direct mail campaigns
- Ensures your message lands in front of key decision-makers

Trend 2027: Data hygiene and AIbased audience segmentation enhance targeting accuracy.

Defined as Display Advertising.
See pricing.

Digital Campaigns
Maximize visibility across platforms

- Banner ads on COTS digital platforms and newsletters reach a highly engaged niche audience
- Expands reach to international markets—critical as U.S. tech exports surpass $500B annually
- Drives traffic, builds brand awareness, and generates qualified leads

Trend 2027: Programmatic ad placements and AI-optimized campaigns boost ROI and engagement metrics.

Creative Services
Transform complex tech into compelling stories

- RTC Media team designs visually engaging content for campaigns, ads, and marketing materials
- Simplifies complex technologies into narratives that resonate with engineers and decision-makers
- Uses data-driven strategies to maximize reach, engagement, and conversions
- Supports print, digital, and social campaigns for consistent brand messaging

Trend 2027: Integration of AI-assisted design tools and immersive media (AR/VR) to elevate storytelling.





Editorial Calendar

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	Show Case Focus	Main Feature - Editorial Focus	Systems Development and Software	Deep Cuts
January	Unmanned & Autonomous	Autonomomy at the Edge Next-Gen Autonomous Ground Vehicles	Leveraging Open Standards: Software reuse in driverless platforms	High Performance SBCs & Ethernett Offload Engines
February	Next-Gen Avionics	Distributed Avionics: Overcomining processing bottlenecks in highly distributed payloads	Tackling Technical Debt: Software modification lifecycle management	Machine Vision, Sensors & High-Resolutions Displays
March	C4ISR & Comms	Sensor-to-Shooter Convergence: Accelerating situational awareness across networks	Security at the Fronline: Linux & Secure Container deployment	Hight Speed Ethernet Switches & SDR Hardware
April	Electronic Warfare	Cognitive EW Systems: Adaptive signal intelliegence in contested theaters	NVMe Performance: Flash memory, test and Storage at the edge	RF Reference Models & Advanced Antenna Arrays
May	Air Domains (UAS)	Collaborative Swarms: Naviational advances using AI and Machine Learning	Thermal Management: System cooling for compact unpressurized drone payloads	Next-Gen FPGA & Mixed Signal Solutions
June	RADAR Advances	Distributed & Cognitve RADAR: Coherent radar processing across multiple static nodes	Obsolescence Mitgation: Managing hardware lifecycles amidst rapid component shifts	Inference Computing Modules & Rugged Systems
July	Space and LEO	The Tactical Orbit: Optical Inter-Satellite Links (OISL) in proliferated LEO networks	Dynamic Reconfiguration: Radiation-tolerant FPGAs and software defined payloads	Small Form Factor (SFF) COTS in Space Components
August	Test & Simulation	Live, Virtual, and Constructive (LVC): Digital twins for complex battlefield simulation	Model-Based Software Engineering: Reducing development timelines via simulation tools	Data Acquisition, Mezzanine Boards, and unique I/O
September	Edge Computing	Real-Time AI inferencing: High throughput GPU architectures at the tactical edge	Self-Healing Systems: Fail safe hardware monitoring and local fallback storage	Rugged GPU Modules & Power supplies for unique applications
October	Integrated Air Defense	The Gold Dome Strategy: Engagement management and real-time tracking solutions	Cyber Resilience: Securing Systems firmware against malicious supply chain injects	Ultra-rugged box-level systems & high-end workstations
November	Maritime & UUVs	Unmannned Undersea Vehicles (UUV) Power optimization for long endurance ocean floor systems	Predictive Mainenance: AI driven sensor monitoring for remote maritime assets	Composable Compute Arhitectures & Advanced Energy Storage
December	The AI Horizon	The impact of AI: Compendium of 2027 tech winners and prospective look towards 2031	Disruptive Hardware Shifts: The rise of RISC-V and Quantum optical developments	High Performance Mulit-Core Processors & Graphic Modules

Standards and Interconnect	Target Sponsor Alignment	Industry Events
Victory Alignment: Vehicle network Archectures	Leidos/Lockheed Martin Focus: System Integration for autonom ous vehicle fleets	SOSA Consortium Member Meetings
Space VNX & FACE: Safe Computing frameworks	RTX / Northrop Grummna Focus: Flight-safety certifed processors and FACE compliance architectures	AFCEA West
FIPS 140-3 & SOSA: Crptographics & open infastructure	BAE Systems /L3 Harris Focus: Mulit-domain tactical radios and secure network routers.	NVIDIA GTC
Mild-STD-498 Evolution: High assurance software validation	Northrop Grumman / Mercury Systems Focus: RF signal processing and cognitive jamming modules	SEA Air Space
STANAG 4586:Interoperability fro NATO UAV architectures	BAE Systems / General Atomics Focus: Airborne swarm intelligence and light-weight unpressurized payloads	XPONENTIAL (AUVSI)
SOSA Profiles: Radar and EW slot definitions	L3 Harris / Curtiss-Wright Focus: High-throughput FPGA processing arrays for radar mulitstatic nodes	IEEE International Microware Symposium (IMS)
SDA Optical Crosslink: Resilient space transport layer standards	Viasat / Boeing Focus: High-throughput LEO constellations, optical crosslinks, and radiation-tolerant space transport systems	
Shared Virtual Environments: Interoperability across training domains.	Lockheed Martine / Collins Aerospace Focus: Multi-domain digital twins, synthetic training environments, and LVC software frameworks	AIAA Aviation Forum Flash Memory Summit (FMS)
Mil-STD-810H & VITA:Surving extreme shock, vibe, and thermal stress	Thales / Mercury Systems Focus: Ruggedized multi-mission Processing, tactical servers, and SWaP optimized GPU Edge deployment	DSEI London
FACE & JADC2 Review: Composable joint-all-domain comand systems	General Dynamics /RTX Focus: JADC2 netowrk integration, multi-spectrum tracking, and hardware-enforcement cyber reilience	AUSA C4ISR Sumposium
UMAA: Unmanned Maritime Autonomy Architecture compliance	Honeywell / Huntington Ingals Industry Focus: Deep sea vehicle autonomy, predictive mainenance sensors and advanced undersea energy storage	
NIST AI RMF: Navigational frameworks for secure AI systems engineering	Leidos / BAE Systems Focus: Next generation secure AI systems, NIST risk management framework compliance, and advanced RISC -V implementation	

Publisher's Choice Marketing Programs

Suggestions (with a six-month commitment)

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Media Plan 1

$2400 monthly

- COTS Journal Display Advertising - Half page
- Datasheet Direct every other month
- 300x250 pixel banner ad in COTS Digital products

Media Plan 2

$1500 monthly

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

Media Plan 3

$3422 monthly

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

Media Plan 4

$1768 monthly

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

Content Marketing Programs

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COTS Sourcebook
digital, distributed to COTS Circulation, HTML

$3295

A COTS Sourcebook 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 where and how your solutions are used.

COTS Tech Review
digital, distributed to COTS Circulation, HTML

$3495

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

White Paper Development
(Application Note)

$3750

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 technology. Perfect for everything from client literature, digital marketing, third-party publishing, or social media.

Product Pricing

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Display advertising

Size	1X	2X	3X	4X	6X	8 X	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

Datasheet Direct

1 time	$1995
4 time	$1795
6 time	$1495

Gallery Promotion – Gallery Ads

Promotional ads associated with the above features are limited to no more than three half-page display ads. The ads are on a first-come-first-serve basis.

The design team will build the ads at the direction of the advertiser for no additional cost.

These promotions are sold separately from the magazine's regular advertising.

Price $595

Differential leads

$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.

COTS Point - Targeting Intellectual Curiosity **$3595**

List Services

Email list rental - **$600 per 1000, 5000** minimum buy.

Direct Mail list rental - **$550.00 per 1000, 5000** minimum buy.

Lists are suitable for one-time use, with all content relevant to COTS subscribers. Frequency discounts are available through your Account Executive.

Digital Campaigns

Leaderboard - $1000 Body Ad

- 728px x 90px max, Text Description 360 characters max

Body Ad $650

- 300px x 250px

Creative Services

$150 per hour or a firm fixed price bid at the client's request.

Ad Sizing

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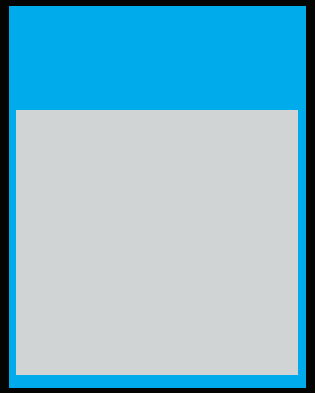
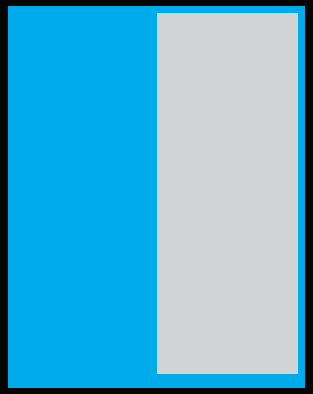
Two Page Spread
17" x 11.125"
(Trim: 16.75" x 10.875")



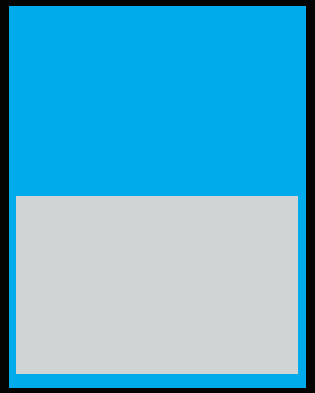
Full Page
8.5" x 11.125"
(Trim: 8.375" x 10.875")



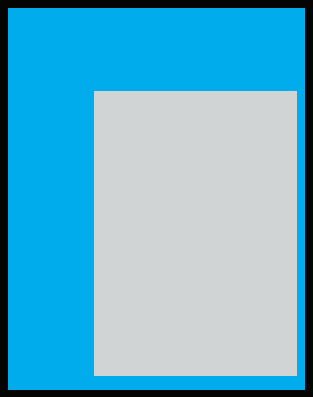
2/3 Page
7.375" x 6.375"



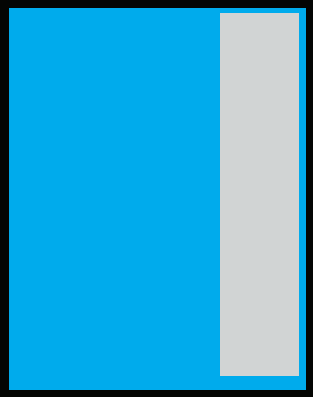
1/2 Page Vertical
3.5" x 6.375"



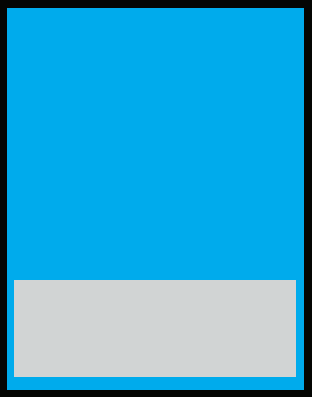
1/2 Page Horizontal
7.375" x 4.75"



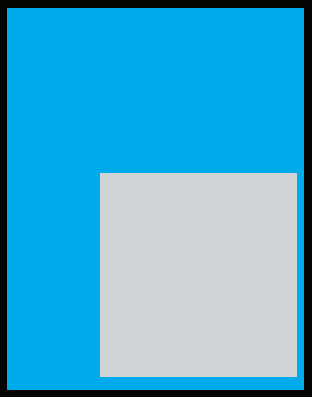
1/2 Page Island
7.375" x 4.75"



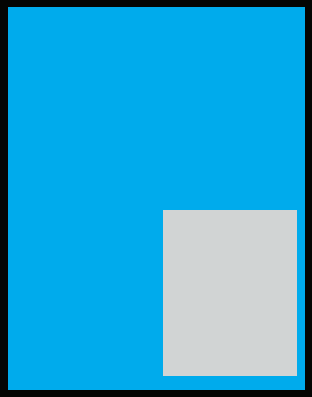
1/3 Page Vertical
2.25" x 9.875"



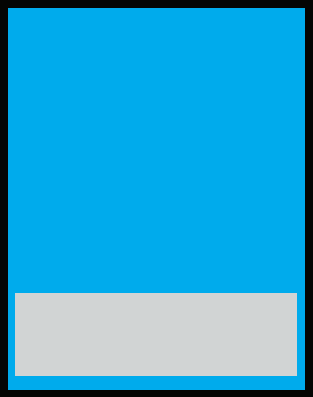
1/3 Page Horizontal
7.375" x 3.375"



1/3 Page Square
4.75" x 4.75"



1/4 Page Vertical
3.5" x 4.75"



1/2 Page Horizontal
7.375" x 2.375"

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