

**COTS**

JOURNAL

The Journal of Military Electronics & Computing

# 2019 Media Kit



“Having Respect for Real People through Content Marketing”

## Note from the Publisher

Each year at this time we draw the team together to discuss how we have performed with the goal of continual improvement as we enter 2019.

### Editorial Focus

We review our unique focus and editorial style for consistency. We reaffirm our audience's interests through an extensive reader survey. The goal each and everyday is to stay on point with content meeting the needs of our subscribers and to feature "must read" content on systems and software design.

### Demographics

The total addressable market for COTS Journal is ~ 100,000 individuals. It is our goal to take the 30 percent of the market that COTS Journal addresses and sustain this percentage by adding 750 new qualified subscribers each month. The methods we employ to qualify our subscribers are unique to RTC Media and unparalleled in the industry.

### Design

COTS Journal has won numerous MAGGIES and Folio awards throughout the years and our design team is thirsty for another. Design is not an after thought at RTC Media, we want your ads to be framed in a way that is attractive and draws the reader in. We want each page to be graphically pleasing with figures and pictures that tells the story.

### Dynamic Trends

In past years the slow down of spending caused NRE dollars to dry up and product road maps to lose direction. Now we can see a "whiplash" occurring with dollars flowing, programs advancing and new technologies moving at breath taking speeds. In 2019 the challenges we face are huge. Needs associated with Cloud Computing, Autonomous Vehicles and Security are just a few examples of the many we face. The Chinese proverb: "May you live in interesting times," is applicable to how we see 2019 and beyond roll out.

### In conclusion

Please join us in 2019 and take your part of this exciting market. COTS is the medium of choice for those clients wishing to be part of Content marketing at its best.

*Sincerely, John Reardon Publisher*



## Our Audience

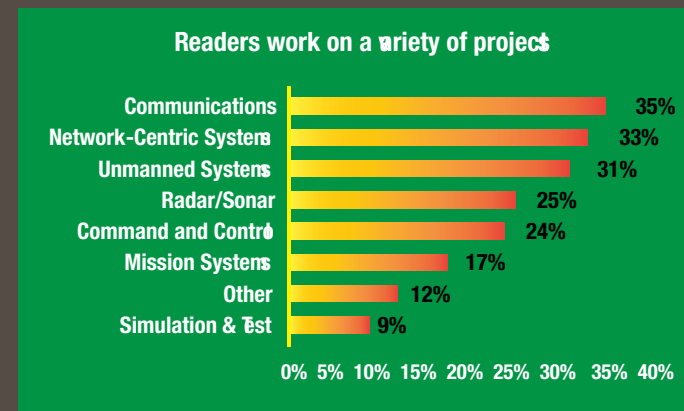
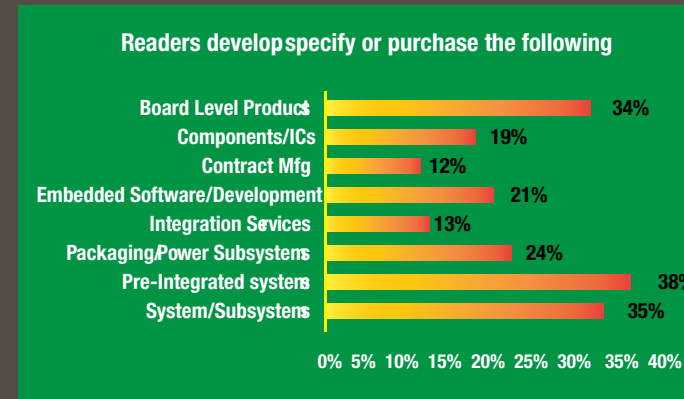
In real estate, they say it is "location, location, location". Magazines live and die on their circulation and at COTS Journal we take great care in building our subscriber list. Raytheon has nearly 24,000 employees, but only a fraction of them are relevant to you the advertiser. Magnify this across the industry and you become acutely aware that quality, and not quantity is the name of the game.

The nuance that goes into determining qualified readers for COTS Journal is unparalleled in the market. 100% of our readers have opted in and are reviewed before becoming a recipient of COTS. We never resort to third party lists or "Event Sharing" techniques to build our circulation.

Built on the premise of "Market, Educate and Sell", we know that whether digital or print, it is our responsibility to bring forth compelling content for the enjoyment of all our readers.

General Data and Protection Regulation or GDPR, is a concern for all media buyers. COTS Journal has removed all EU Subscribers from our list until further notice.

Our reader survey indicates:



## Reach, Frequency and Impact

Marketing professionals have always spoken of “reach and frequency” – reaching the right audience and reaching them frequently enough to be a part of their buying decision. We added the idea of “Impact”. Our research indicates that our readers are more greatly impacted by content that tells a story.

In the age where engineers have their head down and are grinding out work, COTS Journal brings them a “must read” publication that dovetails into their day. We want the message to be meaningful and have impact. We want to feed their thirst for knowledge with something they can digest in print and/or on line. We want our content to be organized, so they can reference it over and over.

**Reach - Frequency and Impact, the corner stones of a good campaign.**



## The Military Landscape for 2019

Who does COTS Journal Reach?

72% of readers have 15 years or more in the industry

64% design for rugged and deployed systems

74% hold management roles

94% have engineering degrees



## What makes COTS Journal Unique?

We believe it is our unique role in the market to address the systems needs of today's war fighters. It is the respect that has been earned by our publication after 20 years delivering quality information to our readers. It was decided early on that we wanted to focus on defense systems. To be a "must read" that would aid an engineer in building his or her knowledge base and exposing solutions only seen within the pages of COTS Journal.

We built our publications around an audience and not the audience around the publication. This simple distinction allows COTS Journal to dynamically reflect the audience we serve and serve proudly. This is reflected in new applications addressed such as security, autonomous vehicles and cloud-based applications to name just a few.



## In the Field Editorial

### Special Features

COTS Journal remains first and foremost a technology resource, but who says that this has to be mind numbing. In our special feature each month we cover how technologies address applications in a way to draw the reader in. To stimulate their thought to understand why and how this might be applied to application they may face. Special Features reflects the needs of the reader issues like high reliability, obsolesces and security. We address concerns about counterfeit components, ITAR and changing effects the battlefield may have. Special Feature reflects the heart and soul of the publication.

### COTS Picks

Each month our COTS Journal Editorial team combs through releases, reviews client briefings or we just pursue rumored advancements. We feature those products that offer a unique and sometimes ingenious solution. Chosen strictly on merit, COTS Picks reflects industries most innovative products. So if your company is doing something that sets it apart from the others, we want to hear about it.

### Industry Insider

In this section of the magazine it is all about you. Our Editors review achievements, contract wins, key acquisitions and major trends to fill these pages with what is happening in the industry. The Industry Insider stays true to the goal of being technology driven, but we do it by describing where and how technology is being used. This is our most popular section based on reader responses.

### Systems Development

Systems Development takes a deeper dive into intricacies of defense systems. The goal is to find a feature set that through a subtle nuances significantly change the systems characteristics. We highlight these characteristics to demonstrate the "Why and How". Engineers recognize this section as a way to stay ahead of the learning curve by better understanding these cutting edge trends.

# Programs and Advertising Opportunities

## Differential Leads

What is in a lead anyway? In 2018 we introduced an industry first with Differential Leads. Simply put a Differential Leads uses a series of cross checks to affirm the identity of key prospects for your product or service. We listened and found that you knew the companies that were likely to benefit by your solutions. We took these target accounts and comb through our subscriber list to find key decision makers. We check the accuracy and voila you have a contact of strategic importance.

Response has been great! Differential Leads can open doors otherwise closed to your sales people.

Programs start at 30 leads a month - \$895.

All leads are guaranteed to be accurate the time of delivery.

## DataSheet Direct

Need a simple way to promote your product to generate some excitement? DataSheet Direct allows you access to our subscriber database with an exclusive product promotion. The formula is simple, just forward the datasheet of the product that you want to promote and we do the rest.

Programs start at \$1795 each.

(Upon request - we will return those email addresses that have clicked through to the underlying content).

## Gallery Ad

Our Editors have designed the editorial calendar and bonus circulations to tie into events occurring in the industry. If you connect with editorial theme, an industry event or you just think it is time for the world to know that you have something new - Gallery Ads are for you.

We take your text and imagery and create a quarter page that will allow you to couple your marketing needs with either editorial or events that reflect an interest to your audience.

Gallery Ads

\$995.00

## Programs

To obtain the best results from your marketing dollars an orchestration of many activities will result in the most powerful campaign. This "Happy Meal" approach allows for you to tailor a program to compliment other activities you may be participating in as well as stretch your budget for the most value.

Our most popular package:

Full Page Ad	8.5 X 11.125
eNewsletter	300 x 250 Pixel
Web Body Ad	300 x 250 Pixel
DataSheet Direct	55,000

COTS Media package \$3195 a month.

*Let us design a Program for you!*



## COTS JOURNAL PRINT AND DIGITAL ADS

Size	1X	3X	6X	12X
2 Page Spread	\$5,415	\$4,822	\$4,422	\$4,131
Full Page	\$3,611	\$3,215	\$2,948	\$2,755
2/3 Page	\$3,354	\$2,988	\$2,740	\$2,560
1/2 Page	\$2,409	\$2,146	\$1,970	\$1,839
1/3 Page	\$1,759	\$1,567	\$1,436	\$1,343
1/4 Page	\$1,332	\$1,187	\$1,088	\$1,018



**Two Page Spread**  
17" x 11.125"  
(Trim: 16.75" x 10.875")



**Full Page**  
8.5" x 11.125"  
(Trim: 8.375" x 10.875")



**2/3 Page**  
7.375" x 6.375"



**1/2 Page Island**  
4.75" x 7.375"



**1/3 Page Ver.**  
2.25" x 9.875"



**1/3 Page Hor.**  
7.375" x 3.375"



**1/3 Page Square**  
4.75" x 4.75"



**1/2 Page Ver.**  
3.5" x 9.875"



**1/2 Page Hor.**  
7.375" x 4.75"



**1/4 Page Ver.**  
3.5" x 4.75"



**1/4 Page Hor.**  
7.375" x 2.375"

## Print & Digital Ad Instructions

All magazine advertising must be submitted as a high-resolution PDF (PDF/X-1a). Four-color images must be CMYK; minimum resolution 300 DPI; TIFF or EPS are preferred; line art a minimum of 1200 DPI. Only full page ads require a bleed of 1/8" (4 mm). Full page live area is 1/2" (13 mm) from trim on all sides. For all other ad sizes, all live content should stay 1/4" from the edge of the ad space. \$900 per gallery ad.

## Web & E-Newsletter Ad Instructions

All ads must be provided in PNG, JPG or GIF in the pixel dimensions specified. Target URLs should be specified each month to insure accuracy. Advertisers are responsible for their own tracking and statistics.

## E-NEWSLETTER & ONLINE ADS

Leaderboard	728px x 90px	\$1000
Body Ad	300px x 250px	\$650
Top Product or Video	150x150 image, Title: 120 C max, Description: 360 C max	\$500





# 2019 Editorial Calendar

	Events	Feature Article	COTS Picks	System Development	Datasheet	Gallery	Special Ops
January	AFCEA West 2019	Big Guns - addressing the needs for performance	Rugged VPX Systems	Leveraging open standards for the future	Flash Memory	Power Solutions	
February	Embedded World	Defense Embraces Autonomous Vehicles	The Latest SWaP Designs	Big Data and AI in Frontline Systems	Small Rugged Box-level Systems	Displays	
March		Cloud Computing and Big Data bring changes to front line computers	Mil-Spec Backplane Technology	How adaptive are FPGA's to short run military applications?	FPGA Processor Boards	GPU Solutions	UAV Poster
April	AUVSI Xponential	How battlefield Graphics and Video Technology impact future systems	Most Effective Rugged Enclosures and Backplanes	RADAR Systems and how they have Advanced	ATR's and RAD Hard Systems	Flash Memory	
May		System solutions for Military vehicles	High Density I/O Modules	Obsolescence Management in a World of shrinking inventories	Rugged GPU Systems	FPGA Solutions	
June		Small Form Factor Systems deployed in harsh forward environments	High Speed Data Recording Solutions and Telemetry	Advancements in RTOS and Embedded Software Security	VME and OpenVPX SBCs	I/O Expansion Cards	
July		Disruptive technologies and the new ideas they	Board-Level 10Gbit Ethernet Switches	Boxed Systems Support Forward Deployed Server	UPS and Rugged Power Supplies	Mil-Spec Rackmount Systems	DoD Budget Poster
August	AUSA	High Performance Processor and their place in the Military	Innovative A/D and D/A Solutions	GPU Powered Solutions Take a Seat at the Table	Rackmounted Systems	Small Form Factor Boards	
September	MILCOM	Rugged Servers Bring Mil-Spec Enterprise Class Capabilities to the Field	Innovative GPU Powered SBCs	NVME and Flash - performance Storage Solutions	Military Comms	Off-load Engines	
October		High Speed and NVME gives rise to a new class of storage	Machine Vision and Sensing Technology	How has the "Rugged" in Rugged Systems Evolved?	Rugged Switches and Routers	VME, VXS and OpenVPX SBCs	
November		Open Source verses RTOS's	High Capacity Storage Solutions	Exploring the solutions used in CANES & MALD	Sensors and Connectors	Fanless PC's	2020 COTS Calendar
December		Deployed Sensors in Edge Devices	Ultra-High Performance SBCs	Security and Safety Tools for Field Deployed Applications	Workstations and Simulation	Graphics and Video Solutions	

# COTS

## JOURNAL

**COTS** (kots), n. 1. Commercial off-the-shelf. Terminology popularized in 1994 within U.S. DoD by SECDEF Wm. Perry's "Perry Memo" that changed military industry purchasing and design guidelines, making Mil-Specs acceptable only by waiver. COTS is generally defined for technology, goods and services as: a) using commercial business practices and specifications, b) not developed under government funding, c) offered for sale to the general market, d) still must meet the program ORD. 2. Commercial business practices include the accepted practice of customer-paid minor modification to standard COTS products to meet the customer's unique requirements.

—Ant. When applied to the procurement of electronics for the U.S. Military, COTS is a procurement philosophy and does not imply commercial, office environment or any other durability grade. E.g., rad-hard components designed and offered for sale to the general market are COTS if they were developed by the company and not under government funding.

# 2019 Media Kit

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