

## 2010 Media Kit

# 2010 Embedded Developer Sponsorship Rates

### Silicon and Tools Company Participation

Product/Description	US Premier Silicon Partner	China Premier Silicon Partner	Germany Premier Silicon Partner	Major Silicon Partner	US Premier Tools Partner	China Premier Tools Partner	US,China,Germany General Partner
1st Processor Architecture	\$3000	\$3000	\$2000	\$1500/Geography.			
2nd Processor Architecture	\$1500	\$1500	\$1500	\$1000/Geography.			
Additional Processor Architectures (ea)	\$1000	\$1000	\$1000	\$750/Geography.			
Custom Silicon Company Page	\$1000	\$1000	N/A	N/A			
Standard Silicon Company Profile Page	\$500	\$500	N/A	N/A			
Tools Pages (Amount allowed on the site)	Unlimited	Unlimited			(Unlimited)	(Unlimited)	(10 Tools)
Custom Tools Company Page	N/A	N/A			Yes	Yes	N/A
Standard Tools Company Profile Page	N/A	N/A			Yes	Yes	Yes
<b>Pricing Per Month</b>							
<b>Package Pricing (Per Month)</b>		<b>\$5500</b>	<b>\$3500.</b>	<b>\$2500</b>	<b>\$500</b>	<b>\$500</b>	<b>\$100</b>
<b>One-Time Set-Up and Translation Fee</b>		<b>\$2500</b>	<b>\$2000</b>	<b>\$1000</b>	<b>\$250</b>	<b>\$250</b>	<b>\$100</b>

### Home Page and Search Page Banners

Description	Large Waist-band	Small Waist-band	Footer Banner	Banner	Skyscraper	All Search Pages
Size	468 X 60	260 X 60	468 X 60	125 X 125	375 X 125	125 X 125
1 Month	\$3000	\$1750	\$2800	\$1200	\$3000	\$1500
3 Months (Price/month)	\$2800	\$1600	\$2500	\$1000	\$2750	\$1300

### Home Page Premier Positions and Featured Listings

Description	Processors of the Month	Technology Showcase	Hot Processors	Hot Tools	Distributor Specials	Other Specials
Entire Section	\$4000	\$4000				
Single Listings	\$1500 ea.	\$1500 ea.	\$600 ea.	\$600 ea.	\$600 ea.	\$1500 ea.

## Embedded Developer, LLC

Hearst Business Media  
50 Charles Lindberg Blvd, Suite 100, Uniondale, NY, 11553 USA

## Contact Information

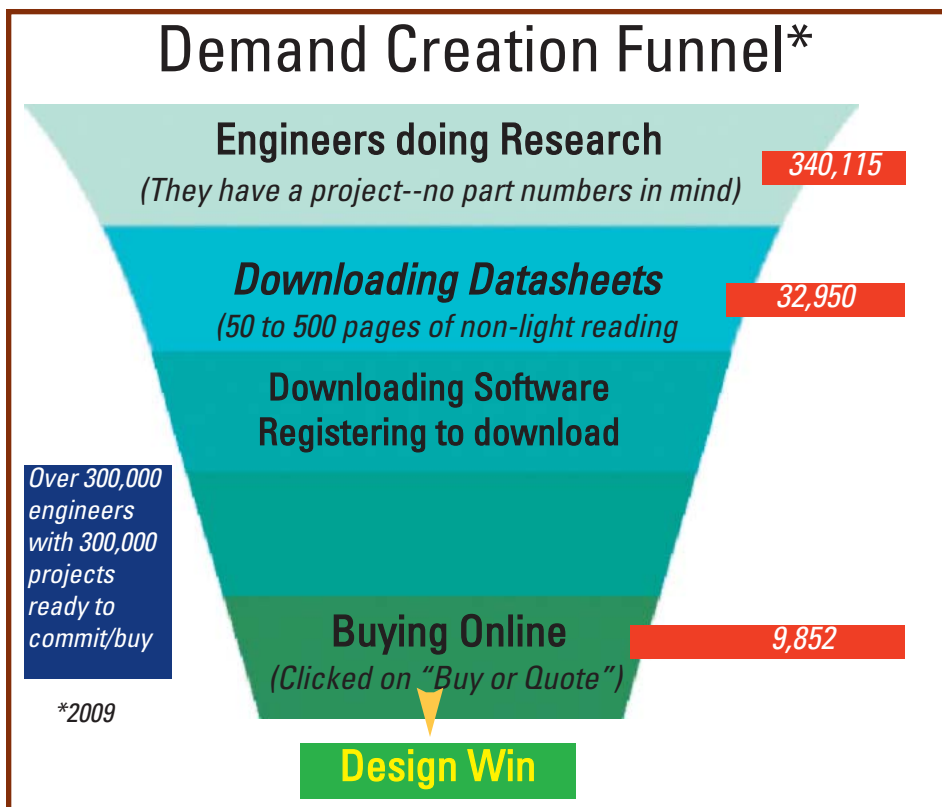
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# "The Site for Embedded Developers with a Job to Do"

Until now, the device data an engineer needed to develop an application was only available on manufacturer or distributor web sites. Every web site varied dramatically, and locating the information and comparing it between sites was virtually impossible. Embedded Developer solves this problem by offering engineers the ability to research, compare, and purchasing silicon and development tools in one place. That is why it is known in the industry as "The site for embedded developers with a job to do."



Embedded Developer Takes the Engineer from Evaluation and Discovery to Sales, RFQs, and beyond!

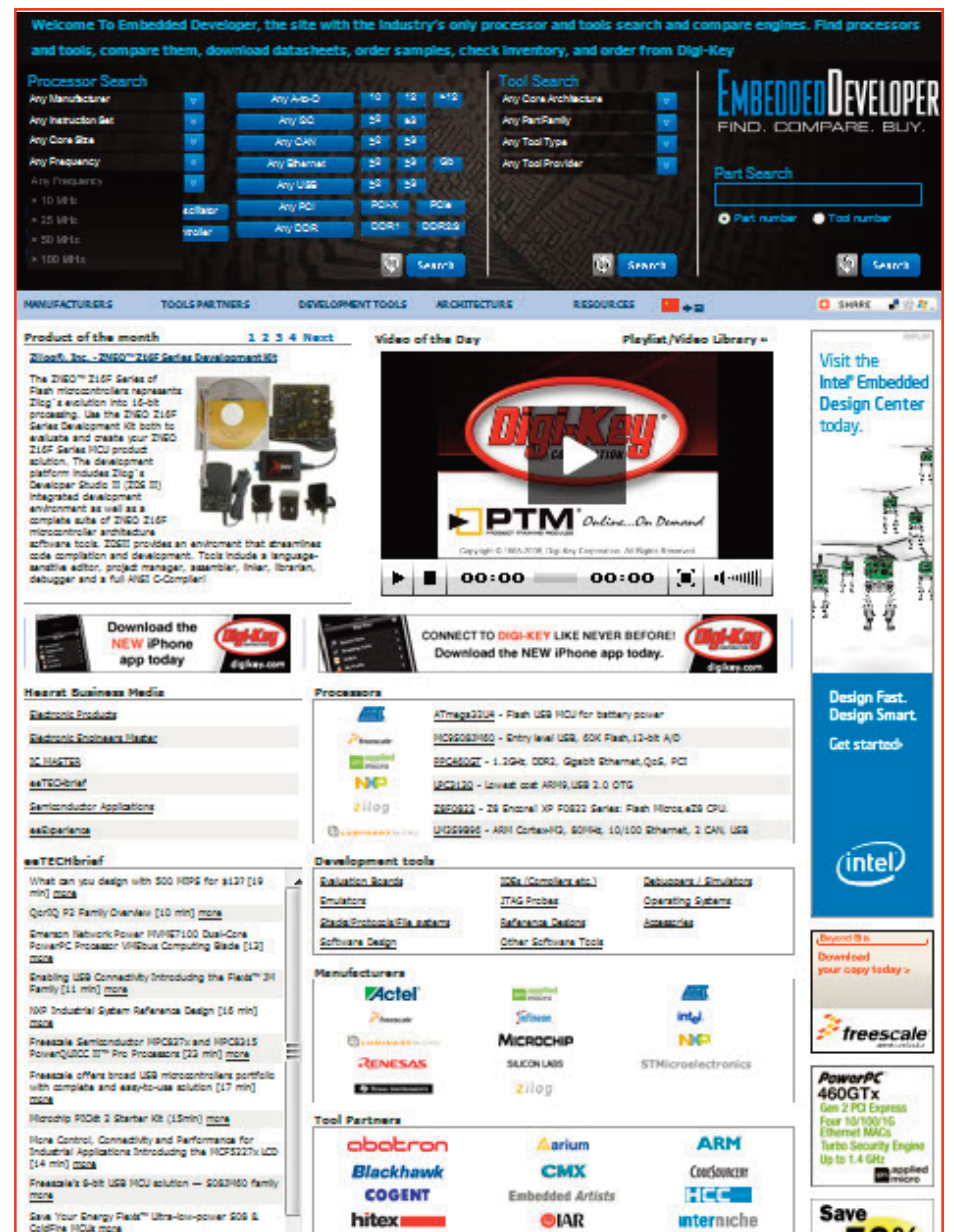
## Embedded Developer is a sales channel.

It is a demand creation vehicle used by Distributors, Semiconductor and Tools Companies to increase sales. Embedded Developer takes engineers down the entire Opportunity Pipeline--publication's web sites stop at Visitors, Unqualified leads or Click-throughs. We bring them right down to point of purchase!

Other sites deliver leads--Embedded Developer delivers customers.

# A Powerful Sales Engine for Silicon Manufacturers

On Embedded Developer, the parametric data for processors is normalized between manufacturers: navigation between manufacturers is consistent and intuitive (see below). This seamless design allows developers to compare processors by features and performance, and provides an opportunity for silicon manufacturers to demonstrate the advantages of selecting their processor.



To find out how Engineers use the site to find and buy your products quickly, **Start Here** just follow these diagrams on the bottom of the next few pages.

Engineers use the home page search engine to select processors by features and functions required.

The search results are displayed in a table format to make the chip selection process easy. The next step is to compare the results.

Processor Search

Any Manufacturer: Any A-to-D, 10, 12, >12

Any Instruction Set: Any I2C, ≥2, ≥3

Any Core Size: Any CAN, ≥2, ≥3, Gb

Any Frequency: Any Ethernet, ≥2, ≥3, Gb

Any Flash/ROM: Any USB, ≥2, ≥3

EEPROM, Internal Oscillator, Any PCI, PCI-X, PCIe

D-to-A, LCD Controller, Any DDR, DDR1, DDR2/3

Encryption

Search

ATmega8515L	Mega AVR	AVR-8	8MHz	8192	MLF4	
ATmega8535	Mega AVR	AVR-8	16MHz	8192	MLF4	
ATmega8535L	Mega AVR	AVR-8	8MHz	8192	MLF4	
ATmega88	Mega AVR	AVR-8	20MHz	8192	MLF3	
ATmega88V	Mega AVR	AVR-8	10MHz	8192	MLF3	
ATmega8L	Mega AVR	AVR-8	8MHz	8192	MLF3	
ATmega406	Smart Battery AVR	AVR-8	1MHz	40960	LQFF	
MC56F8011	56F80XX	Freescale	Freescale 5600E DSC	32MHz	12000	LQFF
MC56F8013	56F80XX	Freescale	Freescale 5600E DSC	32MHz	16000	LQFF
MC56F8014	56F80XX	Freescale	Freescale 5600E DSC	32MHz	16000	LQFF
MC56F8023	56F80XX	Freescale	Freescale 5600E DSC	32MHz	32000	LQFF

The selected silicon with their features and specs are displayed side-by-side in a compare table. This is the only site in the world that allows engineers to compare silicon like this.

The selected silicon page has options for finding tools, (below), datasheets, Distributor inventory, etc.

**2<sup>ND</sup> Click**

	AT91SAM7X256	MAC7104MPV50	LPC2294	ADSP-BF536
Manufacturer	AMTEL	freescale	NXP	ANALOG DEVICES
Core Variant	ARM7TDMI	ARM7TDM-S	ARM7TDMI-S	ADI Blackfin
Flash	262144	393216	262144	
RAM	65536	24576	16384	
Maximum Freq. (MHz)	55	50	60	400
Dhrystone MIPS	50	45	54	800
Timer Bits	16	16	32	32

**3<sup>RD</sup> Click**

MPC8379E

Order Information

Order Code	Unit Price	LEAD TIME	QUOTE
MPC8379E-HDS-PE	\$3142.88		QUOTE
MPC8379E-RDE	\$772.40		QUOTE
MPC8379E-RDEA	\$772.40	IN STOCK	BUY NOW
MPC8379E-RVAGD	\$71.96		QUOTE
MPC8379E-RVAF	\$71.96		QUOTE
MPC8379E-RVAG	\$89.36		QUOTE
MPC8379E-RVAGD	\$106.32		QUOTE
MPC8379E-RVAGD	\$75.74	IN STOCK	BUY NOW
MPC8379E-RVAF	\$80.80	IN STOCK	BUY NOW
MPC8379E-RVAG	\$91.81	IN STOCK	BUY NOW
MPC8379E-RVAGD	\$108.32	IN STOCK	BUY NOW

Today's small-to-medium business (SMB) and consumer applications are driving the need for highly integrated and cost-effective solutions that deliver high performance. The MPC8379E provides a high-performance Power Architecture x800 core up to 600MHz with 32K L2 cache, and integrated on-SATA.