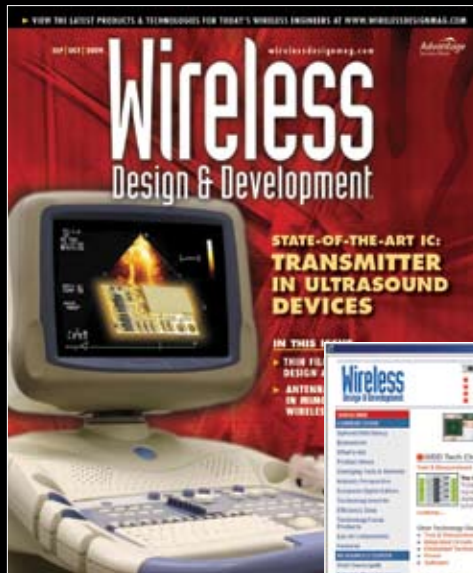


Wireless

Design & Development

www.wirelessdesignmag.com



2010
Integrated Media
Planning Guide

www.wirelessdesignmag.com

Overview

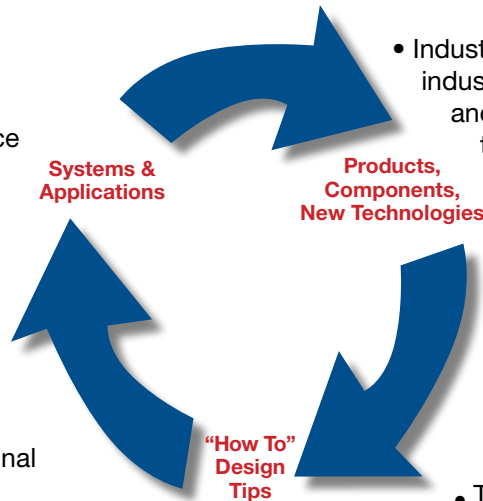
WIRELESS DESIGN & DEVELOPMENT (WDD) is the RF and Microwave resource for the design engineer and OEM in the high-growth wireless, microwave & RF market segments. WDD reaches more than 36,000* professionals working in design engineering, applications engineering, production engineering, R&D, purchasing and corporate management. These are the key individuals who are purchasing and specifying your components into their final designs.

WDD covers everything from the component level through to the complete integrated system level, providing the RF and microwave engineer with the practical and technical information they need to design from very low frequency to millimeter waves. Technical features cover virtually all wireless industries and frequencies as well as emerging technologies such as medical electronics, RFID, security, automotive electronics, broadband, software design tools and satellite communications.

The WDD "Advantage"

WDD brings to the market the latest in new product information and emerging technologies. The print publication and comprehensive website provide the following editorial coverage:

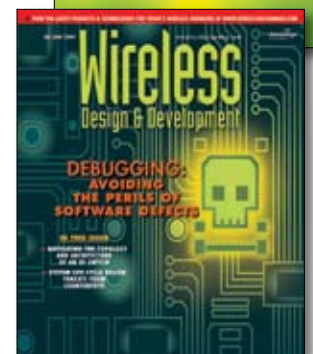
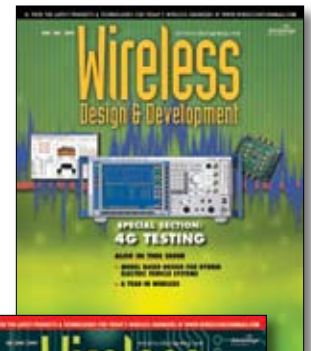
- Component centric articles provide the critical information of "what to know before you buy."
- In-depth design based articles delve deep into a technology to provide the "how to" of today's sub-system and system designs.
- The Tinker's Tool Box project will serve vital needs within the electronic design industry. As an industry-level project, electronic design engineers worldwide can participate in the design and development of a "Fab-in-a Box" electronic product and prototyping facility in a 40-foot shipping container.



- Industry Perspective offers opinion pieces from industry experts on current trends, developments and what issues are having a direct impact on their businesses.
- Authoritative coverage of new and innovative products and their applications providing engineers with the technology they can immediately implement into their current designs.
- Brainstorm section designed to bring together multiple viewpoints from industry experts on a single issue across a variety of industries.
- Twice monthly Target Application Focus (TAF) Newsletters covering specific technologies such as Test & Measurement, Security, Power Optimization, Electronic Packaging and Military/Aerospace.

WDD brings the information "full circle." WDD editorial provides information from the component level through to the application. It not only offers the full array of products and systems information, but WDD provides the how-to and answers why. Why is this component, product, or subsystem important? How does it impact the industry, and how does it impact the RF and microwave design and development engineers? "WDD brings the full story; providing the designer with the information needed to achieve a successful design the first time."

Each issue of WDD keeps the engineer up-to-date on emerging trends, technologies, and products, and assist in reducing time to market, lowering design costs, and improving reliability and performance.



WDD has truly become the one-stop for "wireless" market information.

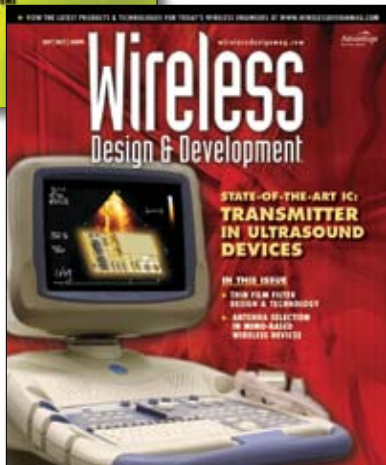
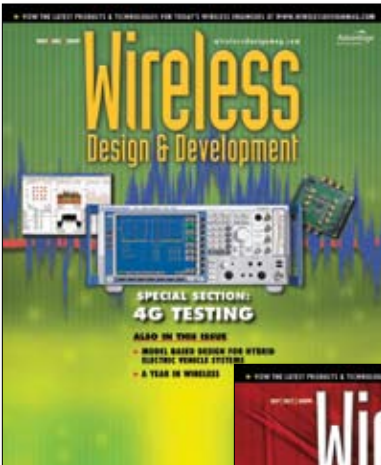
www.wirelessdesignmag.com

Reach BPA-Qualified Professionals Who Are Potential Buyers of Your Technology

WDD reaches 36,000 qualified BPA-audited professionals in the high-growth wireless, RF & microwave market segments. WDD's circulation is 100% direct request.

A Quality Circulation to Ensure Effective Reach and Response From Your Advertising

With WIRELESS DESIGN & DEVELOPMENT, you can be sure your message is reaching the right individuals. Your advertising impacts a BPA-audited audience of decision-makers – 100% direct request.* Each recipient is identified and audited by name and address and 100% are personal direct request. The result for you is a demonstrably superior audience for your sales message.



North America Circulation Analysis by Business/Industry*:

| | |
|--|---------------|
| Communications Systems & Equipment | 12,938 |
| Telecommunication Systems & Equipment | 2,057 |
| Wireless Broadband Equipment | 1,915 |
| Cellular Systems & Equipment | 1,470 |
| Satellite Communications (incl. GPS) | 726 |
| CATV/Broadcast Systems | 62 |
| Data Transmission, Computer Systems | 101 |
| Service Providers of Voice, Video and Data Communications | 1,572 |
| Consumer Devices/Internet Enabled Appliances | 1,950 |
| Automotive Electronics | 1,497 |
| Medical Equipment | 1,705 |
| Industrial Manufacturing/Commercial Control, Processing Equipment | 2,916 |
| Security & Identification | 265 |
| R&D Laboratories | 875 |
| Contract Manufacturers | 539 |
| Manufacturers of Active & Passive Components, Devices & Subsystems (Amplifiers, Antennas, Connectors, Mixers & Modulators, Opto-Electronics, Semiconductors, Switches) | 1,763 |
| Test & Measurement Equip/Instrumentation/Automation, Sensing and Control | 1,114 |
| Government/Aerospace | 2,002 |
| Military | 453 |
| Radar Systems | 94 |
| Navigation Telemetry Systems | 6 |
| Total Qualified Circulation: | 36,020 |

*June 2009 BPA Statement.

www.wirelessdesignmag.com

WIRELESS DESIGN & DEVELOPMENT, available in both print and digital editions, is designed to pull buyers through the entire magazine, generating outstanding exposure, readership and response for your advertising.

It's a format that puts your sales message in front of the vast majority of our audience. In fact, our readers spend 60 minutes or more with each issue.* That means greater exposure and awareness for your ad message and products every month.

WIRELESS DESIGN & DEVELOPMENT Readers' Reasons for Seeking Out New Products, Equipment, Components and Systems*

To learn what's around the corner: emerging technologies, etc.

75.7%

To learn about the full array of wireless technologies

72.3%

To stay current with rapidly-changing wireless technologies

66.0%

To learn about practical solutions I can use in my work

60.3%

To gain a range of different information in a single source (news, trends, technologies, applications, new products)

59.3%

To access wireless information in a concise format

58.0%

To learn of approaches used by other organizations

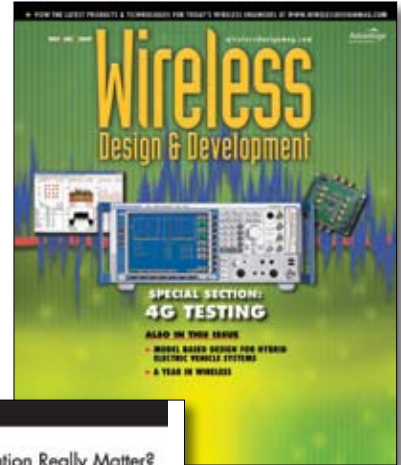
42.0%

To learn how to be more productive using wireless

39.3%

*A Buying Power Profile of the Audience of WIRELESS DESIGN & DEVELOPMENT; Martin Akel & Associates.

Reader Response: WDD offers an interactive eReader Service program. Through a subscriber email, this program prompts the reader to take action. Simply, the email gives the subscriber a list of advertising companies and headlines as well as product releases in the issue, and asks them to click on the box of any company or product they would like more information on. This is a 30 second process. This new quick response method will be the bridge between the advertiser and the WDD readers.





| Issue | January/February | March/April | May/June |
|--|---|--|---|
| Ad Closing | January 8, 2010 | March 8, 2010 | May 5, 2010 |
| Tech Features | Base Station Components | Power Management | WiMAX |
| Eye On Components | Battery Devices/ Accessories | Oscillators | Smart Antennas |
| Product Focus | <ul style="list-style-type: none"> Filters Network Analyzers | <ul style="list-style-type: none"> Oscillators RF Amplifiers | <ul style="list-style-type: none"> Antennas Power Management |
| Brainstorm | <ul style="list-style-type: none"> Real World Testing Base Station Technology Trends | <ul style="list-style-type: none"> Military/Aerospace Battery Technology | <ul style="list-style-type: none"> Power Efficiency WiMAX vs. LTE |
| Industry Perspective | State Your Case | State Your Case | State Your Case |
| Trade Show Coverage | <ul style="list-style-type: none"> Mobile World Congress February 15-18 Barcelona APEC February 21-25 Palm Springs, CA CTIA Wireless March 23-25 Las Vegas, NV | IEEE-MTT-S May 23-28 Anaheim, CA | |
| <ul style="list-style-type: none"> Value-Added Show Dailies Wall Charts | Trillium Poster | <ul style="list-style-type: none"> Corporate Profiles Frequency Allocation Chart | <ul style="list-style-type: none"> Advantage AdIntell Study MTT-S Show Guide MTT-S Show Daily Newsletter <ul style="list-style-type: none"> - Pre-Show: May 18 - Day 1-3: May 25-27 |

WIRELESS DESIGN & DEVELOPMENT 2010 Newsletter Schedule

WEEK IN REVIEW
(Deploys every Monday)

JANUARY
1/7 Testing for 4G
1/14 Product Showcase
1/21 Power Management

FEBRUARY
2/4 Antenna Design
2/11 Product Showcase
2/18 Packaging and Miniaturization

MARCH
3/4 Industrial Automation
3/11 Product Showcase
3/18 Military/Aerospace

APRIL
4/1 Security
4/8 Product Showcase
4/15 RFID

MAY
5/6 Automotive Electronics
5/13 Product Showcase
5/20 WiMAX

JUNE
6/3 Battery Technologies/
Accessories
6/10 Product Showcase
6/17 Green Technology

WEBCAST TUTORIAL TOPICS

- Wireless Sensor Networks
- Critical Power Design Issues
- Battery Technologies for Next-Gen Products
- Achieving Measurement Accuracy
- Fitting More Into Less
- Trouble Shooting Embedded Designs
- Wireless Backhaul Solutions/Platforms

Web Exclusive Tech Features

**January/February
Submission Date:
January 8**

- FPGAs in Embedded System Design
- LTE Test

**March/April
Submission Date:
March 8**

- Design Software
- Packaging Trends and Miniaturization

**May/June
Submission Date:
May 5**

- Consumer Electronics/
RF4CE Standard
- Memory Devices



| Issue | July/August | September/October | November/December |
|--|---|---|---|
| Ad Closing | July 9, 2010 | September 9, 2010 | November 5, 2010 |
| Tech Features | Military Electronics | Automotive Electronics | Testing for Multiple Standards |
| Eye On Components | RF/Microwave Filters | MMICs | Switches |
| Product Focus | <ul style="list-style-type: none"> Connectors/ Interconnects Mixers | <ul style="list-style-type: none"> Capacitors Data Converters | <ul style="list-style-type: none"> Switches RF ICs |
| Brainstorm | <ul style="list-style-type: none"> Crystal Oscillators vs. Silicon Timing Solutions MIMO Applications | <ul style="list-style-type: none"> Medical Electronics RFID | <ul style="list-style-type: none"> Packaging and Miniaturization Automotive Electronics |
| Industry Perspective | State Your Case | State Your Case | FCC Update |
| Trade Show Coverage | <ul style="list-style-type: none"> European Microwave Week September 28-30 Paris CTIA Wireless IT October 6-8 San Francisco, CA | Electronica November 9-12 Munich | |
| <ul style="list-style-type: none"> Value-Added Show Dailies Wall Charts | | | <ul style="list-style-type: none"> Corporate Profiles Advantage AdIntell Study |

WIRELESS DESIGN & DEVELOPMENT 2010 Newsletter Schedule

WEEK IN REVIEW
(Deploys every Monday)

JULY
7/1 Medical Electronics
7/8 Product Showcase
7/15 Consumer Electronics

AUGUST
8/5 Passive Components
8/12 Product Showcase
8/19 Memory Devices

SEPTEMBER
9/2 Military/Aerospace
9/9 Product Showcase
9/16 Mesh Networks

OCTOBER
10/7 Embedded Systems
10/14 Product Showcase
10/21 Real-World Testing

NOVEMBER
11/4 Wireless Sensor Systems
11/11 Product Showcase
11/18 LEDs/LCDs/Displays

DECEMBER
12/2 Base Station Design
12/9 Product Showcase
12/16 Radar/Satellite Communications

WEBCAST TUTORIAL TOPICS

- Wireless Sensor Networks
- Critical Power Design Issues
- Battery Technologies for Next-Gen Products
- Achieving Measurement Accuracy
- Fitting More Into Less
- Trouble Shooting Embedded Designs
- Wireless Backhaul Solutions/Platforms

Web Exclusive Tech Features

**July/August
Submission Date:
July 9**

- Security in Mobile Devices
- Battery Technologies in Portable Devices

**September/October
Submission Date:
September 9**

- Deploying Femtocells
- Wireless Sensor Networks

**November/December
Submission Date:
November 6**

- Energy Harvesting
- Medical Electronics

Effective January 1, 2010

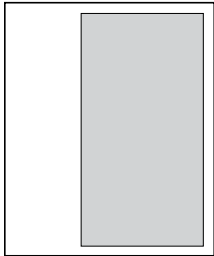
Black and white rates are based on total number of insertions used within any 12-month period. Minimum rate holder – 1/3 page.

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color, bleed and position, provided account is paid within 30 days of invoice date. Other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges are non-commissionable.

Terms: Net 30 days.

Special Continuity Program Rates: Contact the Publisher for special rates on long-term and multi-ad contractual commitments.

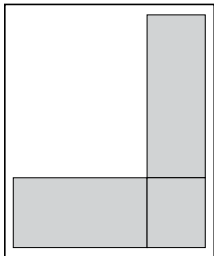
Junior Page:



| Insertions | Rate |
|------------|---------|
| 1 x | \$5,790 |
| 3 x | \$5,340 |
| 6 x | \$5,050 |
| 12 x | \$4,760 |
| 24 x | \$4,520 |
| 36 x | \$4,300 |

Trim: 5 ³/₄" x 10 ⁷/₈"
Live: 5 ¹/₄" x 10"
Bleed: 6" x 11 ¹/₈"

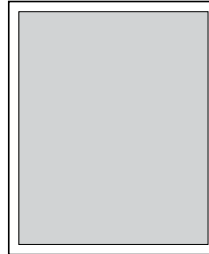
1/3 Page:



| Insertions | Rate |
|------------|---------|
| 1 x | \$3,430 |
| 3 x | \$3,160 |
| 6 x | \$2,990 |
| 12 x | \$2,820 |
| 24 x | \$2,670 |
| 36 x | \$2,540 |

Vertical: 2 ¹/₂" x 10"
No Bleed
Horizontal: 8 ¹/₄" x 3"
No Bleed

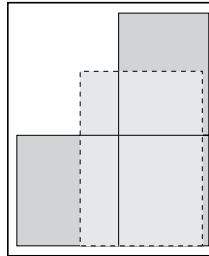
Full Page:



| Insertions | Rate |
|------------|---------|
| 1 x | \$8,870 |
| 3 x | \$8,160 |
| 6 x | \$7,710 |
| 12 x | \$7,290 |
| 24 x | \$6,920 |
| 36 x | \$6,570 |

Trim: 9" x 10 ⁷/₈"
Live: 8 ¹/₄" x 10"
Bleed: 9 ¹/₄" x 11 ¹/₈"

1/2 Page:

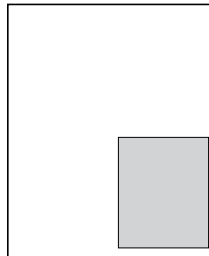


| Insertions | Rate |
|------------|---------|
| 1 x | \$5,210 |
| 3 x | \$4,810 |
| 6 x | \$4,540 |
| 12 x | \$4,280 |
| 24 x | \$4,060 |
| 36 x | \$3,870 |

Vertical: Trim: 4 ³/₈" x 10 ⁷/₈"
Live: 3 ⁷/₈" x 10"
Bleed: 4 ³/₈" x 11 ¹/₈"
Island: 5 ¹/₄" x 7 ¹/₂"

Horizontal: Trim: 9" x 5"
Live: 8 ¹/₄" x 4 ³/₄"
Bleed: 9 ¹/₄" x 5 ¹/₄"

1/4 Page:



| Insertions | Rate |
|------------|---------|
| 1 x | \$3,000 |
| 3 x | \$2,770 |
| 6 x | \$2,600 |
| 12 x | \$2,460 |
| 24 x | \$2,340 |
| 36 x | \$2,210 |

3 ⁷/₈" x 4 ³/₄"
No Bleed

Additional Rates

Back Cover: 25% premium.

Covers 2 and 3: 15% premium.

Special Positions: 10% premium.

Gatefold Ads: 30% premium.

Color: S.W.O.P. standard red, blue, yellow:

| | |
|-------------------------------|---------|
| Per page or fraction | \$930 |
| Per spread | \$1,570 |
| 4-color process, per fraction | \$1,490 |
| 4-color process, full page | \$1,630 |
| 4-color process, per spread | \$2,900 |

Bleed: No charge.

Inserts: Full-run inserts furnished complete by advertiser, regular black & white page rates apply; 4-page inserts – 25% discount. Consult Publisher for rates on inserts of more than 4 pages. Minimum size accepted: One page (back blank) or 1/2 page printed both sides; 20% tip-in charge. No tip-in charge on inserts of 2 or more pages. No inserts accepted over 100-pound text stock. Consult Publisher for sizes, mechanical requirements and quantities.

Products/Services Marketplace

2010 "Connections" Rates

| 1x | 3x | 6x | 12x |
|---------|---------|-------|-------|
| \$1,210 | \$1,030 | \$900 | \$550 |

Smallest acceptable size 2 ¹/₂" x 3".

2-Color: \$230; 4-Color: \$320

Classified Rates (Per Column Inch)*

| 1x | 3x | 6x | 12x |
|-------|-------|-------|-------|
| \$252 | \$231 | \$210 | \$200 |

*Prices are net.

Bound-In Reply Postcards

3 ¹/₂" x 5 ³/₈" perforated, four/page. Live material must be kept at least 3/8" in from all sides.

Color & Bleed: Contact Publisher.

Printing: Black ink.

Stock: Must conform to postal regulations for business reply cards.

Screen: 100-110.

Bound-In Reply Card Rate: Contact Publisher.

Reproduction Requirements

Acceptable Advertising Material: PDF file transfer via Ads4Advantage.com preferred. Digital/electronic files on CD. (Refer to Advantage Business Media Digital Ad Specifications for requirements.) Disks will not be returned after use unless requested.

Proofs: All 4-color ads should be accompanied by a suitable color proof (e.g., color laser). This proof will be used as a press color match. For ad production information, contact Debbie Wawzyanick, Advertising Production Manager, at 973-920-7148.

Mailing Addresses

Contracts/Insertion Orders, Reproduction Materials, Instructions, Publication-Set Copy, Etc.:

Forward to **Production Department** at –
100 Enterprise Drive, Suite 600, Box 912, Rockaway, NJ 07866-0912

Inserts: Contact **Production Manager** at 973-920-7148.

Production Services

Advertisers who request typesetting, separations, camera work, artwork, layouts or film output from disk will be charged at the Publisher's rates then in effect. Ads supplied on disk must adhere to Advantage Business Media's "Digital Ad Specifications." Special scheduling deadlines apply when disks are supplied. Call the Production Department for complete requirements and deadline information.

Issues & Closing Dates

Published six times in 2010. Closing dates for insertion orders and advertising material are noted on the Editorial Calendar. Cancellations or changes of space are not accepted after that date. If typesetting is required, typewritten copy must be in the Publisher's office five working days before closing date.

2011 BUYERS' GUIDE

Publishing Date: December 2010

Ad Closing: October 26, 2010

"Early Bird" Discount Closing: July 30, 2010

(10% off published rates).

Special Positions: Consult Publisher for rates and availability.

Display Advertising Rates

| | 1x | 3x | 6x |
|---------------|---------|---------|---------|
| Standard Page | \$7,230 | \$6,900 | \$6,420 |
| 2/3 Page | \$5,850 | \$5,620 | \$5,200 |
| 1/2 Island | \$5,020 | \$4,650 | \$4,240 |
| 1/2 Page | \$4,440 | \$4,300 | \$3,840 |
| 1/3 Page | \$3,030 | \$2,950 | \$2,500 |
| 1/4 Page | \$2,630 | \$2,400 | \$2,210 |

Technical Data Sheets*: \$2,170 per black and white page.

Color rates apply.

Color Rates

| | Per Page Or Fraction | Spread |
|----------|----------------------|---------|
| Standard | \$840 | \$1,570 |
| Matched | \$970 | \$1,690 |
| 4-Color | \$1,440 | \$2,780 |
| Metallic | \$1,340 | \$2,060 |

Call Ad Rates

| Ad Size | 1x | 3x | 6x |
|---------|---------|-------|-------|
| 2" x 1" | \$840 | \$730 | \$480 |
| 2" x 2" | \$970 | \$840 | \$610 |
| 2" x 3" | \$1,090 | \$970 | \$730 |

Company Logos*: Advertiser – \$360; Non-Advertiser – \$480

Product Directory Listings*: *Non-commissionable.

| # of Listings | Advertiser | Non-Advertiser |
|---------------|------------|----------------|
| 1-10 | FREE | FREE |

MTT-S Show Pocket Guide

Tier 1 Sponsorship: \$1,440. **Tier 2 Sponsorship:** \$720.

Product Showcase Enewsletter

\$1,650

Targeted Application Focus Enewsletter Rates

Primary Position Leaderboard (728 x 90): \$3,100

Secondary Position #1 Banner (460 x 60), Text/Graphic, or Text Ad: \$2,440

Secondary Position #2 Banner (460 x 60), Text/Graphic, or Text Ad: \$2,050

Right Hand Column Tower Ad (120 x 600): \$1,880

Right Hand Column Tower Ad (120 x 400): \$1,780

Right Hand Column Tower Ad (120 x 240): \$1,650

Website Sponsorship Rates*

Primary Position Leaderboard (728 x 90): \$1,490

Skyscraper (160 x 600): \$1,270

Tower (120 x 600): \$1,270

1/2 Tower (120 x 240): \$1,100

Boombox (360 x 280): \$1,270

Junior Boombox (250 x 250): \$1,100

Large Button (125 x 125): \$880

Button (160 x 90): \$880

Button (120 x 60): \$880

*Per month.

General Rate Policy

All advertising is accepted subject to the terms and provisions in this rate card. Orders are accepted subject to change in rates upon notice from Publisher. The Publisher reserves the right to reject advertising which it feels is not in keeping with the publication's standards. The Publisher shall not be responsible or liable for loss of profit, loss of business or any other consequential damages as a result of any error or omission in or of an advertisement. The Publisher assumes no liability for errors or omissions in reader service numbers or advertiser's indexes. The Publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in the Publisher's rate card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the Publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency will indemnify, defend and save harmless the Publisher, its agents, assigns and successors against any claim, demand, cost, expenses and damages, including reasonable attorneys' fees incurred by the Publisher, arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing. Publisher reserves the right to place the word "Advertisement" in advertising which, in the Publisher's opinion, resembles editorial. The Publisher reserves the right to change rates and terms herein at any time without notice. Contract advertisers will be given a grace period of 90 days from effective date of any rate increase. Advertisers may cancel contract at time rate revision becomes effective without incurring short rate adjustment providing that contract rate has been earned up to date of cancellation. However, cover and special position advertising commitments are non-cancelable. Advertisers will be short-rated to appropriate rate card frequency if, within calendar year 2010, they do not advertise at the frequency on which their agreed to rate has been based. Advertisers will be rebated if, within the calendar year 2010, they use sufficient additional space to warrant a lower rate than that at which they were originally billed. Publisher cannot guarantee where ads are positioned within the magazine in a given month.

Billing & Payment Terms

Invoices are dated as of the issue date and are payable upon receipt in U.S.A. funds. Non-receipt of tearsheets and/or checking copies is not an excuse for non-payment. (If charges due the Publisher from agency for advertisements placed in conformance with this rate card are not paid within 60 days, the Publisher may, at its option, collect said charges from the advertiser, and agency shall execute all necessary assignments.) If payment to the publisher is not made within 60 days, the advertiser will not be allowed to contract advertising services until all invoices are paid in full.



Advantage Business Media Digital Ad Specifications

| | |
|---|---|
| Platforms: | PC or Macintosh. |
| Media Accepted: | PDF file transfer via Ads4Advantage .com preferred. Digital ad files on CD |
| File Transfer: | Please use our Ads4Advantage.com portal to transfer your PDF files and get email confirmation along with a preflight report. Email acceptable for files under 3 MB. Contact Production Department for FTP transfer information. |
| Supported Applications: | PDF files certified for PRESS are preferred. Print or screen optimized PDF files are unacceptable. If using InDesign, DO NOT save to PDF directly from the InDesign menu. You must first create a postscript file and then create the PDF with Acrobat. Otherwise composite fonts created by InDesign will not process properly. Alternatively, you can send us the InDesign application file along with all fonts and images. Also accepted are QuarkXpress, Adobe InDesign, Adobe Photoshop, and Adobe Illustrator. |
| Unacceptable: | Film, copydot, DCS and DCS2 files. |
| File Naming: | Include appropriate 3-character extension on all file names. |
| Required Proofs: | A laser proof should accompany your disk. Be sure to indicate the actual size of the ad material on the printout. Color proof is preferred. A laser printout of files names should accompany any files submitted on removable media. ONLY relevant files should be on the media. Advantage Business Media is not liable for any errors or omissions on ads submitted without a proof. |
| File Compression: | Ziplt or Stuffit acceptable; JPEG or LZW unacceptable. |
| Raster File Resolution (Photos): | 300 DPI at final size saved in TIF or EPS format; minimum resolution - 266 DPI. Bitmap images for line art should have a resolution between 800 and 1200 DPI. Save black and white halftones as grayscale. Images downloaded from or created for the Internet are unacceptable due to low resolution (72 DPI). |
| Color: | Color images should be saved in CMYK format unless a matched spot color (PMS color) has been purchased. If a spot color is used, please note the PMS number on your laser proof. Make sure process color separations are not selected for spot/ PMS color. |
| Graphics: | If supplying application files, include all placed graphics on disk. Do not embed images in your file. |
| Ad Size: | Crop marks for page size ads should be at trim size. Bleed ads extend beyond trim by 1/4 inch. Fractional ads should be set up exactly to sizes published on Rate Card or as posted on Website. |

www.wirelessdesignmag.com

Extending Your Reach Through Quality Contact With Key Decision-Makers

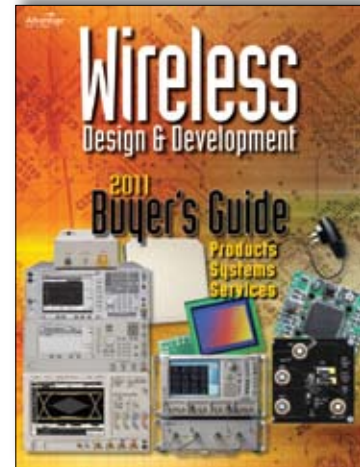
2011 WIRELESS DESIGN & DEVELOPMENT *Buyers' Guide*

Publishing Date: December 2010

Ad Closing: October 26, 2010

"Early Bird" Discount Closing: July 30, 2010 – (10% off published rates)

The WIRELESS DESIGN & DEVELOPMENT *Buyers' Guide* is the comprehensive directory of products and suppliers for the wireless design industry. The 2010 *Buyers' Guide* is available in digital format or online. The *Buyers' Guide* provides year-round exposure for your message every time buyers begin the search for suppliers and products to purchase or specify for their application.



MTT-S Quick-Reference Pocket Guide

WIRELESS DESIGN & DEVELOPMENT's MTT-S Show Quick-Reference Pocket Guide is your chance to place your sales message in the hands of every show attendee. This convenient guide is used by decision-makers to navigate the show floor with its fold out floor plan and list of exhibitors.

As a sponsor, your company's ad will be featured prominently in the guide, plus your company name will appear in bold in the alphabetical exhibitor booth listings, and your booth will be highlighted with a logo callout identifying your company on the actual floor plan.



www.wirelessdesignmag.com

WIRELESS DESIGN & DEVELOPMENT's Targeted Application Focus Enewsletters Extend Your Reach and Build Your Brand

WIRELESS DESIGN & DEVELOPMENT's **Targeted Application Focus Enewsletters** reach a precisely targeted audience of 48,000 WIRELESS DESIGN & DEVELOPMENT subscribers. Each newsletter contains the latest news on specific new technologies and products for key market/application categories including:

- Antenna Design
- Automotive Electronics
- Base Station Design
- Battery Technologies/Accessories
- Consumer Electronics
- Embedded Systems
- Green Technology
- Industrial Automation
- LEDs/LCDs/Displays
- Medical Electronics
- Memory Devices
- Mesh Networks
- Military/Aerospace
- Packaging and Miniaturization
- Passive Components
- Power Management
- Radar/Satellite Communications
- Real-World Testing
- RFID
- Security in Wireless Apps
- Sensors in Wireless
- Testing for 4G
- WiMAX

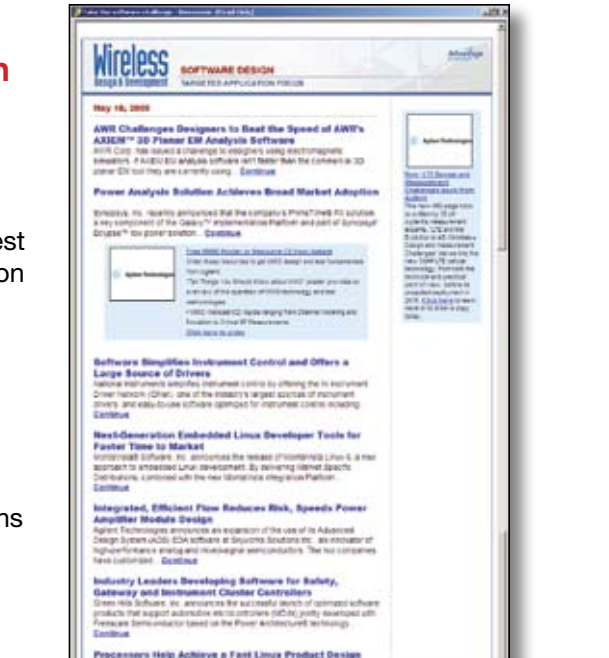
Plus, each month WIRELESS DESIGN & DEVELOPMENT's **Product Showcase** newsletter gives you the opportunity to highlight your product for 49,000 key decision-makers.

Your ad can run as a Leaderboard or Text Leaderboard across the top of the newsletter, as a half tower or text tower down the side, or as a text message within the body of the newsletter, with a link to your website, giving buyers instant access to the information they need. In addition, WIRELESS DESIGN & DEVELOPMENT provides each advertiser with the full contact information of each person who clicks through to their website.

Targeted Application Focus Enewsletter Rates

| | |
|--|---------|
| Primary Position Leaderboard (728 x 90) | \$3,100 |
| Secondary Position #1 Banner (460 x 60), Text/Graphic, or Text Ad . . . | \$2,440 |
| Secondary Position #2 Banner (460 x 60), Text/Graphic, or Text Ad . . . | \$2,050 |
| Right Hand Column Tower Ad (120 x 600) | \$1,880 |
| Right Hand Column Tower Ad (120 x 400) | \$1,780 |
| Right Hand Column Tower Ad (120 x 240) | \$1,650 |

Product Showcase Enewsletter Advertising Rate



Custom, single-sponsored newsletters are available.
 Contact your WIRELESS DESIGN & DEVELOPMENT representative for details and pricing.

Deployment Dates

| Issue | Targeted Application Focus (Deployment Dates) | Product Showcase Deployment Dates |
|-----------|--|---|
| January | <ul style="list-style-type: none"> Testing for 4G (January 7) Power Management (January 21) | <ul style="list-style-type: none"> January 14 |
| February | <ul style="list-style-type: none"> Antenna Design (February 4) Packaging and Miniaturization (February 18) | <ul style="list-style-type: none"> February 11 |
| March | <ul style="list-style-type: none"> Industrial Automation (March 4) Military/Aerospace (March 18) | <ul style="list-style-type: none"> March 11 |
| April | <ul style="list-style-type: none"> Security (April 1) RFID (April 15) | <ul style="list-style-type: none"> April 8 |
| May | <ul style="list-style-type: none"> Automotive Electronic (May 6) WiMAX (May 20) | <ul style="list-style-type: none"> May 13 |
| June | <ul style="list-style-type: none"> Battery Technologies/Accessories (June 3) Green Technology (June 17) | <ul style="list-style-type: none"> June 10 |
| July | <ul style="list-style-type: none"> Medical Electronics (July 1) Consumer Electronics (July 15) | <ul style="list-style-type: none"> July 8 |
| August | <ul style="list-style-type: none"> Passive Components (August 5) Memory Devices (August 19) | <ul style="list-style-type: none"> August 12 |
| September | <ul style="list-style-type: none"> Military/Aerospace (September 2) Mesh Networks (September 16) | <ul style="list-style-type: none"> September 9 |
| October | <ul style="list-style-type: none"> Embedded Systems (October 7) Real-World Testing (October 21) | <ul style="list-style-type: none"> October 14 |
| November | <ul style="list-style-type: none"> Wireless Sensor Systems (November 4) LEDs/LCDs/Displays (November 18) | <ul style="list-style-type: none"> November 11 |
| December | <ul style="list-style-type: none"> Base Station Design (December 2) Radar/Satellite Communications (December 16) | <ul style="list-style-type: none"> December 9 |

Ad Dimensions/Material Requirements

Leaderboard Ads: 728 x 90 pixels; .gif or .jpg format; may be animated; URL for link.

Tower Ads: 120 x 400; .gif or .jpg format, URL for link.

Text Ads: 5-7 word headline, 40-50 words text, URL for link.

Send materials directly to newslettermaterials@advantagemedia.com.





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