

Thousands of electronics industry professionals visit D&R daily to learn about the latest industry trends, gather mission-critical technical and business information, learn about the latest IP, tools and services, and to get the latest company information.

Statistics about the D&R Users Profile available at <http://www.design-reuse.com/ads/userprofile/>

1. D&R IP/SoC News Alert Advertisement

Twice a week, once a week or once a month, D&R broadcasts its IP/SoC News Alert to users having explicitly subscribed at a frequency of their choice.

It contains product announcement, white papers, news headlines and summaries linked to D&R web site. Thousands of engineers and technical managers maintain their competitive edge with this critical information tool. Marketers can leverage their interest with compelling messages that will drive traffic to your web site.

There are three positions granted on a “first come first serve” basis.

Distribution

The numbers of Alerts are sent out according to the choice of the subscriber with regards to the Alert frequency. The user choices are shown in the table below for the running year.

	HTML	Plain Text	Total
Twice a Week	1006	267	1 273
Once a Week	24 353	2 960	27 313
Once a Month	2 917	1 107	4 024
Total	28 276	4 334	32 610

Cost

Position	Cost per week [USD]	Discounted Price for D&R Partner Cost per week [USD]
Top Sponsor Message Position available in the HTML & Plain Text version	1,200.00	600.00
Medium Sponsor Message Position available in the HTML & Plain Text version	800.00	400.00
Right Tile / Right Sponsor Link Position available only in the HTML version	600.00	300.00
Bottom Sponsor Message Position available in the HTML & Plain Text version	200.00	100.00

2. Technical specifications

- **Top and bottom Sponsor messages:**

The general template is as follows:

Sponsored By: Company Name

followed by a message :

- Up to 5 lines

- 55 characters per line (including spaces) plus one URL link. All information must be submitted in TEXT ONLY format. **

- **Medium Sponsor message:**

The general template is as follows:

followed by a message :

- Up to 3 lines

- 55 characters per line (including spaces) plus one URL link. All information must be submitted in TEXT ONLY format. **

- Company Logo (max width: 85 pixel, max height: 60 pixel)

- **Right Tile / Right Sponsor Link:**

Right Sponsor Link

Company Logo followed by a message :

- Up to 5 lines

- 55 characters per line (including spaces).

Right Tile: 125 x 125 pixel (12k file limit)

D&R Web site			
Position	Features	Period	Price [USD]
D&R SoC News Alert			
Position	Frequency	Week	Price [USD]
TOTAL			

Company			
Address			
City		ZIP	
State		Country	
Tel		Fax	
E-mail			
Name		Title	
Date		Signature	
VAT No. (For European Company only)			

RETURN FORM TO DESIGN AND REUSE
EMAIL: partnership@design-reuse.com
FAX TO : +33 826 33 56 59 (OR +33 476 49 00 52)
AN INVOICE WILL BE SENT TO YOUR COMPANY

ANNEX

Screenshots showing ads positions

SoC News Alert Advertising
1- HTML Version

Top Right
Sponsor Link

Top Sponsor Link

D&R SoC News Alert

www.design-reuse.com
December 5, 2011 - EETimes Group

In this issue

- What's coming next after IP based design?
- Intel Reasserts Semiconductor Market Leadership in 2011
- Is the Buzz around Xilinx's 2.5D FPGA Justified?

Visit a new portal on Embedded software in D&R Network

Philippe,


Welcome to the issue of December 5, 2011 of D&R SoC News Alert, our email update to provide you with the latest news and information in the System-On-Chip Community.

SPONSORED BY SYNOPSYS

Visit Learn how high-quality **DesignWare® IP** enables you to lower risk and speed time-to-market for SoC designs:

- **White Paper:** Protect Your Electronic Wallet Against Hackers: Securing Critical Data in Consumer and Multimedia Mobile Devices with NFC technology using NVM IP
- **White Paper:** Shrinking SoC Design Cycles Using DesignWare IP: A Case Study by ST Microelectronics
- **White Paper:** Addressing Power and Speed Requirements of Mobile Devices with Data Converter IP
- **Webinars On-Demand:** Learn about PCI Express®, MIPI, NVM, Embedded Memory IP and more...

D&R PARTNER SPOTLIGHT



Eureka Technology


The Right Move

Eureka Technology IP core is the right choice for your SoC and FPGA designs:

- eMMC/SDIO/SD memory Controllers.
- SD development kit.
- NAND Flash controllers
- DDR/DDR2/DDR3 SDRAM controllers
- Multiple CPU interfaces including AXI, AHB, PLB, PowerPC and Wishbone.

Learn More Now >>

D&R UPCOMING EVENT




IP-SOC DAYS

Join D&R IP-SoC events around the world

Upcoming Event:
Grenoble, France
December 7-8, 2011

SPONSORED BY ALVAND TECHNOLOGIES

Alvand Technologies is a leading analog IC company that specializes in high-performance data converters (ADC/DAC) and Analog Front End (AFE) for a broad range of applications, such as wireless (Wi-Fi, Wi-Max, LTE) and wireline (10GBASE-T) communication systems, ultrasound, mobile TV and advanced semiconductor inspection equipment. Alvand's solutions are based on patented technologies.



Learn more >>

WHAT'S HOT ON D&R

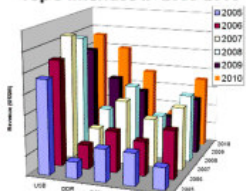
"Interface IP Forecast"

from Eric Esteve

Results USB, USB 3.0, PCIe, SATA, HDMI, DDR, MIPI 2005 - 2010, by Protocol

- License Price
- Market Size
- IP vendor ranking

Top 5 Interface IP 2005-2010



NEW IP/SOC PRODUCTS

- Bluetooth 4.0 Baseband Controller from RivieraWaves
- 7-Bit 15GHz ADC in TSMC 28nm HP from Cadence
- 12-bit, 250MSPS low power pipeline IQ ADC in TSMC65LP25 from Synopsys

INDUSTRY ARTICLES

- Public key cryptography and security certificates
- Using SystemVue to overcome 4G challenges

COMMENTARY/ANALYSIS

- Intel Reasserts Semiconductor Market Leadership in 2011

IN THE NEWS

DEALS

- ZTE Licenses Mentor Graphics Inflexion UI Technology to Develop Advanced 3D Smartphone User Interfaces
- Imagination Technologies licenses PowerVR IP cores to Ricoh

BUSINESS

- Agilent Technologies Signs Acquisition Agreement with Accelicon Technologies, a Leading Provider of Semiconductor Device-Modeling Software

PEOPLE

- SpringSoft Names Software Industry Veteran Milligan as New VP Corporate Marketing

Medium
Sponsor
Link

2- Plain Text Version

```
DESIGN AND REUSE
The Catalyst of Collaborative
SoC Design through IP Exchange
www.design-reuse.com

WELCOME
=====
Welcome to issue of August 10, 2004 of D&R SoC News Alert, our email update
to provide you with the latest news and information in the
System-On-Chip Community.

*****
* SPONSORED BY: TRUE CIRCUITS, INC.
* True Circuits, Inc. offers a family of standardized clock
* generator, deskew, low-bandwidth and spread-spectrum PLLs & DDR DLLs
* that spans nearly all performance points and features typically
* requested by ASIC designers. These high-quality, low-jitter,
* silicon-proven hard macros are available for immediate delivery in
* a range of frequencies, multiplication factors and functions in
* TSMC, UMC and Chartered processes from 0.25 to 0.09 micron.
* Call (650) 691-2500 or visit http://www.truecircuits.com/dr5
*****

NEW IP / SOC PRODUCTS
=====
# AMBA Compliant Secure Digital Card Interface from Global UniChip
http://www.us.design-reuse.com/go/?i=13449&u=37063

# Dynamic Clock Generation PLL / Frequency Synthesizer Instance (Mobilize Power Management IP) from Virtual Silicon
http://www.us.design-reuse.com/go/?i=13436&u=37063
```

Top Sponsor Message

Medium Sponsor Message:

- Located after the Industry Articles section
- Look and feel similar to the Top Sponsor Message

Right tile / Right Sponsor Link:

- No right tile / Right Sponsor Link in the Plain Text Version