Reach the world of engineering professionals with Circuit Cellar Magazine
Circuit Cellar is the go-to, trusted source for information regarding embedded design, electrical engineering, embedded systems, programming, and computer applications.

Today’s engineers are inventing tomorrow’s game-changing technologies, from microcomputers to robotic systems to smart appliances. Each issue of Circuit Cellar magazine and the CC newsletter is packed with the latest design information covering products, technologies, and techniques relevant to working engineers.
Comprehensive Distribution NETWORK

International exposure across multiple channels and mediums

Readers Span the Globe

Multiple Subscription Options

United States 47%
Australia 7%
Canada 6%
United Kingdom 5%
Belgium 3%
Brazil 3%
Germany 3%
Other 22%
Influencing the INFLUENCERS

Products Used by Readers

- **48%** Actuators (relay and motors)
- **6%** ASIC (mask programmed)
- **66%** Desktop computer peripherals (CRT, storage, and printers)
- **76%** Desktop computers/workstations
- **62%** Development tools—hardware (emulators and PRO/PLD programmers)
- **82%** Development tools—software (C compilers, debuggers, etc.)
- **32%** Digital signal processors
- **67%** I/O devices (keypads and LCDs)
- **67%** MCU/MPU—8 bit
- **45%** MCU/MPU—16 bit
- **54%** MCU/MPU—32 bit
- **62%** Memory—EPROM, EEPROM, and flash
- **49%** Memory—SRAM and DRAM
- **32%** PLD/FPGA (field programmed)
- **74%** Sensors (temperature, pressure, and optical)
- **42%** Single-board computers (PC04, VME, and ISA/PCI/CompactPCI)
- **70%** Test and measurement devices (oscilloscopes and logic analyzers)
- **6%** All of the above

End Products Designed

- **11%** Automotive (components/subassembly)
- **34%** Consultant/engineering services
- **23%** Consumer products
- **26%** Electronic components or subassembly
- **57%** Embedded computer hardware
- **54%** Embedded computer software
- **30%** Industrial automation/robotics
- **13%** Medical Devices
- **12%** Military/Avionics
- **25%** Test Equipment
- **19%** Wired communications
- **11%** Wired telecommunications
- **34%** Wireless communications
- **14%** Wireless telecommunications
- **9%** Other

88% of readers have visited an advertiser’s website.

Contacted Advertisers

- 48% Actuators (relay and motors)
- 6% ASIC (mask programmed)
- 66% Desktop computer peripherals (CRT, storage, and printers)
- 76% Desktop computers/workstations
- 62% Development tools—hardware (emulators and PRO/PLD programmers)
- 82% Development tools—software (C compilers, debuggers, etc.)
- 32% Digital signal processors
- 67% I/O devices (keypads and LCDs)
- 67% MCU/MPU—8 bit
- 45% MCU/MPU—16 bit
- 54% MCU/MPU—32 bit
- 62% Memory—EPROM, EEPROM, and flash
- 49% Memory—SRAM and DRAM
- 32% PLD/FPGA (field programmed)
- 74% Sensors (temperature, pressure, and optical)
- 42% Single-board computers (PC04, VME, and ISA/PCI/CompactPCI)
- 70% Test and measurement devices (oscilloscopes and logic analyzers)
- 6% All of the above
<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Bonus Distribution</th>
<th>Product Focus</th>
<th>Trending Technology</th>
<th>Closing: Date</th>
<th>Materials Due: Date</th>
<th>Mail Date: Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>EMBEDDED APPLICATIONS</td>
<td>*Consumer Electronics Show (CES)</td>
<td>Real-time logic, motion control, touch sensing</td>
<td>Low-power techniques, consumer electronics, and automotive applications</td>
<td>11/15/16</td>
<td>11/22/16</td>
<td>12/20/16</td>
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<tr>
<td>February</td>
<td>WIRELESS COMMUNICATIONS</td>
<td>*Embedded World</td>
<td>Projects and technologies that focus on embedded controllers</td>
<td></td>
<td>12/16/16</td>
<td>12/23/16</td>
<td>1/20/17</td>
</tr>
<tr>
<td>March</td>
<td>ROBOTICS</td>
<td>*Trinity College Robot Contest</td>
<td>Devices capable of repeating motion sequences, such as self-contained, self-</td>
<td></td>
<td>1/17/17</td>
<td>1/23/17</td>
<td>2/20/17</td>
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<td>propelled robotic devices, robotic arms, industrial assembly lines, etc.</td>
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<td>Product Focus: Sensors, actuators, motor controllers, software, and algorithms</td>
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<td>Trending Technology: Proximity sensing, power control, battery technology/</td>
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<td>management, electronic compasses, and accelerometers</td>
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<td>Mail Date: Date 2/20/17</td>
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<tr>
<td>April</td>
<td>EMBEDDED PROGRAMMING</td>
<td>Software used in embedded applications, including</td>
<td>Programming languages, real-time operating systems, embedded Linux, file</td>
<td>Emerging programming languages, and embedded intelligence</td>
<td>2/17/17</td>
<td>2/23/17</td>
<td>3/30/17</td>
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<td></td>
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<td>algorithms, tools, and techniques</td>
<td>systems, drivers, network protocols, algorithms, and optimization</td>
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<td>Product Focus: Programming languages, real-time operating systems, embedded</td>
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<td>Linux, file systems, drivers, network protocols, algorithms, and optimization</td>
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<tr>
<td>May</td>
<td>MEASUREMENT &amp; SENSORS</td>
<td>Projects and technologies that focus on sensors,</td>
<td>Environmental sensors, smart sensors, one-wire sensors, and MEMS sensors</td>
<td>Sensor interface techniques that include automotive applications, test</td>
<td>3/17/17</td>
<td>3/23/17</td>
<td>4/19/17</td>
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<td>interfaces, and actuators</td>
<td>Product Focus: Environmental sensors, smart sensors, one-wire sensors, and</td>
<td>equipment, simulators, consumer electronics, real-time control, and low-power</td>
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<td>MEMS sensors</td>
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<td>Trending Technology: Sensor interface techniques that include automotive</td>
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<td>applications, test equipment, simulators, consumer electronics, real-time</td>
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<td>Mail Date: Date 4/19/17</td>
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<td>June</td>
<td>Bonus Distribution:</td>
<td></td>
<td>*Design Automation Conference</td>
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<td>4/18/17</td>
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<td>*Sensors Expo</td>
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<td>COMMUNICATIONS</td>
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<td>Networking is key whether it is among computers, humans, man to machine or</td>
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<td>Product Focus: Computer networks, voice recorders, smartphones, sound cards,</td>
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<td>speech recognition, speech synthesis, and text-to-speech</td>
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<td>Trending Technology: Network protocols, Ethernet, USB, I²C, SPI, and Firewire</td>
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<td>Special Section: 3-D Printing</td>
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</table>
July
INTERNET & CONNECTIVITY
Get connected using a variety of applications
Product Focus: Networking chips, protocol stacks, device servers, controllers, output modules, and physical layer interfaces
Trending Technology: Audinate's Dante, an innovative networking technology, and RAVENNA, an open solution for transmitting audio over IP
Closing: 5/18/17
Materials Due: 5/23/17
Mail Date: 6/19/17

August
Bonus Distribution:
*Flash Memory Summit
*Hot Chips
EMBEDDED DEVELOPMENT
Tools and techniques used to develop new hardware or software
Product Focus: Prototyping and simulation, emulators, development tools, programming languages, HDL, real-time operating systems, and debugging tools
Trending Technology: Virtual reality software and specialized software, analysis and simulation software, and intelligent systems
Closing: 6/16/17
Materials Due: 6/23/17
Mail Date: 7/20/17

September
Bonus Distribution:
*PCB West
*RoboBusiness
DATA ACQUISITION
Technologies and algorithms for real-world data gathering and monitoring
Product Focus: Peripheral interfaces, sensors, sensor networks, signal conditioning, A/D and D/A converters, data analysis, and post-processing
Trending Technology: Voice-activated assistants, optical scanning technology, 3-D printing
Special Section: Embedded Security
Closing: 7/18/17
Materials Due: 7/23/17
Mail Date: 8/18/17

October
Bonus Distribution:
*SoC Conference
SIGNAL PROCESSING
Real-time signal processing for audio, video, radio, pressure, and acceleration signals
Product Focus: DSP chips and algorithms, digital filter design, integrated circuit design, and high-speed signal processing
Trending Technology: Signal processing for automotive systems and signal processing for evolving microelectronic technologies
Closing: 8/17/17
Materials Due: 8/23/17
Mail Date: 9/18/17

November
Bonus Distribution:
*ARM TechCon
ANALOG TECHNIQUES
Analog signal acquisition and generation
Product Focus: EMI/RF reduction, high-speed signal integrity, signal conditioning, ADCs and DACs and analog programmable logic
Trending Technology: Embedded components, clocking strategies, DC power distribution, and impedance matching in multi-layer interconnect structures
Closing: 9/18/17
Materials Due: 9/22/17
Mail Date: 10/18/17

December
Bonus Distribution:
*ESC Silicon Valley
PROGRAMMABLE LOGIC
FPGAs, PLDs, and field-programmable gate array logic
Product Focus: Processors, DSP, peripheral solutions, and power control modules
Trending Technology: Pet microchips, vehicle performance chips, programmable controllers, and programmable chips for robots
Special Section: Graphics
Closing: 10/18/17
Materials Due: 10/23/17
Mail Date: 11/17/17

Advertising Contact: Warren Kaufman | wkaufman@circuitcellar.com | 818-599-9910
*Bonus distribution rates and dates are subject to change. Confirm with your Circuit Cellar representative
# Advertising 2017 Rates

## Includes Print & Digital Distribution

### Black and White 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><strong>1x</strong></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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<td><strong>3x</strong></td>
<td>$6150</td>
<td>$3090</td>
<td>$1930</td>
<td>$1280</td>
<td>$1080</td>
<td>$820</td>
<td>$430</td>
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<td><strong>6x</strong></td>
<td>$5830</td>
<td>$2930</td>
<td>$1830</td>
<td>$1220</td>
<td>$1030</td>
<td>$770</td>
<td>$410</td>
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<td><strong>12x</strong></td>
<td>$5180</td>
<td>$2600</td>
<td>$1620</td>
<td>$1080</td>
<td>$910</td>
<td>$690</td>
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### Cover Rates (4-Color Inclusive)

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

Four-Color: Add $400 to BW rates; $175 for 1/9 page

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

### Advertorials (Content-Style Layout)

<p>| | | |</p>
<table>
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<tbody>
<tr>
<td><strong>2-Page Selection</strong></td>
<td>$7000</td>
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<tr>
<td><strong>4-Page Selection</strong></td>
<td>$14000</td>
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</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.

Advertising Contact: Warren Kaufman | wkaufman@circuitcellar.com | 818-599-9910
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
- High-res graphics (300 DPI or higher)

Send artwork & billing inquiries to: adcopy@circuitcellar.com.

Change requests will incur production charges at the rate of $60/hour with $30 minimum

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<table>
<thead>
<tr>
<th>Dimension</th>
<th>Size</th>
<th>Live Area</th>
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<tbody>
<tr>
<td><strong>Full Page</strong> &amp; Covers (bleed)</td>
<td>8.375” x 11.125”</td>
<td>7” x 10”</td>
</tr>
<tr>
<td><strong>Full Page</strong></td>
<td>8.125” x 10.875”</td>
<td>7” x 4.75”</td>
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<tr>
<td><strong>1/2 Page</strong> Horizontal</td>
<td>3.375” x 10”</td>
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<td><strong>1/3 Page Vertical</strong></td>
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<td><strong>1/3 Page Square</strong></td>
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<td><strong>Idea Box Options</strong></td>
<td>1/9 2” x 3”</td>
<td>2/9 Vertical 2” x 6.25”</td>
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<td>2/9 Horizontal 4.25” x 3”</td>
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<tr>
<td><strong>2-Page Spread (Bleed)</strong></td>
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<td>15.25” x 10”</td>
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**WEBSITE**

And E-Newsletter

and digital

**Partner Mailings**

circuitcellar.com

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<tr>
<th>Size (Pixels)</th>
<th>Rate (monthly)</th>
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<td>300 × 50</td>
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<tr>
<td>Large Rectangle</td>
<td>300 × 250</td>
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<tr>
<td>Half Banner</td>
<td>300 × 100</td>
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<tr>
<td>Lower Banner</td>
<td>728 × 90</td>
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<tr>
<td>Button</td>
<td>125 × 125</td>
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</tbody>
</table>

- No limit to the number of impression or click throughs
- Ads rotate through all size specific locations, with no more than two ads per spot.
- Includes homepage and interior page exposure.

**E-Newsletter**

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<th>Size (Pixels)</th>
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<tr>
<td>Full Banner</td>
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<td>Spotlight</td>
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</tbody>
</table>

**Partner Mailings**

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

- Flat Set-Up Fee: $300
- CPM: $400

**Vendor Directory**

- Premium: $500/yr
  - Company Name, URL, 50-word description, logo
- Standard: FREE
  - Company Name, URL

**Vendor Directory**

The Vendor Directory is similar to an electronic “yellow pages” directory containing a variety of engineering products and services.

**E-Newsletter open rate**

<table>
<thead>
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<th>Size (Pixels)</th>
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<tbody>
<tr>
<td>Leaderboard</td>
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<td>728 × 90</td>
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<td>Button</td>
<td>125 × 125</td>
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</tbody>
</table>

- 95% of readers also visit circuitcellar.com

**Website, Digital, Partner Mailings**

@editor_cc @circuitcellar circuitcellar

Advertising Contact: Warren Kaufman | wkaufman@circuitcellar.com | 818-599-9910
Want an Alternative to Banner Ads?

**circuitcellar.com Native Content Units**
Deliver engaging, customized content about your company, brand, and products.

- Publish your company’s custom content, such as product promotions, videos, tutorials, white papers, or engineering tips from your team.
- Your content appears in 2 places on the circuitcellar.com homepage—in the Featured Posts section (for several days) and in the Sponsored section (for the duration of contract).
- From the homepage, your content links to a circuitcellar.com landing page from which readers can then click to your page(s).

**Price:** $2500*
Customization available to meet your design and budget needs.

**E-Newsletter Native Content Unit**
Create your company’s own content unit within the e-newsletter.

- Publish your company’s custom content, such as product promotions, videos, tutorials, white papers, or engineering tips from your team.
- When your content appears in the e-newsletter, it is marked “Sponsored.”

**Price:** $2500*
Customization available to meet your design and budget needs.

*Price does not include tax and is subject to change.*
Sponsored Media

Quality Content
Converts readers to customers

Archive Article Sponsorship
Boost your brand identity by sponsoring a download of Circuit Cellar’s sought-after content. Your brand benefits as Circuit Cellar drives traffic and attention to its downloadable content.

- Your company’s name and branding appears along with a download of a high-quality Circuit Cellar archive article. Choose an article from any back issue of Circuit Cellar (1988-present).
- Delivered either via circuitcellar.com or the Circuit Cellar Newsletter

**Price:** $2000*
Customization available to meet your design and budget needs.

Promote Your Content
Do you have great content such as a white paper, datasheet, product guide, product poster, or e-book that could use more exposure?

- Circuit Cellar will promote your content on circuitcellar.com or in the weekly e-newsletter.
- Includes all built-in branding and promotion
- You must own the rights to publish/distribute the material
- Material must meet Circuit Cellar quality standards

**Call for rates**

Statistics show

**Videos increase confidence in products and companies**

Sponsored Video
Strengthen your brand and drive traffic to your site by sponsoring Circuit Cellar videos in our e-newsletter. Each month, Circuit Cellar produces video interviews with the world’s most interesting engineers, innovators, and researchers. Recent exclusive video interviews include: Massimo Banzi (Co-founder, Arduino), Eben Upton (Inventor, Raspberry Pi), Isabel Lizardi (Co-founder, Bare Conductive).

**Call for rates**

Video Promotion
Promote your own videos through Circuit Cellar’s media channels. Videos can be added to the digital versions of the magazine, promoted on circuitcellar.com, or in the weekly newsletter.

**Call for rates**

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**Advertising Contact:** Warren Kaufman | wkaufman@circuitcellar.com | 818-599-9910
Partner with Circuit Cellar to create custom campaigns to engage electrical engineers, academics, and entrepreneurial electronics designers. With an integrated campaign, Circuit Cellar can deliver your message, increase brand exposure, build user confidence, and improve awareness of your products and services.

Why choose an integrated campaign?
Circuit Cellar knows the engineering community and can drive qualified traffic to your website, generate actionable leads, and amplify your brand’s voice. Circuit Cellar can help get engineers talking about your products and services.

- **Digital Magazine Sponsorship**: Sponsor the digital edition of Circuit Cellar magazine to promote your products and services via an email announcing the next issue to subscribers, as well as through ads (static ad and/or a pop-up ad) embedded in the actual digital issue.

- **Project Design Challenge**: Engineers, DIYers, and academics will build projects around your products and compete for prizes and recognition. Directly engage engineers by sponsoring an electrical engineering challenge, which combines a sample program and a variety of advertising options. It’s a great way to promote your brand, show off your products, create content around your products, and generate new contacts.

- **Online Electrical Engineering Challenge**: By sponsoring a code and/or schematic challenge, you are asking engineers around the globe to find engineering errors for a chance to win prizes and recognition. With each challenge, you can promote your products and services via a variety of channels, as well as gain access to opt-in contacts.

- **Sample Program**: Put your product(s) in the hands of qualified engineers. You’ll reach new customers, receive opt-in contact data, and have engineers actively working with your products. Integrate the sample program with print and digital ads, as well as custom content.

- **Product of the Week Promotions**: Each week, our e-newsletter goes out to 24,000+ subscribers. Circuit Cellar can feature discounted products that its readers will love. Your products can be prominently featured in the newsletter and combined with articles, videos, and/or surveys.
Terms

- Prepay available upon request. Confirm with rep 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 US dollars and drawn on a US bank.
- Funds may be wired. Contact Circuit Cellar’s Advertising Department.
- 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.

Send art & billing inquiries to: adcopy@circuitcellar.com.
Advertising Artwork Dropbox (for large files): bit.ly/adcopy14