



DESIGN AUTOMATION CONFERENCE

DACeZine Media Kit

Don't miss your opportunity to advertise in the DAC e-newsletter: DACeZine! This monthly must-read for the design automation community is an informative and instructive communications channel meant to foster constructive dialogue.

- Reach more than 23,000 qualified readers* in every issue of the **monthly DACeZine** produced by the Design Automation Conference.
- With few advertising vehicles left in the market place, the DACeZine can reach your target audience quickly, in a quality editorial environment.
- Readers represent a highly qualified audience you've come to expect from DAC that includes 18% Executive/Senior Mgmt., 23% Engineering Mgmt., 33% Engineers, 16% Researchers/Academics, and 10% Analysts and Marketing/Sales.
- By advertising in the DACeZine you will be reaching DAC attendees year round.
- Choose one or both advertising models: e-newsletter email ad sponsorship and/or banner ads on the complete article pages posted on the DAC website.

* Initial numbers

Editorial Focus Includes:

- Insights from Gabe Moretti, DACeZine's Editor in Chief
- A column from Peggy Aycinena, Geoffrey James, Gary Smith and/or more
- Guest editors -- an excellent opportunity to pitch contributed articles
- A "Letters to the Editor" column to open the dialog between the reader and the e-newsletter
- Invited CEO commentary
- And more...

Frequency Rate: Monthly. Bi-monthly: May 2009. Tri-monthly: June 2009. **Distribution:** 23,000+

Advertising Options:

DACeZine e-newsletter ad rates: Sent to the entire DAC list of more than 23,000* email addresses

Tile Ad: \$500 per ad

Skyscraper Ad: \$1,600 per newsletter

Maximum five tile ads or one skyscraper per issue

* Initial numbers

DACeZine e-newsletter article rates: Banners on the DAC website viewed via click through to the full articles

Tile Ad: \$40.00 per 1000 impressions

Skyscraper Ad: \$80.00 per 1000 impressions

Leaderboard Ad: \$80.00 per 1000 impressions

Ad Sizes:

Tile Ad: Dimensions: 125x125 pixels - positioned in the right column.

Max file size: 15K. Format: GIF, JPG or Flash files (72 dpi) accepted. Other rich media: contact the DAC office.

Skyscraper Ad: Dimensions: 125x600 pixels - positioned in the right column.

Max file size: 25K. Format: GIF, JPG or Flash files (72 dpi) accepted. Other rich media: contact the DAC office.

Leaderboard Ad: Dimensions: 728x90 pixels- positioned horizontally between the DAC header graphic and the copy areas.

Max file size: 25K. Format: GIF, JPG or Flash files (72 dpi) accepted. Other rich media: contact the DAC office.

Creative Deadline: DACeZine advertisements should be scheduled two-weeks prior to the distribution date. All materials and links are due five business days prior to start date and should be sent to Susie Horn at susie@dac.com.

Participating in the DACeZine e-newsletter is a great way to advertise year round to the targeted DAC distribution list.

DACeZine 2009 Media Schedule for the 46th DAC

As of 02/24/09-subject to change.



Issue	Emphasis: Technical article on a specific area of the program.	Business view of the segment with emphasis on DAC exhibitors.
Mar 17 2009	System level design	Do we really need ESL?
Apr 14 2009	Multicore and emerging design technologies	What is next for EDA?
May 5 2009	FPGA and PCB design	Packaging and beyond the die design
May 19 2009	Panels	Meet the new exhibitors
Jun 2 2009	How do we design for 22nm?	Electro-mechanical issues
Jun 16 2009	Test	Do not ship what you do not test
Jun 30 2009	New initiatives at DAC	IP design
Jul 14 2009	DAC Theme Issue	TBD