Military
EMBEDDED SYSTEMS

OpenSystems media
militaryembedded.com

2025 Rate Card

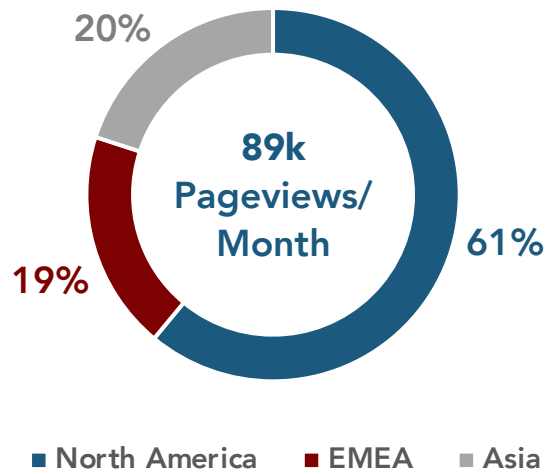@military_cots
@JMcHaleIII
@militaryembedded.com/facebook
linkedin.com/showcase/76208434

Audience Demographics
Web/Print/Newsletters

Military EMBEDDED SYSTEMS

Geographic Web Traffic

89k Pageviews/ Month

20%
61%
19%

■ North America ■ EMEA ■ Asia

Magazine Distribution

25k Subscribers

52%
48%

■ Print ■ Digital
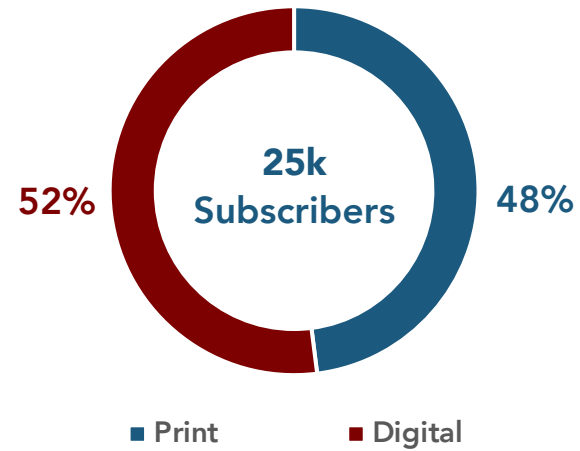
E-Letter/eNewsletter Distribution*

Military Embedded Systems E-Letter	4k
Avionics Design	4.4k
Military AI	1.8k
Radar & Electronic Warfare	2.1K
SOSA Update	7.2k
The McHale Report	6.5k
Uncrewed Tech	2.8k

*E-letter and eNewsletters are deployed monthly.

AVIONICS >DESIGN

MILITARY AI

RADAR & ELECTRONIC WARFARE

SOSA
Sensor Open Systems Architecture

THE McHALE REPORT

UNCREWED TECH

Job Functions

Design/Development Engineering Manager HW & SW	37%
Design/Development Engineer HW & SW	18%
Executive Management/General Manager/ Chief Engineer/Chief Architect	15%
Systems Engineer/Systems Architect	15%
Sales/Marketing/Business Development	12%
Scientist	3%

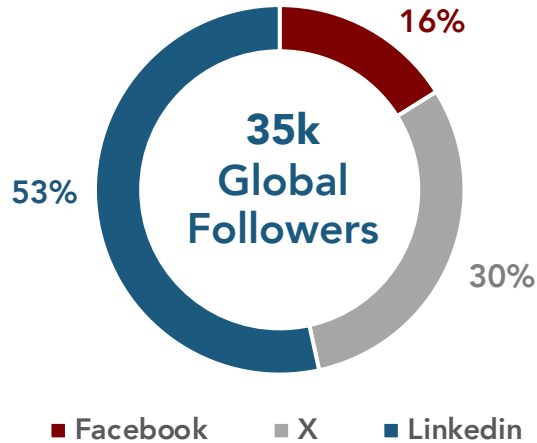Contact your Account Manager for details.

Audience Demographics
Social Footprint

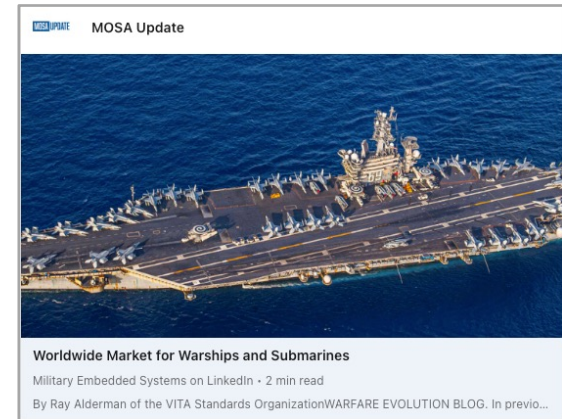**Military** EMBEDDED SYSTEMS

Social Media Followers

35k Global Followers

16%
53%
30%

■ Facebook ■ X ■ Linkedin

LinkedIn Groups and LinkedIn Newsletters		Members*
Military Embedded Systems	https://www.linkedin.com/groups/1864255/	16,092
MOSA Update Newsletter	https://www.linkedin.com/newsletters/mosa-update-7125556437241499649/	1,830
VITA Technologies	https://www.linkedin.com/groups/2565867/	641
DO-178C	https://www.linkedin.com/groups/102937/	9,239
DO-178	https://www.linkedin.com/groups/4017383/	603
Avionics Design	https://www.linkedin.com/groups/141158/	7,259

* Member numbers reflected may differ based on date of this publication.

Patrick Hopper • You
Publisher, President #Influencer @ OpenSystems Media | Embedded | AI ...
Book an appointment
★ Admin • 2mo • 🌐
Military Embedded Systems PRODUCT OF THE WEEK: Abaco Systems' rugged 3U VPX SBC3901 with AI edge computing #sosa #ai #aerospace #vpx
https://lnkd.in/e8pJYkjv

Military Embedded Systems
1,827 followers
5d • 🌐
NEW Upcoming Webinar
"SOSA in use: Radar, Electronic Warfare, Communications Applications"
📅 October 8th, 11AM ET ...more

October 8th, 2024 11AM ET
SOSA in use: Radar, Electronic Warfare, Communications Applications
Featuring:
Greg Maynard, CTO, Wolf Advanced Technology
Lorin Sandler, Sr. Director, Applications Engineering, Epiq Solutions
Ryan Jansen, Chief Architect at New Wave DV
Register Now!

MOSA UPDATE **MOSA Update**

Worldwide Market for Warships and Submarines
Military Embedded Systems on LinkedIn • 2 min read
By Ray Alderman of the VITA Standards OrganizationWARFARE EVOLUTION BLOG. In previo...

Contact your Account Manager for details.

Editorial Calendar
Print Issues/E-letters/Virtual Conferences/Tradeshows

Military EMBEDDED SYSTEMS

Military Embedded Systems 2025 Editorial Calendar (Print issues are highlighted in blue)				DUE DATES			
				EDITORIAL		ADS CLOSE	
Issue	Special Report (Staff written)	Mil Tech Trends (Staff written and contributed)	Industry Spotlight (Staff written and contributed)	Virtual Events & Trade Show Distribution	Abstracts	Finished Draft	Print	E-letter
January/February Print	RADAR/EW GUIDE			Trade Show: AFCEA West, Embedded Tech Trends	11/22/24	12/20/24	1/9/25	1/1
January E-letter	Air & Missile Defense Radars	Leveraging the Sensor Open Systems Architecture or SOSA approach for Radar & EW Applications	RF & Microwave Designs for Radar & Electronic Warfare					
February E-letter	Unsolicited articles are welcome. Please contact: lisa.diagle@opensysmedia.com			Virtual Event: MOSA Summit	–	–	–	2/1
March Print	UNMANNED SYSTEMS ISSUE			Trade Shows: Sea Air Space, AUVSI xPonential	12/20/24	1/24/25	2/6/25	3/1
March E-letter	Counter-UAS Technology	Low-Power Electronics for UAS Platforms	MOSA Solutions for Unmanned Systems: SBCs, RTOS, Connectors, Backplanes					
April/May Print	AVIONICS ISSUE / POLYBAGGED WITH SOSA SPECIAL EDITION			Virtual Event: Uncrewed Systems Trade Shows: IMS, NI Connect, SOF Week	1/30/25	2/26/25	3/27/25	4/1
April E-letter	**Special Report:** Avionics Upgrades; Mil Tech Trends: FACE Conformance & Avionics Safety Certification; Industry Spotlight: Avionics Cybersecurity Solutions **SOSA Special Edition** features editorial content; SOSA Member List; Profiles on the latest SOSA Aligned & SOSA Conformant products							
May E-letter	Unsolicited articles are welcome. Please contact: lisa.diagle@opensysmedia.com			N/A	–	–	–	5/1
June Print	Military Satellite Communications	Enabling Artificial Intelligence in Military Systems	Rad-Hard Electronics Design Trends	Trade Show: NSREC	4/1/25	5/1/25	5/8/25	6/1
June E-letter								
July/August Print	POLYBAGGED WITH FACE SPECIAL EDITION			Trade Shows: Air Force Association, DSEI, FACE/SOSA TIM	5/2925	6/27/25	6/26/25	7/1
July E-letter	**Special Report:** Leveraging AI Capability for CJADC2 Operations; Mil Tech Trends: Time-Sensitive Networking for Military Applications; Industry Spotlight; Rugged Computing & Thermal Management Enclosures, Chassis, Connectors **FACE Special Edition** features editorial content, FACE Member List, Profiles on the latest FACE Aligned & FACE Certified Conformant products.							
August E-letter	Unsolicited articles are welcome. Please contact: lisa.diagle@opensysmedia.com			Trade Show: MOSA Industry and Government Summit	–	–	–	8/1
September Print	MILITARY EMBEDDED SYSTEMS RESOURCE GUIDE			Virtual Event: CJADC2 at the Edge Trade Shows: AUSA	6/20/25	7/31/25	7/24/25	9/1
September E-letter	**Special Report:** Naval Radar Systems; Mil Tech Trends: Test and Measurement for Radar & Electronic Warfare Applications; Industry Spotlight: Managing Supply Chain, Obsolescence, and Counterfeit Parts **Resource Guide Categories:** Artificial Intelligence/Machine Learning, Avionics, Communications, Cybersecurity, Electronic Warfare, Embedded Hardware, Embedded Software, Interconnect Technology, Obsolescence/EOL & Supply Chain Management, OpenVPX, PC/104, Power Electronics, Radar, Real-Time Operating Systems and Tools, RF & Microwave, Safety Certification, Space Electronics & Services, Test & Measurement, Unmanned Systems							
October Print	Enabling CJADC2 with Secure Tactical Clouds	Leveraging MOSA Strategies for Technology Refreshes	Direct RF for Electronic Warfare & SIGINT Applications	Trade Show: AOC	7/25/25	8/25/25	9/11/25	10/1
October E-letter								
Nov/Dec Print	Tech for Position, Navigation, & Timing (PNT) Applications	Military Power Supplies	Open Standards for Embedded Systems: FACE, SOSA, CMOSS, VPX, COM Express, and more	Trade Show: Embedded Tech Trends	–	–	–	11/1
November E-letter								
December E-letter	Unsolicited articles are welcome. Please contact: lisa.diagle@opensysmedia.com				–	–	–	12/1

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Contact your Account Manager for details.

Editorial Calendar
Print Issues/E-letters

Military EMBEDDED SYSTEMS

VITA Technologies 2025 Print and E-letter Content Calendar				DUE DATES			
				EDITORIAL		ADS CLOSE	
Issue	Main Feature	Technology Feature	Contributed Feature	Abstracts	Finished Draft	Print	E-letter
February E-letter	Articles on designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, VNX and others are encouraged. Unsolicited articles are welcomed. Please contact editors with your ideas.			–	–	–	2/1/25
Spring Print	**Annual VTA Technologies Resource Guide:** Key Resource Guide categories include: Audio/video, carrier boards, mezzanines, communications, TCP/IP, serial switch fabrics, automation, packaging, ruggedized, MIL-STD, software and development tools, test and analysis, displays, instruments, SBCs, VPX/OpenVPX, PMCs, FMCs, VNX, plus many other VITA technology-based products, and more.						
	Tech Trends in Depth: Detailed summary of key presentations	Working Group Status & Summaries: VITA 100,; VNX+ VITA 90; QMC VITA 93; and Reliability: VITA 51.4 Standards	Ruggedization & Thermal Management Considerations	3/14/25	4/18/25	5/1/25	–
June E-letter	Articles on designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, VNX and others are encouraged. Unsolicited articles are welcomed. Please contact editors with your ideas.			–	–	–	6/1/25
October E-letter	Articles on designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, VNX and others are encouraged. Unsolicited articles are welcomed. Please contact editors with your ideas.			–	–	–	8/1/25
Fall Print	**Annual VITA Technologies Application Guide** Features the latest applications of VITA technology-based products plus mini-tan and belly band sponsorships						
	VITA Technologies Hall of Fame: Introduction of new inductees and technologies	VITA Small Form Factors	VITA and MOSA Initiatives: SOSA Approach, CMOSS, HOST, MORA, VICTORY, and more	9/26/25	10/24/25	10/30/25	–
December E-letter	Articles on designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, VNX and others are encouraged. Unsolicited articles are welcomed. Please contact editors with your ideas.			–	–	–	12/1/25

Editorial Contacts:
- Jerry Gipper, Editorial Director, jerry@vita.com
- Lisa Diagle, Assistant Managing Editor, lisa.diagle@opensysmedia.com

Contact your Account Manager for details.

Print Advertising
Military Embedded Systems

Print Issues

Ad Size and Specifications		1x	2-3x	4-5x	6-9x	10+
Full Page*	8" X 10-7/8"	$5,460	$4,910	$4,435	$3,990	$3,410
1/2 Page Horizontal	7" X 4-7/8"	$2,860	$2,570	$2,345	$2,180	$2,075
1/2 Page Island	4-5/8" X 7"					
1/2 Page Vertical	3-3/8" X 10"					
1/3 Page Vertical	2-1/8" X 10"	$2,020	$1,940	$1,840	$1,730	$1,655
1/3 Page Square	4-5/8" X 4-7/8"					
1/4 Page	3-3/8" X 4-7/8"	$1,655	$1,600	$1,550	$1,495	$1,445

* Please include 1/8" bleed on all sides; premium placement may incur additional charges.

Resource Guides

Ad Size and Specifications	1x	2-3x	4-5x
Full-Page Product Profile	$1,550	$1,525	$1,500
Half-Page Product Profile	$1,000	$970	$940
Executive Spotlight* (Executive on cover with 2-page Q&A)	$7,500		
Cover Sponsorship* (Product photo on cover)	$3,150		

Advertorials

Ad Size and Specifications		Rate
Full-Page	1 hi-res photo and 600 words	$1,945
Half-Page	1 hi-res photo and 300 words	$1,155

Click on images to view issues.

Participate in the Military Embedded Systems' Resource Guide. Go to the Resource Guide Reservation Form to reserve your placement today!

Additional Options:
- Insertions can be combined for the maximum discount.
- Covers 2, 3, or 4, and center spreads
- High-impact ads: inserts and outserts, Belly Bands, Gate Folds, Post-its, Tabs and Mini-tabs, Products on cover, Cover peel backs, and Polybags.

Commission
15% commission to recognized advertising agencies on display advertising; net 30 days. No commission allowed on tipping-in or other production charges. Invoiced date of issue.

Deadlines
Insertion schedules cancelable only by written notice when received 10 days prior to the advertising closing date. If the new ad is not received by the material due date, additional charges will apply.

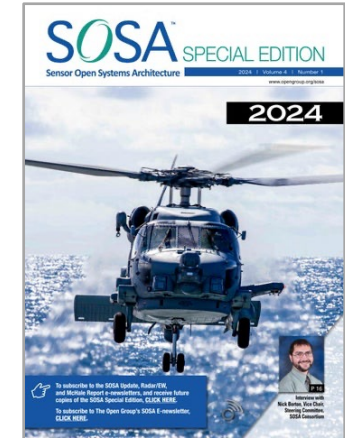### Contact your Account Manager for details.

Sponsorships

The FACE and SOSA Special Editions are custom print and online magazines digitally and printed/deployed with the April/May (SOSA) and July/August (FACE) Military Embedded Systems issues and distributed at AUSA, AOC, MOSA Industry & Government Summit, and FACE/SOSA events throughout the year.

Promotional Elements	Gold	Silver	Bronze
Full-Page Ad	●		
Half-Page Ad		●	
Full-Page Product Profile	●		●
Half-Page Product Profile		●	
Half-Page Executive Speakout (300 words)*	●	●	●
Survey: • You ask one question; must be yes/no or multiple choice • Survey is deployed across multiple platforms • Full data and contact information from your question	●		
	$7,450	$4,435	$2,415

* Speakout topics and guidelines at discretion of editorial team.

Participate in the FACE Special Edition. Go to the FACE Special Ediition Reservation Form to reserve your placement today!

Executive Speakout

Product Profiles

Click on images to view issues.

*Participate in the SOSA Special Edition.
Go to the SOSA Special Edition Reservation Form
to reserve your placement today!*

FACE/SOSA Special Edition

Ad Size and Specifications		Rate
Full Page (please include 1/8" bleed on all sides)	8" X 10-7/8"	$3,600
1/2 Page Horizontal	7" X 4-7/8"	$2,075
1/2 Page Island	4-5/8" X 7"	
1/2 Page Vertical	3-3/8" X 10"	
1/4 Page	3-3/8" X 4-7/8"	$1,445
Full-page Product Profile		$1,550
Executive Speakout	300 words	$1,340
Half-page Product Profile		$1,000

* Please include 1/8" bleed on all sides.

━━━ Contact your Account Manager for details.

Print Advertising
VITA Technologies

Advertising Options

Ad Size and Specifications		1x	2-3x	4-5x	6-9x	10+
Full Page*	8" X 10-7/8"	$4,410	$3,965	$3,570	$3,150	$2,890
1/2 Page Horizontal	7" X 4-7/8"	$2,520	$2,260	$2,050	$1,840	$1,655
1/2 Page Island	4-5/8" X 7"					
1/2 Page Vertical	3-3/8" X 10"					
1/3 Page Vertical	2-1/8" X 10"	$1,875	$1,680	$1,600	$1,525	$1,390
1/3 Page Square	4-5/8" X 4-7/8"					
1/4 Page	3-3/8" X 4-7/8"	$1,525	$1,420	$1,340	$1,260	$1,210

* Please include 1/8" bleed on all sides; premium placement may incur additional charges.

Application Guide

Ad Size and Specifications		Rate
Cover Sponsorship	Product photo on cover	$3,150
Application Tab Sponsorship: Half-page vertical listing to introduce industry category, category sponsor in main directory and at top of respective category index. (Limit 1 per category)	• Company name and logo • Product model, photo, and link • 250-word description • Company website/contact information	$1,260
Premium Application Guide Product: 1/6-page product listing in industry category, plus listing in index.	• Company name • Product model, photo, and link • 100-word description • Company website	$680

Participate in the VITA Technologies Resource and Application Guides. Go to the Resource Guide Reservation Form and the Application Guide Reservation Form to reserve your placements today!

Resource Guide

Ad Size and Specifications	1x	2-3x	4-5x
Full-Page Product Profile	$1,550	$1,525	$1,500
Half-Page Product Profile	$1,000	$970	$940
Executive Spotlight (Executive on cover with 2-page Q&A)	$7,500		
Cover Sponsorship (Product photo on cover)	$3,150		

Advertorials

| Ad Size and Specifications		Rate
Full-Page	1 hi-res photo and 600 words	$1,945
Half-Page	1 hi-res photo and 300 words	$1,155

Additional Options:
- Insertions can be combined for the maximum discount.
- Covers 2, 3, or 4, and center spreads
- High-impact ads: inserts and outserts, Belly Bands, Gate Folds, Post-its, Tabs and Mini-tabs, Products on cover, Cover peel backs, and Polybags.

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15% commission to recognized advertising agencies on display advertising; net 30 days. No commission allowed on tipping-in or other production charges. Invoiced date of issue.

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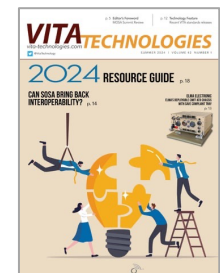
Click on images to view issues.

—— Contact your Account Manager for details.

Digital Advertising
eNewsletters/E-letters

eNewsletter Display Ads

Placement	Deliverables	Rate	Premium Rate*
Top Leaderboard	728 X 90	$1,575	$1,650
1st Middle Leaderboard		$1,420	$1,500
2nd Middle Leaderboard		$1,260	$1,350
3rd Middle Leaderboard		$1,100	$1,200
4th Middle Leaderboard		$945	$1,050
Bottom Leaderboard		$790	$950
Top Text Ad	20 words, title and link	$900	$950
Bottom Text Ad		$790	$900
Sponsored Content: Feature your asset as sponsored content in a topic-relevant digital newsletter.	• Title • Up to 50 words • Link	$790	$900

Leaderboard →

Text Ad →

Premium Rates apply to The McHale Report and SOSA Update. Materials for all newsletters are due two [2] weeks prior to newsletter deployment date.

Military/VITA E-letter

Ad Size and Deliverables		1x	2-5x	6-9x	10+
Sponsorship: Logo displayed at top of E-letter with product placement; E-letter sent to 7,000 and hosted on site.	• 75x75 static banner • Product placement deliverables	$1,155	$1,050	$1,025	$1,000
Product Placement: Product highlighted in E-letter with link to landing page of product description; E-letter sent to 7,000 and hosted on site.	• Up to 8-word title • ~300-word product description (include link to product page) • 1-2 images • Company contact information (physical/email address and social media links)	$900	$815	$760	$700
White Paper Promotion: White paper featured as sponsored content; E-letter sent to 7,000 and hosted on site.	• Up to 8-word title • 170x163 image • Clickthrough link	$825	$735	$700	$685

Materials for E-letters are due two [2] weeks prior to distribution date.

Contact your Account Manager for details.

Digital Advertising
Banners/Ad Retargeting

Military EMBEDDED SYSTEMS

High Impact Banner Ads

Ad Size and Specifications		Rate
Super Leaderboard	2000 x 200 and 800 x 400	$2,625/week
Premium Leaderboard	970 x 90 or 970 x 250	$1,575/week
Static Banner	Up to 25 words, image with no text, link	$1,575/week

Super Leaderboard

Premium Leaderboard

Static Banner
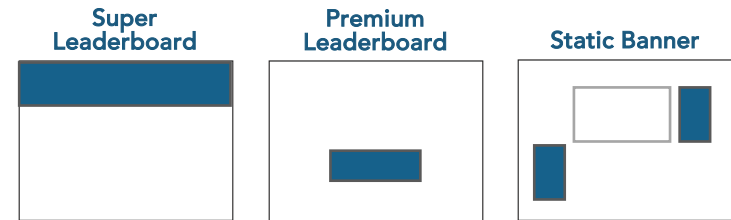
Standard Banner Ads

Ad Size and Specifications		Rate
Leaderboard	728 x 90 or 468 x 60	$160/CPM
Half Page	300 x 600	$160/CPM
Medium Rectangle	300 x 250	$110/CPM
Wide Skyscraper	160 x 600	$160/CPM

Leaderboard

Medium Rectangle

Half Page

Wide Skyscraper
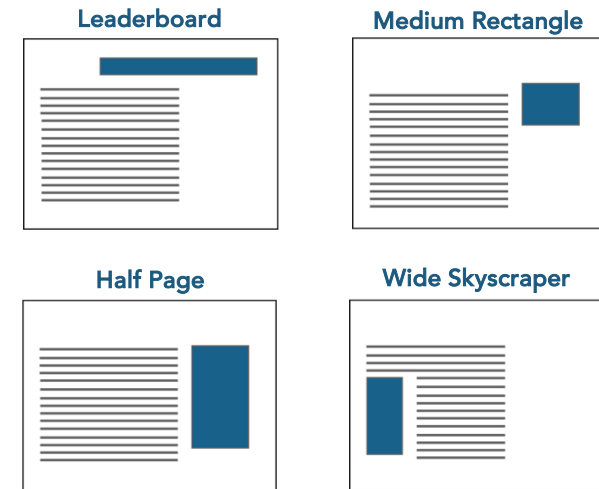
Ad Retargeting Packages

Ad Size and Specifications		Rate
Gold: 100,000 impressions; 50,000 ROS, 50,000 retargeted, 10,000 bonus impressions	• Leaderboard 728x90	$3,675
Silver: 50,000 impressions; 25,000 ROS, 25,000 retargeted, 5,000 bonus impressions	• Medium rectangle 300x250 • Wide skyscraper 160x600	$1,840
Bronze: 20,000 impressions; 10,000 ROS, 10,000 retargeted, 2,000 bonus impressions		$735

* Inventory reserved on a first come first serve basis and due five [5] days before publish date; retargeted impressions are run independent of and a a faster pace than Military Embedded Systems run rate.

Contact your Account Manager for details.

Lead Generation
Virtual Conferences

Military
EMBEDDED SYSTEMS

Military Embedded Systems hosts three live virtual conferences designed to educate engineers on industry innovations and trends. Each virtual conference includes a keynote and series of technical sessions that share a multi-registration page. All conference sponsors receive branding, promotions, and registration data.

MOSA VIRTUAL SUMMIT
February 2025

UNCREWED SYSTEMS VIRTUAL CONFERENCE
April 2025

CJADC2 VIRTUAL SUMMIT
September 2025

Promotional Elements	Platinum	Gold	Silver
Platinum Sponsor: Co-branding with independent Keynote speaker (your branding is seen during Keynote)	●		
Gold Sponsor: Provide one [1] drone per session to be given away as door prize to live attendees by event moderator.		●	
Silver Sponsor (60-Minute Solo or Co-sponsored Session): Participate in a topic/abstract (live or pre-recorded) created and coordinated by Military Embedded Systems; up to four companies share presentation time.			●
Dedicated online manager to handle timeline, deliverables, logistics, promotions and technical aspects	●		●
GDPR registration page	●	●	●
Premium logo/branding placement in event email promotions and registration page	●		
Company logo and/or name featured in event email promotions and registration page		●	●
Moderator to consult on industry trends, talking points, best practices, set the tone of the event and manage Q&A	●		●
Event archived on OSM websites	●		●
All leads from Keynote and all sessions	●		
Leads from all co-sponsored session(s)		●	
Leads from sponsored session			●
	$15,750	$10,500	$10,500/Solo $4,725/Co-sponsor

* All events include registration and archiving; promotions may include, but not limited to, logo branding, email blasts, digital newsletters, banner ads, social media channels and partner channels.

Top Attending Domains

BAE Systems
Boeing
Booz Allen Hamilton
Collins Aerospace
Elbit Systems
GA-ASI
General Dynamics
Honeywell
Intel
L3Harris
Leidos
Leonardo
Lockheed Martin
NAVAIR
Northrop Grumman
Raytheon Technologies
Thales

Military Embedded Systems' 2024 virtual conferences generated over 1,300 leads with an average of 435 registrants per event

Contact your Account Manager for details.

Lead Generation
Solo Webinars

Military EMBEDDED SYSTEMS

Sponsorship Options

Sponsor an up to 60-minute live broadcast in its entirety – presentation time and full access to all registration data; includes branding, promotions and industry leading moderator to offer best practices and manage Q&A.

Deliverables

- Speaker name, title, email address, bio, headshot
- Webinar title and abstract
- Company logo
- Wide-screen 16:9 PowerPoint slides

Promotional Elements	Standard	Premium
Up to 60-minute live or pre-recorded broadcast	●	●
Post webinar report of all leads collected, attendance list, and Q&A log	●	●
GDPR registration page	●	●
Dedicated event manager for logistics, promotions, and webinar operations, and technical support	●	●
Live, Editor-Moderated Q&A Session	●	●
Video demo with your SME who demonstrates real-time how to solve one specific engineering problem		●
Custom branding (waiting room, polls/surveys, two assets, etc.) and audience engagement tools throughout event cycle		●
Moderated webcast chat		●
Company name and/or logo on multiple promotional material across a variety of mediums (email promotions, e-letters and/or digital newsletters, sites, social media, etc.)	●	●
One in-event handout for audience download, with reporting	●	
Two in-event handouts for audience downloads, with reporting		●
Two CTA pop up offers (one per handout)		●
Transcripts of audience chat (if applicable)	●	●
MP4 file provided, event archived on OSM website	●	●
	$9,450	**$11,000**

On-Demand Webinar Extension Package

Transform your existing webinar material into engaging content that will continue past the original broadcast date.	
Promotional Elements	**Rate**
Social Video: Short soundbite (30-60 second MP4 file) from full webinar recording with intro/outro branded bumper slides for social amplification to drive traffic to webinar content.	
Company Reel: Custom MP4 file of your content from co-sponsored webinar with intro/outro branded bumper slides for hosting on your site and/or promoting on social platforms.	$1,500
YouTube Chapters: Edited recording of your company's presentation posted to OSM's YouTube channel, which includes webinar description, hyperlinked timestamp chapters, original air date, company web link, and additional resource link(s).	

Interested in converting your webcast into a white paper? We can help.

August 15th 11AM ET — Register Now!
Why MIL-STD-1553 & What's Next?
Featuring:
Mike Glass, Proposal/Product Manager of Micross Hi-Rel Components
Ofer Hofman, Chief Technology Officer at Sital Technology
Robert (Bob) McBride, COO / Vice President at Sital Technology

Contact your Account Manager for details.

Lead Generation
Multi-Vendor Webinars

Military EMBEDDED SYSTEMS

Sponsorship Options	Deliverables	1x Rate	2-5x Rate	6+ Rate
Co-sponsored: Participate in a topic/abstract created and coordinated by Military Embedded Systems; up to four companies share presentation time (live or pre-recorded); includes branding, promotions, registration data, and Military Embedded Systems moderator to offer best practices and manage Q&A.	• Speaker name, title, email address, bio, headshot • Webinar title and abstract • Company logo • Wide-screen 16:9 PowerPoint slides	$4,200	$4,000	$3,675
Partner: Select another company to share a webinar, presentation time (live or pre-recorded), and registrant data; includes branding, promotions and Military Embedded Systems moderator to offer best practices and manage Q&A.	• Speaker name, title, email address, bio, headshot • Webinar title and abstract • Company logo • Wide-screen 16:9 PowerPoint slides	$4,725	$4,450	$4,200
Panel: Industry leaders come together to discuss hot topics in a Q&A session created and moderated by Military Embedded Systems moderator; include branding, promotions and leads.	• Speaker name, title, email address, bio, headshot • Company logo	$4,725	$4,450	$4,200

* All events include GDPR registration and archiving; promotions may include, but not limited to, logo branding, email blasts, digital newsletters, banner ads, social media channels and partner channels.

OnDemand Webinar Extension Package

Transform your existing webinar material into engaging content that will continue past the original broadcast date.	
Promotional Elements	**Rate**
Social Video: Short soundbite (30-60 second MP4 file) from full webinar recording with intro/outro branded bumper slides for social amplification to drive traffic to webinar content.	
Company Reel: Custom MP4 file of your content from co-sponsored webinar with intro/outro branded bumper slides for hosting on your site and/or promoting on social platforms.	$1,500
YouTube Chapters: Edited recording of your company's presentation posted to OSM's YouTube channel, which includes webinar description, hyperlinked timestamp chapters, original air date, company web link, and additional resource link(s).	

Military Embedded Systems' 2024 webinars average between 150-200 registrants per broadcast.
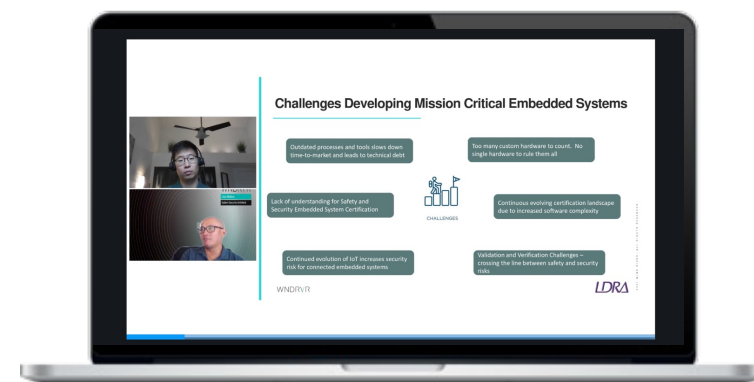
—— Contact your Account Manager for details.

Lead Generation
White Papers/e-Books

Military EMBEDDED SYSTEMS

White Paper Campaign Sponsorships   Deliverables

Select from one of Military Embedded Systems' white paper campaigns to educate engineers on the rational behind your product or solution; includes tracking and reporting.	• White paper PDF • Title and abstract • Author name, title, and email address • Short description: 1-3 sentence lead-in describing white paper • Keywords (no limit) • Image (400x400 [to be resized] or 225x200 not resized; no text in image) • Test email recipients

Promotional Elements	Basic	Basic Plus	Premium	Premium Plus
Gate/track for four [4] months with coverage on site channels	●	●	●	●
Promote in one [1] monthly multi-vendor email blast	●	●	●	●
Promote in one [1] topic-relevant newsletter	●	●	●	●
Push on social media channels to over 24,000 global followers (X and LinkedIn)	●	●	●	●
Includes monthly tracking and lead reporting	●	●	●	●
ABM social boost for LinkedIn 15,000 impressions		●		●
White paper featured in custom email blast			●	●
	$2,100	$4,200	$5,500	$7,600

Need help writing a white paper? Military Embedded Systems will collaborate with your SMEs to ghost-write a white paper (1,200 words), format it to your branding guidelines and execute a white paper campaign.	Starts at $4,000; pricing varies due to content complexity and length of content

* Materials for white paper campaigns are due five [5] days prior to posting date; email blasts are scheduled two weeks out from posting date.

NEW! Editorial e-Book   Deliverables   Rate

Co-Brand with Military Embedded Systems leading editorial with exclusive sponsorship on important topics – MOSA, Avionics, Uncrewed Systems, Radar, Electronic Warfare, SOSA, FACE, AI, etc.: • Original editorial written by Military Embedded Systems' staff • Full-page ad on page 3 • Military Embedded Systems' e-book design • PDF of the final e-book • New, relevant content that you can use to support all your lead generation and thought leadership marketing activities	• Full page ad • Logo	$10,000

───── Contact your Account Manager for details.

Digital Engagement
Product of the Week

Military EMBEDDED SYSTEMS

Write-up created by Military Embedded Systems content team that features a detailed overview of your product, targeted defense and aerospace applications, product specs, and additional resources (direct to publication).

Host on militaryembedded.com

Sponsorship Options

	Deliverables
Reserve your week and have your Product of the Week promoted across multiple platforms to support your marketing objectives; subject to availability.	• Product press release • Datasheet/product URL • Hi-res (300 dpi) product image

Promotional Elements	Basic	Basic Plus	Premium	Premium Plus
Host on militaryembedded.com as sponsored content	●	●	●	●
Feature in militaryembedded.com home page carousel	●	●	●	●
Feature as Product of the Week as sponsored content in *The McHale Report* eNewsletter sent to over 13,000 subscribers	●	●	●	●
Promote on social media channels to more than 17,000 followers globally (LinkedIn, Twitter, Facebook)	●	●	●	●
Promote in static banner on militaryembedded.com home page for one [1] week		●	●	●
Promote in email blast to 10,000 targeted engineers			●	
Promote in email blast to 10,000 targeted engineers with leads				●
	$2,625	$3,675	$4,725	$5,775
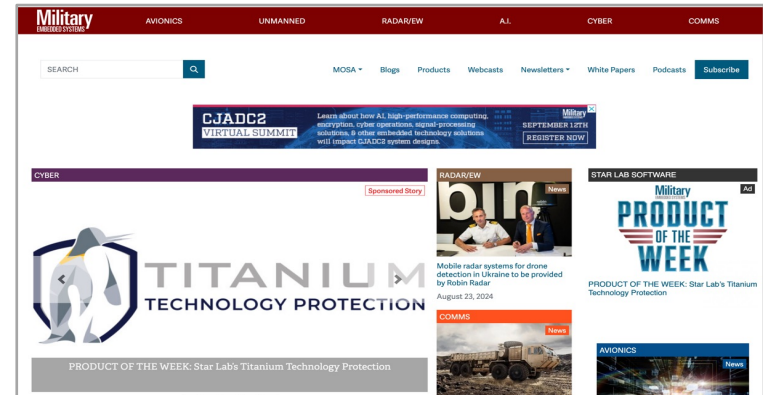
Product Overview

Email Blast

Social Media

Newsletter Coverage

Contact your Account Manager for details.

Digital Engagement
Email Promotions

Military
EMBEDDED SYSTEMS

Sponsorship Options	Deliverables	CPM Rate	w/Leads
Asset Email Blast: Features one asset – datasheet, video, webinar, case study, executive brief, white paper, infographic or other resource in a custom Military Embedded Systems-branded email to a target database; includes leads reporting.	• Subject line • Asset type, name and file (PDF or URL) • Up to 150-word description • Hi-res image with no text, jpg or png format • Target audience • Test email recipients	$260/CPM	$365/CPM (includes click through leads report)
Email Blast: Get 100% mindshare ... custom content supplied in HTML format and deployed to one of Military Embedded Systems' vertical/ segment audience; reports include number of subscribers delivered and opens.	• HTML file • Subject line • Target audience • Test email recipients		
Turnkey eNewsletter: Features multiple pieces of content (video, articles, blogs, white papers, etc.) and branding; deploys to target audience based on your criteria; includes leads reporting.	• Subject line and company logo • 6-8 assets, each with descriptions and corresponding images and clickthrough links • Target audience • Test email recipients	$4,750	$5,775

* Materials due two [2] prior to preferred deployment date.

Asset Email Blast

Email Blast

Turnkey eNewsletter

Surveys	Deliverables	Rate
Your survey includes up to ten [10] questions plus a giveaway, emailed to our segment audience and featured on social media channels. All leads and data will be provided.	• Up to ten questions • Survey title • Giveaway image (300 dpi) with no text in jpg or png format • Target audience • Test survey recipients	$5,775

Contact your Account Manager for details.

Digital Advertising
Native Ads/Turnkey Boosts/Social Media

Military EMBEDDED SYSTEMS

Native Ads	Deliverables	Rate
Turnkey Native Ad: • Ghost-written content (400-700 words) with one [1] edit/revision permitted. • Sponsored content hosted on militaryembedded.com, promoted across multiple platforms, delivering 15,000 impressions guaranteed.	• Collaborative concall with content initiator and SME • Hi-res (300 dpi) images and/or graphics • List of recipients to approve content	$3,675
Standard Native Ad: Sponsored content hosted on militaryembedded.com, promoted across multiple platforms, delivering 15,000 impressions guaranteed.	• 400-700 words • Image with no text in it in jpg or png format	$2,100

* Materials due fiver [5] days prior to preferred deployment date.

Turnkey Boosts	Deliverables	Rate
Event Boost: Includes banner on Military Embedded Systems, text ad in topic-related digital newsletter, and social media push to over 24,000 followers (X and LinkedIn).	• Event name, date and description • 20-word description and link • Hi-res image 1200px X 628px • Social media handles/usernames • 250x300 or 728x90 banner	
Video Boost: Includes text ad in topic-related digital newsletter, promotion on Military Embedded Systems YouTube channel for one [1] week, and social media push to over 24,000 followers (X and LinkedIn).	• Video title and description/abstract • 20-word description and video link or file • Thumbnail image • Social media handles/usernames	$1,575
Webinar Boost: Includes banner on Military Embedded Systems Webcast channel, text ad in topic-related digital newsletter, and social media push to over 24,000 followers (X and LinkedIn).	• Webinar title and abstract • 20-word description and registration link • Hi-res image 1200px X 628px • Social media handles/usernames	

* Materials due fiver [5] days prior to preferred deployment date.

Social Media	Deliverables	Rate
ABM Social Boost: Provide your geo-target, persona and up to 100 companies to amplify your message across Military Embedded Systems' X, LinkedIn, and 3rd party partner channels.	• List of up of 100 companies and domains • Geo-target and personas • LinkedIn: ~100 characters, image and link • X: Up to 280 characters (280 includes links)	$2,100
Social Boost: Geo-target and amplify your message across Military Embedded Systems' X and LinkedIn channels.	• LinkedIn: ~100 characters, image and link • X: Up to 280 characters (280 includes links)	$1,050
Social Push: Promote your message across Military Embedded Systems' X and LinkedIn channels.		$680
Custom Program: Need help managing your social footprint? We can help.	Collaborative concall with your marketing lead and Military Embedded Systems editor and Production lead.	Pricing varies

* Materials due fiver [5] days prior to preferred deployment date.

—— Contact your Account Manager for details.

Digital Engagement
Podcasts

Military EMBEDDED SYSTEMS

Intro/Outro

	Deliverables	Rate
10-second message at beginning and end of The McHale Report Podcast featured on militaryembedded.com, listed on Apple Podcasts, Spotify, Google Podcasts, Pocket Casts, Amazon Music and Podcast Addict, promoted on social media channels (X, Facebook and LinkedIn), featured in one [1] issue of *The McHale Report* eNewsletter and topic-related digital newsletter.	• Company description (25-50 words) • Link	$1,000

Custom Podcast

	Deliverables
John McHale, Group Editorial Director, moderates a 20-30-minute podcast with your spokesperson and an industry expert.	• Zoom • Desktop or laptop computer with high-speed internet connection

Promotional Elements	Basic	Basic Plus	Premium
Production services	●	●	●
Feature on militaryembedded.com as sponsored content	●	●	●
List on Apple Podcasts, Amazon Music, Spotify, Pocket Casts, and Overcast	●	●	●
Promote on social media channels to more than 24,000 followers globally (LinkedIn and X)	●		●
Feature as sponsored content in *The McHale Report* eNewsletter sent to over 13,000 subscribers	●		●
Feature as sponsored content in one [1] topic-related digital newsletter			●
Feature as native ad and promote across multiple Military Embedded Systems digital platforms – sites, digital newsletters, monthly E-letter and social media channels – delivering 15,000 impressions guaranteed, to drive listeners to podcast		●	●
Promote in email blast to 20,000 targeted engineers with leads			●
	$3,500	**$5,500**	**$8,500**

Past Guest Speakers

Tom Driscoll, Co-founder and CTO, Echodyne

Bryan Goldstein, VP, Aerospace and Defense, Analog Devices

Jake Braegelmann, VP of Business Development, New Wave Design

Tom Smelker, SVP, Processing Technologies, Mercury Systems

Bill Guyan, SVP/General Manager, Leonardo DRS Land Technologies

Jeffry Howington, Business Development Leader, Strategic & Advanced Programs, Collins Aerospace

Tim Reed, CEO, Lynx Software Technologies

Dave Young, CTO, CAES

George Hsu, CTO, Founder, and Board Member, PNI Sensor Corp.

Bryant Henson, VP/GM, L3Harris

Contact your Account Manager for details.

Content Creation
Editorial Services

Military EMBEDDED SYSTEMS

Content Services	Deliverables	Lead Time	Rate
Blog Series: Three [3] ghost-written blogs (400-700 words) by Editorial Services Staff; one [1] edit/revision permitted per blog.	• Collaborative concall with content initiator and SME • Hi-res (300 dpi) images and/or graphics • List of recipients to approve content	Two [2] weeks	$4,725
Blog Re-write: Re-write original blog to comply with Google SEO best practices or to use the same base content to serve multiple markets, applications and/or outlets; one [1] edit/revision permitted.	• Collaborative concall with content initiator and SME • List of recipients to approve content	Two [2] weeks	$680
Press Release: Ghost-written press release (400-700 words) by Editorial Services Staff; one [1] edit/revision permitted.	• Collaborative concall with content initiator and SME • Hi-res (300 dpi) images and/or graphics • List of recipients to approve content	Two [2] weeks	$1,260
White Paper: Ghost-written white paper or article (1,200 words) by Editorial Services Staff in an unformatted Word file; two [2] edits/revisions permitted.	• Collaborative concall with content initiator and SME • Hi-res (300 dpi) images and/or graphics • List of recipients to approve content	Four [4] weeks	Starts at $4,000; pricing varies due to content complexity
Formatted White Paper: Ghost-written white paper (1,200 words) by Editorial Services Staff reformatted into a PDF that adheres to your branding requirements; two [2] edits/revisions permitted.	• Collaborative concall with content initiator and SME • Hi-res (300 dpi) images and/or graphics • List of recipients to approve content • Branding requirements	Four [4] weeks	Starts at $4,500; pricing varies due to content, branding complexity, and length of content
Webinar Presentation: Slide deck created by Editorial Services Staff reformatted into a .ppt file that adheres to your branding requirements; two [2] edits/revisions permitted for content and creative.	• Collaborative concall with content initiator, marcom manager and SME • Hi-res (300 dpi) images and/or graphics • List of recipients to approve content • Branding requirements	Four [4] weeks	Pricing Varies

Contact your Account Manager for details.

Events
Tradeshows

Military
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Promotional Elements

	Rate
Top Things to See Email Blast: Email blast deployed opening day of show to target audience (dependent upon conference)	$1,260
Best-in-Show: Submit your product entry for consideration and recognition at conference; winners are: • Presented certificates on show floor • Promoted on Military Embedded Systems social media channels to more than 24,000 followers globally (LinkedIn and X) • Featured in Top Thing to See email blast (circulation dependent upon conference • Highlighted in a news story that is featured in *The McHale Report* newsletter sent to over 13,000 subscribers	$790/ entry fee
In-Booth Video: 2-3-minue video interview with Military Embedded Systems staff and your spokesperson to showcase your product demos and announcements; includes: • Hosted on Military Embedded Systems YouTube Channel • Featured as sponsored content in topic-relevant newsletter • Promoted on social media channels to more than 24,000 followers globally (LinkedIn and X)	$1,575/ video
Social Media Optimization: Boosted push to 5,000 engineers targeting the show on LinkedIn and X.	$680/day
Native Ad: Sponsored content hosted on militaryembedded.com, promoted across multiple platforms, delivering 15,000 impressions guaranteed.	$2,100
Tradeshow Giveaway: Deliver your giveaway(s) for lottery drawn by Military Embedded Systems at the end of each day; company name and/or logo included in digital promotions; includes all leads (single opt-in) one week after conclusion of the show.	Pricing varies
Speaking Opportunities: Your spokesperson can participate in a conference session; includes leads (single opt-in) and giveaway at conclusion of discussion (location vary per conference): • Live Session: 30-minute speaking opportunity with Q&A (location varies) • Panel Roundtable: one-hour discussion with Military Embedded Systems editor as moderator	Pricing varies
Military Embedded Systems Daily: Digital newsletter deploys each day of the show to a military audience of 15,000 will include AUSA news and articles from our editorial team plus four [4] banner opportunities and include links to Exhibitor Profiles on the Military Embedded Systems site. • Banner size: 728 x 90* • Pricing per day (days vary) ** Positions are based on availability. Sponsorship packages per conference vary; some packages will receive first right of refusal for top banner placements.*	Pricing varies
Exhibitor Profile: Sponsored content hosted on Military Embedded Systems' website, highlighting booth location and event news to build awareness and drive traffic to your booth: • Profile logo, booth number, and link • One image and 200-400 words on what Company is highlighting at show • Posted to more than 15,000 global followers on LinkedIn and X	$790

* Promotional elements offered will vary per event.

ASSOCIATION of OLD CROWS

AUVSI XPONENTIAL ALL THINGS **UNMANNED**

AUSA ASSOCIATION OF THE UNITED STATES ARMY

D S E I

MOSA MODULAR OPEN SYSTEMS APPROACH **INDUSTRY & GOVERNMENT** SUMMIT & EXPO

IMS Connecting Minds. Exchanging Ideas.

SeaAirSpace

SOF WEEK

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Moderator Services
In-Person/Hybrid/Virtual

Military EMBEDDED SYSTEMS

Moderator Packages

	Deliverables
Military Embedded Systems editor to moderate, emcee your event, develop and/or host a panel, virtual or live event, and offer editorial coverage and assistance.	• Collaborative concall with content initiator and SME • Company logo • Hi-res (300 dpi) mages and/or graphics

Promotional Elements	Basic	Premium
Editor for one full day to moderate a live or virtual event	●	●
Promote two [2] posts on social media channels live during event to more than 24,000 followers globally (LinkedIn and X)	●	●
Write-up on the event hosted on militaryembedded.com as sponsored content	●	●
Feature write-up as sponsored content in *The McHale Report* eNewsletter sent to over 13,000 subscribers	●	●
Promote write-up on social media channels to more than 24,000 followers globally (LinkedIn and X)	●	●
Promote in banner on militaryembedded.com home page, delivering 5,000 impressions ROS		●
Promote three [3] videos on social media channels to more than 24,000 followers globally (LinkedIn and X)		●
Promote write-up, videos and other content in email blast to 20,000 targeted engineers		●

* Pricing includes travel expenses.

Pricing varies

"With the importance of the MOSA-Summit 2024 to the government and defense industry, a Tri-Service panel (discussion) of experts came together to clearly showcase the advancement of key Open Standards, i.e., CMOSS, FACE, HOST and SOSA. In developing the panel with top representatives from Navy, Army, and Air Force, we knew at the outset engaging a savvy moderator was imperative. Having both a strong and diverse background working with the Services and [its] Modular Open Systems Approach endeavors, Mr. McHale was the absolute perfect fit."

– Sally L. Bixby, in support of NAVAIR PMA-209 Avionics Architecture Team OA Engagement, Senior Program/Project Manager with Precise Systems. Ms. Bixby currently serves as The Open Group FACE Consortium Business Working Group Outreach Vice Chair.

Contact your Account Manager for details.

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Military
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