

Hiring Engineers? Reach Them Through TechInsights

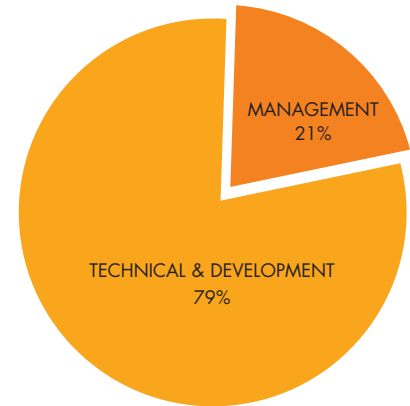
Looking to hire quality engineers? TechInsights serves a core audience of engineers and technical managers who lead the way in innovation and design - the creators of technology. These professionals rely on the essential resources delivered daily and weekly to keep them current and knowledgeable about the ever-changing global electronics industry.

EE Times, TechInsights' flagship brand, is the global industry's trusted news and information source, leading the way for 35 years in total audience reach, total editorial pages and total advertising pages. Embedded Systems Design reaches 46,000 senior level engineers.

Our Audience

- Electronic Engineers
- Embedded Systems Engineers
- Analog/Mixed Signal Engineers
- Procurement Managers
- Software Engineers
- Hardware Engineers
- Engineering Managers
- Design Engineers
- ASIC Engineers

TechInsights Audience



Read By More Than
700,000 Engineers Each Month

Your Recruitment Message (Reach Active & Passive Candidates)



**Newsletter Sponsorships
& Email List Rentals**
400,000 registered subscribers.



Print Ads

EE Times: 141,000 print & digital weekly*
3.6 Pass-along rate

Embedded: 46,000 print & digital circulation
4.27 Pass-along rate



Online Placements

Monthly Page Views
EE Times.com: 2.3 Million
Embedded.com: 600,000



*Publisher's Own Data January 2009

2009 Recruitment Rates

PRINT RATES - EE|TIMES

Circulation: Weekly Publication - 141,000 Total Print & Digital 3.6 Pass-Along Rate

Target: Electronic Engineers, Software & Hardware Designers, Engineering Managers

Run of Press

Rates	1X	6X	12X	24X	48X
Full Page	\$10,725	\$10,156	\$9,588	\$9,019	\$8,450
1/2 Page	\$6,500	\$6,094	\$5,688	\$5,281	\$4,875
1/4 Page	\$4,875	\$4,469	\$4,063	\$3,656	\$3,250

Sizes	Sizes subject to change
Full Page	7" x 9.75" <i>Live</i> 7.75" x 10.5" <i>Trim</i> 8" x 10.75" <i>Bleed</i>
1/2 Page Horizontal	7" x 4.75"
1/2 Page Vertical	3.375" x 9.75"
1/4 Page	3.375" x 4.75"

Career Opportunities Section

Rates	1X	6X	12X	24X	48X
Full Page	\$8,250	\$7,813	\$7,375	\$6,938	\$6,500
1/2 Page	\$5,000	\$4,688	\$4,375	\$4,063	\$3,750
1/4 Page	\$3,750	\$3,438	\$3,125	\$2,813	\$2,500
Col. Inch	\$280	\$265	\$260	\$250	\$240

Sizes	Sizes subject to change
Full Page	7" x 9.75" <i>Live</i>
1/2 Page Horizontal	7" x 4.75"
1/4 Page	3.375" x 4.75"
1 Column	1.25"
2 Column	2.681"
3 Column	4.125"
4 Column	5.5"

PRINT RATES - EMBEDDED SYSTEMS DESIGN

Circulation: Monthly Publication - 46,000 Print & Digital Circulation 4.27 Pass-Along Rate

Target: Embedded System Designers, Chip Designers, Device Programmers

Run of Press

Rates	1X	3X	6X	9X	12X
Full Page	\$6,500	\$6,125	\$5,750	\$5,375	\$5,000
1/2 Page	\$4,030	\$3,798	\$3,565	\$3,333	\$3,100
1/3 Page	\$3,250	\$3,063	\$2,875	\$2,688	\$2,500
1/4 Page	\$2,730	\$2,573	\$2,415	\$2,258	\$2,100

Sizes	Sizes subject to change
Full Page	7" x 10" 8.25" x 11.125" <i>Bleed</i> 8" x 10.875" <i>Trim</i>
1/2 Page Horizontal	6.67" x 4.75" 8.25" x 5.375" <i>Bleed</i>
1/3 Page Square	4.375" x 4.75"
1/3 Page Vertical	2.25" x 10"
1/4 Page	3.33" x 4.75"

Career Opportunities Section

Rates	1X	3X	6X	12X
Full Page	\$4,970	\$4,480	\$3,990	\$3,500
1/2 Page	\$3,763	\$3,392	\$3,021	\$2,650
1/4 Page	\$2,485	\$2,240	\$1,995	\$1,750

Sizes	Sizes subject to change
Full Page	7" x 9.5"
1/2 Page	6.75" x 4.625"
1/4 Page	3.25" x 4.625"

ONLINE RATES & TRAFFIC

Traffic (Monthly)	Uniques	Page Views
EE Times	895,000	2.3 Million
Embedded.com	185,000	600,000
TechOnline	115,000	330,000

Rates	
Title:	\$40 CPM
Leaderboard Banner:	\$100 CPM
Skyscraper Banner:	\$120 CPM
IMU (BoomBox):	\$150 CPM
Dogear Peelback:	\$10,000 net/per week
Job Postings/Resume Database Access	Call for Rates

For ad specifications, please visit: <http://www.ubmtechnology.com/adinfo>

ADDITIONAL PRODUCTS

Job Postings on TechCareers and the Beyond Network - Post your open positions on the only job board that delivers both active and passive technology candidates. TechCareers puts your postings in front of top talent through partnerships with targeted websites, print publications and events. Additionally, your positions will be broadcast to all relevant sites within the Beyond.com Network, a network composed of thousands of niche career communities.

Email List Rentals - With a database of millions of opt-in registered users of all levels of experience, geographic areas and industry niches, we can help you reach hundreds of thousands of targeted candidates.

Resume Database Access - Our database consists of over 1.1 million technology candidates. Source candidates based on your specific requirements.

Featured Job Listing Bundles - Enhance your ability to reach passive candidates. We take your job and blast it through our network of newsletters, reaching hundreds or thousands of engineering, IT and software professionals each and every day, depending on the job's target. In addition, we feature that same job on relevant partner websites.

Newsletter Sponsorship - Daily and weekly sponsorship options are available.

Career Center Sponsorship - Prominent online display advertising options for sponsorship of Everything Channel's career center as well as TechCareers.com.

Recruiting Events - Connect directly with top professionals who meet your most difficult staffing requirements. We host career pavilions at many of the top rated technology events in the United States.

TERMS & CONDITIONS

1. New accounts must prepay and file a credit application prior to first insertion. Accounts with approved credit must pay within 30 days of invoice date.
2. Changes and/or corrections must be presented in writing by space closing date to the advertising department. A charge may be made for any alterations required in advertising material.

Rate Card Provisions

1. All orders are subject to acceptance by TechInsights at its headquarters in San Francisco, CA.
2. No conditions other than those set forth in this rate card shall be binding upon TechInsights unless specifically agreed to by TechInsights in writing.
3. Positioning of advertisements is at the sole discretion of TechInsights except where a specific position has been agreed to by TechInsights in writing.
4. Cancellations or changes to advertising by the advertiser or its agency may not be made after the closing date for the publication or product. TechInsights is under no obligation to revise advertising materials not received by the TechInsights production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. TechInsights assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. TechInsights is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond TechInsights' control.
7. In consideration of TechInsights' publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend TechInsights against any and all claims, losses, liabilities, damages and expenses (including attorney's fees) arising out of TechInsights' printing, publishing, or distributing, such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services.
8. In no event shall TechInsights be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to TechInsights for the publication or distribution of such materials.
9. TechInsights reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to TechInsights.
10. Advertising in TechInsights' online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices.