Circuit Cellar’s mission is to collect, select, and distribute need-to-know information on the topics of electrical engineering, embedded systems, programming, and computer applications.

Circuit Cellar uses an assortment of print and electronic content-delivery platforms to reach a diverse international readership of professionals, academics, and electronics specialists who work with embedded, MCU-related technologies on a regular basis.

We’re dedicated to helping readers around the globe become well-rounded, multi-talented electronics designers and programmers. To achieve this, we publish microcontroller-based design tips, embedded programming advice, in-depth design project articles, and essential embedded systems industry news.

More than a magazine, Circuit Cellar offers a qualified target group for your sampling programs and design contests. Reach potential buyers with the Circuit Cellar e-newsletter. Amplify your sales with responsive native advertising options on CircuitCellar.com. Enhance your magazine promotions with video advertising. Highlight product features with an in-depth advertorial. And much more!

RESERVATIONS
Strategic Media Marketing, Inc.
2 Main Street | Gloucester, MA 01930
P: 978.281.7708
Email: circuitcellar@smmarketing.us

@editor_cc @circuitcellar facebook.com/circuitcellar
## 2015 ADVERTISING CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Space Close</th>
<th>Material Close</th>
<th>Mailing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>294</td>
<td>Embedded Applications</td>
<td>11/10/14</td>
<td>12/22/14</td>
<td>12/14/15</td>
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<tr>
<td>295</td>
<td>Wireless Communications</td>
<td>12/11/14</td>
<td>1/19/15</td>
<td>12/18/14</td>
</tr>
<tr>
<td>296</td>
<td>Robotics</td>
<td>1/15/15</td>
<td>2/19/15</td>
<td>1/22/15</td>
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<tr>
<td>297</td>
<td>Embedded Programming</td>
<td>2/12/15</td>
<td>3/19/15</td>
<td>2/19/15</td>
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<tr>
<td>299</td>
<td>Communications</td>
<td>4/10/15</td>
<td>5/15/15</td>
<td>4/17/15</td>
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<td>300</td>
<td>Internet &amp; Connectivity</td>
<td>5/14/15</td>
<td>6/18/15</td>
<td>5/21/15</td>
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<tr>
<td>301</td>
<td>Embedded Development</td>
<td>6/12/15</td>
<td>7/17/15</td>
<td>6/19/15</td>
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<tr>
<td>302</td>
<td>Data Acquisition</td>
<td>7/10/15</td>
<td>8/19/15</td>
<td>7/17/15</td>
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<tr>
<td>303</td>
<td>Signal Processing</td>
<td>8/12/15</td>
<td>9/18/15</td>
<td>8/19/15</td>
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<tr>
<td>304</td>
<td>Analog Techniques</td>
<td>9/11/14</td>
<td>10/16/15</td>
<td>9/18/15</td>
</tr>
<tr>
<td>305</td>
<td>Programmable Logic</td>
<td>10/9/15</td>
<td>11/13/15</td>
<td>10/16/15</td>
</tr>
</tbody>
</table>

### Distribution & Reach
Engage nearly 100,000 readers with an integrated campaign

- Magazine (print/digital): 22,000
- E-Newsletter: 25,000
- CircuitCellar.com: 100,000 pageviews/month

Visit [circuitcellar.com/mediakit](http://circuitcellar.com/mediakit) for the most current distribution schedule.

Contact Strategic Media Marketing to be added to Circuit Cellar’s advertising list and receive updates on promotions, upcoming issues, and content.
BW Rates

<table>
<thead>
<tr>
<th></th>
<th>2-PG Spread</th>
<th>Full PG</th>
<th>1/2 PG</th>
<th>1/3 PG</th>
<th>1/4 PG</th>
<th>2/9 PG</th>
<th>1/9 PG</th>
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<tbody>
<tr>
<td>1x</td>
<td>$6480</td>
<td>$3250</td>
<td>$2030</td>
<td>$1350</td>
<td>$1140</td>
<td>$860</td>
<td>$450</td>
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<tr>
<td>3x</td>
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<td>$3090</td>
<td>$1930</td>
<td>$1280</td>
<td>$1080</td>
<td>$820</td>
<td>$430</td>
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<tr>
<td>6x</td>
<td>$5830</td>
<td>$2930</td>
<td>$1830</td>
<td>$1220</td>
<td>$1030</td>
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<td>$5180</td>
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<td>$1620</td>
<td>$1080</td>
<td>$910</td>
<td>$690</td>
<td>$360</td>
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</tbody>
</table>

Color Rates

| Four-Color | Add $400 to B&W Rates; $175 for 1/9 PG |

*Premium Positions are available and subject to publisher’s approval. Add 10% to Net Rate. Left/Right-hand page requests are considered Premium Positions.

Cover Rates (4-Color Inclusive)

<table>
<thead>
<tr>
<th></th>
<th>Cover 2</th>
<th>Cover 3</th>
<th>Cover 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4600</td>
<td>$4200</td>
<td>$5100</td>
</tr>
<tr>
<td>3x</td>
<td>$4320</td>
<td>$3990</td>
<td>$4850</td>
</tr>
<tr>
<td>6x</td>
<td>$4100</td>
<td>$3880</td>
<td>$4600</td>
</tr>
<tr>
<td>12x</td>
<td>$3680</td>
<td>$3360</td>
<td>$4080</td>
</tr>
</tbody>
</table>

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Advertorials (Ads in a Content-Style Layout)

<table>
<thead>
<tr>
<th>Two-Page Section</th>
<th>$7000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four-Page Section</td>
<td>$14000</td>
</tr>
</tbody>
</table>

*All advertorial content must be approved by editorial prior to placement. Contact Circuit Cellar for specs and submissions guidelines. $60 per hour for any editorial work that must be done beyond: reviewing files, creating layout, and performing a spell check.

Print Artwork Guidelines

2-PG Spread
- Live: 15.25” x 10” (live copy area with 1” gutter)
- Bleed: 16.50” x 11.125
- Trim: 16.25” x 10.875”

Full PG & Covers
- Live: 7” x 10”
- Bleed: 8.375” x 11.125”
- Trim: 8.125 x 10.875”

1/2 Horizontal: 7” x 4.75”
1/2 Vertical: 4.50” x 10”
1/3 Vertical: 2.25” x 10”
1/3 Square: 4.625” x 4.75”
1/4 PG: 3.375” x 4.75”
1/9 PG: 2” x 3”
2/9 Vertical: 2” x 6.25”
2/9 Horizontal: 4.25” x 3”

All artwork should be submitted in a vector-based format, printer-ready PDF. Ads posted in the digital edition may still exude subtle, unavoidable differences in apparent resolution from that of press-optimized files.

PDF Checklist:
- 4-color ads should be in CMYK format
- BW ads should be in grayscale
- Fonts should be embedded
- Graphics need to be high resolution (300 DPI or higher)

Send artwork & billing inquiries to adcopy@circuitcellar.com
ONLINE ADVERTISING

CircuitCellar.com

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size (Pixels)</th>
<th>Rate (Monthly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>300 × 50</td>
<td>$950</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 × 250</td>
<td>$750</td>
</tr>
<tr>
<td>Half Banner</td>
<td>300 × 100</td>
<td>$450</td>
</tr>
<tr>
<td>Lower Banner</td>
<td>728 × 90</td>
<td>$500</td>
</tr>
<tr>
<td>Button</td>
<td>125 × 125</td>
<td>$250</td>
</tr>
</tbody>
</table>

Vendor Directory (circuitcellar.com/vendor)

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Rate</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td>$500/annual</td>
<td>Company, URL, 50-word description &amp; logo (JPG/GIF)</td>
</tr>
<tr>
<td>Standard</td>
<td>Free</td>
<td>Company, URL</td>
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</tbody>
</table>

Circuit Cellar Weekly E-Newsletter

<table>
<thead>
<tr>
<th>Cover</th>
<th>Size (Pixels)</th>
<th>Rate (Monthly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Header</td>
<td>650 × 124</td>
<td>$700</td>
</tr>
<tr>
<td>Full Banner</td>
<td>650 × 83</td>
<td>$535</td>
</tr>
<tr>
<td>Spotlight</td>
<td>170 × 232</td>
<td>$450</td>
</tr>
</tbody>
</table>

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Partner Mailings
- Contact Circuit Cellar’s opt-in subscribers with an exclusive mailing for your company
- 5,000 opt-in minimum

<table>
<thead>
<tr>
<th>Flat Set-Up Fee</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>$300</td>
<td>$400</td>
</tr>
</tbody>
</table>

@editor_cc
@circuitcellar
facebook.com/circuitcellar
NATIVE ADVERTISING

It’s time to get the most out of your online marketing budget and amplify your sales. Circuit Cellar will help you create and deliver engaging, shareable content that will strengthen your brand and drive traffic to your sites. Work with us to start compelling conversations and reach new customers with your message on CircuitCellar.com, in our e-newsletter, or both.

Sponsored Content Units

Price: $700
Sponsor a Circuit Cellar blog post on CircuitCellar.com or an in-feed item in the Circuit Cellar Newsletter. Via our sponsored content units, you can tie your brand to the high-quality content our readers read and share. This is an opportunity to create immediate brand awareness by sponsoring high-quality, Circuit Cellar-created content, such as Electrical Engineering Tips, Interviews, Project Articles, and more. The “in-feed” editorial unit clearly promotes your brand as the sponsor, and your promotion continues naturally when readers click through to the full content page.

Sponsored Circuit Cellar Archive Articles

Price: $700 (1 article), $2000 (3 articles), $4000 (6 articles)
Sponsor a PDF download of a previously published Circuit Cellar article on CircuitCellar.com or in the Circuit Cellar Newsletter. For instance, perhaps one of your products was featured in a Circuit Cellar magazine article and you want to promote it on Circuit Cellar’s homepage or in the Circuit Cellar Newsletter. Via our sponsored archive downloads, you can tie your brand to a specific article that readers can download.

Custom Content Units

Price: Contact Us for Rates
Create your company’s own custom content and have it appear as a blog post on CircuitCellar.com or as an in-feed item in the Circuit Cellar Newsletter. Our readers will discover your brand and learn about your products as they read engaging content. It’s an unobtrusive way to provide potential customers with immediate value as you engage them on CircuitCellar.com and in the Circuit Cellar Newsletter.

Sponsored Downloads

Price: Setup plus pay-per-download. Contact Us for Rates.
Sponsor a content download on Circuit Cellar’s homepage or in the Circuit Cellar Newsletter. Via a sponsored download, you can offer readers your company’s content—such as a white paper, datasheet, product guide, product poster, or e-book—on CircuitCellar.com or in the Circuit Cellar Newsletter.

TERMS

• Prepay available upon request. Confirm with SMM upon booking. 4% discount for 6 – 11 month contract. 8% discount for 12 months or more. Contract must be paid in full to qualify.

• New Advertisers: First ad prepaid, then Net 30 on approved credit.

• US Advertiser Credit Terms: Net 30

• Outside US Terms: Ads must be prepaid prior to space closing date.

• All payment must be made in U.S. dollars and drawn on a U.S. bank. Funds may be wired. Contact Circuit Cellar’s Advertising Department.

• Special Billing Charges: Digital ads are required. Corrections/changes to existing ads and manipulation of digital files will incur additional production charges and will be reflected on the invoice for that issue month.

• Production Charges: These apply for the conversion of files from RGB into either CMYK for color ads or to grayscale for 2-Color and BW ads. (Note: Photos and graphics found on websites are usually in RGB mode and are often of poor quality for printing.)

• Send art & billing inquiries to: Kim Hopkins (adcopy@circuitcellar.com)

• Advertising Artwork Dropbox (for large files): bit.ly/adcopy14
ADDITIONAL PROMOTIONS

Contact editor@circuitcellar.com | 860-289-0800

Design Challenges
A design challenge is an international promotional campaign that enables a sponsor to promote its products and brand to the electrical engineering community.

- Put your product in the hands of qualified engineers who will build innovative projects with it
- Create brand and product awareness in new markets. Gain maximum exposure to Circuit Cellar’s international audience via print and digital ads, as well as promotion via email, social media, and e-newsletters.
- Receive valuable customer feedback via an in-depth survey
- Receive opt-in contact info from engineers interested in your technology
- Articles featuring your technology will appear in Circuit Cellar magazine for months, and perhaps years, after the challenge ends.

Sample Programs
Need a group of qualified electrical engineers, academics, and/or EE/ECE students to test a new product and provide you with valuable feedback before you go to market? Are you releasing a new product and want to blast the market with free samples? Maybe you’d like to see how your products measure up against your competitors’ offerings? Circuit Cellar can help with a custom sample program.

List Rental
Need contacts fast? Circuit Cellar has a valuable list of qualified contacts. Contact Statlistics (203-778-8700) for pricing and information.


- WIZnet Connect the Magic 2014 Design Challenge
- NXP LPC800 Simplicity Challenge 2013
- Renesas RL78 Green Energy Challenge 2012
- RS Components DesignSpark chipKIT Challenge 2011
- NXP mbed Design Challenge 2011
- Texas Instruments Design Stellaris 2010
- WIZnet 2010 iMCU Design Challenge
- WIZnet iEthernet Design Contest 2007
- Microchip 16-Bit Embedded Control Contest 2007
- Atmel AVR Design Contest 2006
- Luminary Micro Design Stellaris Contest 2006
- Renesas M16C Design Contest 2005
- Philips ARM Design Contest 2005
- Atmel AVR Design Contest 2004
- Zilog eZ80 Flash Nets Cash Design Contest 2004
- Cypress PSoC High Integration Challenge 2004
- Freescale Wireless Design Challenge 2004
- Renesas H8 Design Contest 2003
- Motorola Flash Innovation Design 2003
- Motorola E-Field Sensor Contest 2003
- Zilog Flash for Cash ZEncore! International Design Challenge 2003
- Microchip Mad Dash for Flash Cash Contest 2002
- Cypress PSoC Design Challenge 2002
- Atmel AVR Design Logic Contest 2001
- Texas Instruments Ultra-Low Power Flash MCU Contest 2001
- Zilog Driven to Design Contest 2001
- Philips Design 2K Contest 2000
- Microchip PIC2000 Contest 2000
- Motorola Design99 Contest 1999
- Microchip Design98 Contest 1998