



Real-Time Encyclopaedia

www.realtime-info.com

WEB Advertising Information

Q3_1999 Rates!

Real-Time Consult

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Real-Time Encyclopaedia's MISSION

The online Real-Time Encyclopaedia is the first stop in your search for QUALIFIED information about REAL-TIME topics.

From our experience with *Real-Time Magazine*, we learned that the real-time business is not only a fast moving, but also still a very fragmented business. Consequently, the available information is highly decentralised and therefore difficult to come by. The Real-Time Encyclopaedia responds to the need for a central information point, from where you start your search for qualified information about real-time and embedded systems' design topics.

HOW ARE WE DIFFERENT? We differentiate our web site in the QUALIFICATION of the information : each link to an external information point is relevant to the real-time industry. Placing information on the real-time encyclopaedia is also free of charge, while other resources publish information on a paid basis only.

We also differ from other Internet Resources by offering banners ON MULTIPLE PAGES. Class A banners (see section on Advertising Opportunities) are visible on the top and bottom of every page belonging to a section (e.g. RTOS Buyer Guide).

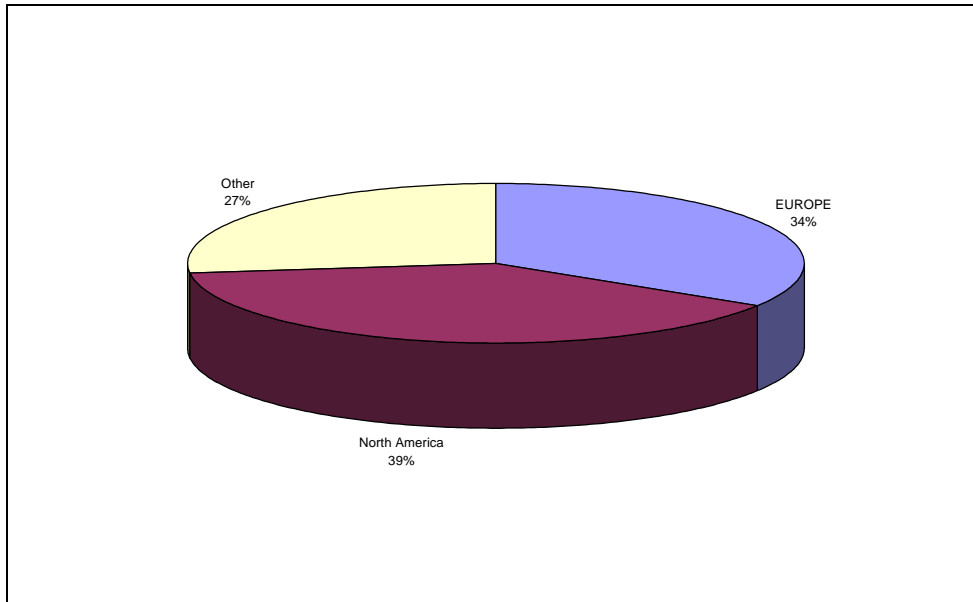
Find in this guide more info on

- Website audience & visitor numbers: page RTE-3
- Web advertisement opportunities – banners and ad buttons: page RTE-4
- Virtual pressroom for company & product news and career opportunities: page RTE-5
- **Web Advertising Order Form:** page RTE-6



Real-Time Encyclopaedia's AUDIENCE

The Real-Time Encyclopaedia website is geared towards DEVELOPERS of DEDICATED SYSTEMS. The graph below displays the geographical spread of the website's users.



Real-Time Encyclopaedia's GROWING SUCCESS

The Real-Time Encyclopaedia, launched in March 1996, has been growing in content and quality, and consequently in terms of number of visitors*: we have at least **25000 visitors per month with peaks of more than 50000 visitors**. The peaks depend on new information being made available and announced using a list of more than 10000 E-mails.

(*) We publish the **number of visitors**, as this figure is far more relevant than the number of hits to indicate the success of a web site (the number of hits equals the amount of files you download when downloading a page. You can easily increase the number of hits by having more files per page, without having an actual increase of people visiting your site... be aware of that!).

Real-Time Encyclopaedia's On-Line ADVERTISING OPPORTUNITIES

BANNERS

- **TOP BANNERS (Class A):** Your banner & link is visible on the top or at the bottom of the pages which you would like to sponsor. Interesting is that TOP BANNERS sponsor a complete section of the Real-Time Encyclopaedia: YOUR BANNER WILL BE VISIBLE ON EVERY PAGE OF THAT SECTION. The number of TOP BANNERS per section is limited to two positions (on top or at the bottom, maximum 3 rotating banners per position) (max. 3 companies can participate). If the header slots are reserved, the footer position is given.

Examples: Banners on top of or at the bottom of the website home page, RTOS Buyer Guide, Technology Section (including the massive Terms resource), Publications Section, Real-Time Gazette Online Home Page and subsections.



- **MID PAGE BANNERS (Class B):** Your banner & link is visible in the middle of the "home page" of the section of your choice. MID PAGE BANNERS are limited to 5 exclusive banners (no rotation), max. 5 companies can participate.

Examples: Banners on Home Page of RTOS Buyer Guide, Subsections of the Real-Time Gazette Online (Recent Press Releases, Industry News, Job Opportunities, Boards, Systems, Tools, RTOS, Other)

Material guidelines for banners: you should deliver a gif or jpeg file of 475 X 50 (or 475 x 70) pixels, maximum 20 Kbytes, together with the URL which we should use to link to your web site.

BUTTON ADS

Button ads are small button graphics containing your company or product logo intended to emphasise your company's listed information.

Examples: Button ads are currently available in the (RTOS) Buyer Guide and Real-Time Magazine On-line section. Logos come alongside your product on the RTOS Buyer Guide home page, and on top of your company and product information page.

For the Real-Time Magazine on-line, the button is placed alongside the abstract of the article your company published.

Material guidelines for Button Ads: you should deliver a gif or jpeg file of 112 X 80 pixels, maximum 5 Kbytes, together with the URL which we should use to link to your web site.

	Rate per Month
BANNERS Class A on top or at bottom of <u>each page</u> belonging to a section, max. 3 rotating banners per position	EUR 745
BANNERS Class B mid page on section home page, max. 5 non-rotating banners per page	EUR 375
BUTTON ADS (in Buyer Guide)	EUR 99

Discount for bulk orders

Order for 6 months = 1 month free

Order for 9 months = 2 months free

Order for 12 months = 3 months free

Weekly & monthly reports on # of impressions & clicks are made available to all advertisers

All above rates are monthly gross rates. 15% agency commission to recognised agencies on space and position. No agency fee on design and set-up. Agency fee disallowed after 30 days from date of invoice. **Web Advertising space is sold PER 3 months and invoiced in the beginning of each quarter.** Prices are per month and not including V.A.T. (for members of the European Union only). Payment is due 30 days after invoice date. Services will be suspended until the payment is received. A **Set-up fee** of 125 EUR is applicable for each ad and gives the right to replace your ad material once per week. If you want to replace your ad material more often, the same set-up fee is applicable for 4 extra ad replacements. No cancellations mid-quarter - 45 day written notice prior to next beginning quarter required. We reserve the right to change our rates at any time, current contracts are respected with a maximum duration of one year.



The Real-Time Gazette Online – our Virtual Pressroom[®] - is an extended online version of the Real-Time Gazette, the new products section included in Real-Time Magazine. The printed version contains a selection of the announcements submitted for the Real-Time Gazette Online.

This service is free of charge !

As a consequence, we do not accept printed press releases anymore.

How to get started?

Just visit the Real-Time Gazette Online at <http://www.realtime-info.com>

Steps (everything is form driven and automated):

1. Click on **Real-Time Gazette Online** (located on the left frame) which leads you to our Virtual Pressroom[®] .
2. Click on the **Submit a new pressrelease or job opportunity** button on the bottom of the page.
3. In case you are already registered with us, simply enter your User ID (your e-mail address) and password.
4. In case you are new at our site, click on **Register now**. Your password will be e-mailed to you.

Finally after having clicked on **Log In** you will find entry fields for your information to be entered. Instead of manually typing in the press release, it is also possible to copy and paste the information into the appropriate fields from the electronic version of your press release.

An opportunity to include images is given towards the end of the procedure. Please make sure that the file size does not exceed 25 kB and is in either .gif or .jpg format. In case you wish to send us a high resolution picture email it to us for further processing. There are several help files to get you started. We confirm each step via an automatic e-mail system.

Contact

Martin TIMMERMAN

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Belgium**

marcom@realtime-info.be

Or phone / fax to:

Tel: 32-2-520.55.77

Fax: 32-2-520.83.09

(same address for film material)



Real-Time Encyclopaedia ADVERTISING CUSTOMERS

(partial listing)

Accelerated Technology	Force Computers	Quarndon Electronics
Acromag	Gateworks Corp.	Radisys Corp.
Actis Computer	General Micro Systems	Radstone Technology
Advanced Computer Services Corp.	Gespac	Real-Time Devices
Aisys	Green Hills Software	Real-Time Innovations
Alternative Solutions	Greenspring Computers	ROTEC Industrieautomation
Applied Microsystems Corp.	GRoupIPC	RTS Paris
Artisan Software Tools	Hewlett-Packard RT	RTS Software Systems
Avionics Magazine	Hewlett-Packard TMO	RTUSI
Beologic	I-Bus	SBS BIT 3 Operations
RTS Paris	I-Logix	SBS Embedded Computers
Bluewave Systems	IEEE Real-Time Conference	SBS Greenspring Modular I/O
CAD-UL	Imagination Systems	SBS Micro Alliance
Cardtools Systems	Integrated Systems Inc.	SBS OR Industrial Computers
Centralp Automatismes	Intel	Sebring Systems
CES	Interniche Technologies	SDS
CETIA	Interphase Corp.	Silicon Control
Chorus Systems	Janz Computer AG	Sky Computers
Computer Products	Joerger Enterprises	SL Corp.
Concurrent Computer Corp.	Kadak Products	Solid Information Technology
Cornfed Systems	Kinetic Computer Corp.	Spacebell Informatique
Chrislin Industries	Lucent Technologies	SysComms
Chrystal Group	Lynx RTS	System Builder
Coreco	Matrix	Systran Corporation
Datapath	Megatek Graphics	SSV Software Systems
Dawn VME Products	Mercury Computer Systems	Telelogic
DDC-International	Metaware	Texas Micro
Digital Equipment Corp.	Micro Digital	TGS
Digital Power Corp.	Microsys	Themis Computer
DNA Enterprises	Microtec	Tilcon Software
DSP Paris	Microware Corp.	Trenew Electronic
DY4 Systems	Motorola CG	Tri-Map International
EBS	National Instruments	US Software
EchtZeit/Inet	Nyquist Industrial Control	VenturCom Corp.
Elettronica Oggi	On Time Informatik	Verilog
Eltec	Parsytec Computer	Versalogic Corp.
Embedded Systems Conf. Europe	Pentek	Visicom
Embedded Systems Germany	Pentland Systems	VITA Europe
Embedded Systems Products	PEP	Vmetro
Encore Computer	Performance Technologies	VMIC
Enea OSE Systems	Perihelion Software	Wind River Systems
Excel Software	Phar Lap Software	ZF Microsystems
EST	QNX Software Systems	Ziatech Corp.

RESERVE YOUR SPACE TODAY! Space is limited. All web advertisements are sold on a first come first served basis. Rates will increase with the growing success of the web site, therefore we recommend to place annual orders to guarantee fixed, stable rates. Fax your INSERTION ORDER today to guarantee the reservation of the section of your interest!



INSERTION ORDER FORM - FAX TO 32-2-520.83.09 I order web advertising on following • section (Banner A, AD Button) or • page (Banner B) Order for 6 months = 1 month free 9 months = 2 months free 12 months = 3 months free	Fill in the order frequency (3, 6, 9, 12 months) + first month (YY/M)		
	Banner A Monthly Rate: EUR 745	Banner B Monthly Rate: EUR 375	AD Button Monthly Rate: EUR 99
HOME Page of website (always top 1)		N/A	N/A
Real-Time Magazine (always top 5)	WEB Banner FREE & reserved for advertisers in Real-Time Magazine		
Real-Time Magazine On-Line: alongside your article abstract	N/A	N/A	
Real-Time Gazette Online - home + recent press releases + category Other			N/A
Real-Time Gazette Online – Industry News,			N/A
Real-Time Gazette Online – Boards			N/A
Real-Time Gazette Online – Systems			N/A
Real-Time Gazette Online – RTOS			N/A
Real-Time Gazette Online – Tools			N/A
Real-Time Gazette Online – Jobs			N/A
Real-Time Gazette Online – Event (<i>specify</i>)			N/A
Publications This section includes Real-Time and Embedded Systems related magazines, General IT magazines covering real-time topics, Real-Time application field magazines, Books, Directories, Real-Time related web sites, comp.realttime FAQ (always in top 10!!!)		N/A	N/A
Technology This section includes Research Institutes and Universities, International Associations, Terms (= 10000 pages!!!!)		N/A	N/A
RTOS Buyer Guide			
RTOS Evaluation Project (NEW) + RTOS section home page + keep updated page		N/A	N/A
Windows NT Special Report This section is devoted to our expertise articles on Windows NT real-time extensions (always in top 10!!!)		N/A	N/A
Calendar This section contains events in Europe, events in North-America, events in the rest of the world.		N/A	N/A
Search + Map This page contains a extremely well used search engine (Always in top 5)		N/A	N/A

+ one **Set-up fee** of 125 EUR + sales conditions as on page RTE-4

Last Name: _____	First Name: _____
Company: _____	
Address: _____	

City: _____	State/County: _____ Zip: _____ Country: _____
Tel : _____ Fax: _____	
V.AT. NR. (for EU countries): _____ Purchase Order NR. : _____	
Materials Contact: _____	E-mail: _____
Billing Contact: _____	E-mail: _____
Your E-mail: _____	
Signature: _____	Date: _____