

D&R Publicity Campaign on www.dr-embedded.com

The D&R marketing Campaign aims at promoting the partner's products on www.dr-embedded.com.

The advertisements items comprised in this offer cover the duration of 4 weeks. The timing or date of the "one week" slots is defined in common by the provider and D&R according to availability

1. Product Publishing

Your products are published and refreshed in real time on www.dr-embedded.com. D&R Support team provides application engineering support to help you populate your catalog, keep your listing up to date or address any other questions you may have

2. Extended promotion on as a Global solution provider through bridging Features

If a Company is also an IP provider whose products are published on www.design-reuse.com or a service or a turnkey solution provider it will get attention to all its offerings IPs by redirecting the user to complementary products

3. Advertisement items granted within this campaign (illustrated on the picture below)

- **Leader-Board Banner** : Banner placed on the top of the sites (Item 1).
- **Partner hot News** appear in priority on the corresponding section in the home page (SoC, FPGA, Middleware etc..)
- **Provider Ad in the right tile** : Ad banners or videos on the right tile of www.dr-embedded.com link to the listing of providers product or to the provider site. Such a right tile banner is refreshed weekly and replicated in the weekly News Alert and when a reader clicks on it the user is identified.
- **A Top Sponsor message in the weekly Newsletter.** A message of up-to 3 to 4 lines appears on top of the news letter one week during the campaign. The newsletter goes to approximately 37000 subscribers.

Annex

1. Item Positioning specific to www.dr-embedded.com

Item 1: Leader-Board banner

Item 2: Partner Hot News

Item 3: Provider ad in the right tile

The screenshot displays the Design & Reuse website interface. At the top, a navigation bar includes links for Home, Design-reuse.com, D&R Events, D&R Enterprise Platform, Partners, Contact Us, About Us, and Join. A prominent banner for DesignWare NVM IP is featured, advertising new MTP EEPROM in 55- and 40-nm processes, with MTP capabilities for wireless and digital multimedia SoCs. Below the banner is a search bar with the text "Search For" and "Enter Keywords ...". A secondary search bar is located within a "Categories" dropdown menu, which lists various application areas like Audio, Automotive, Video & Graphics, Network Technology, Medical Applications, and Mobile Applications. The main content area is divided into two columns of news. The left column, titled "What's New in SoC Solutions !!!", contains articles from Nordic Semiconductor, Samsung, and Elliptic Technologies. The right column, titled "What's New in O.S. & Middleware", includes articles about iOS 7, the future of Android in vehicles, Green Hills Software's expansion, and AMD's plans for an eight-core 64-bit ARM chip. A "Live from IP SOC China 2013" banner is positioned above a "Webinar: Transaction-Based Verification with Emulation" advertisement in the right-hand news tile.

Fig 1 : Item Positioning

Top Sponsor Message in Newsletter

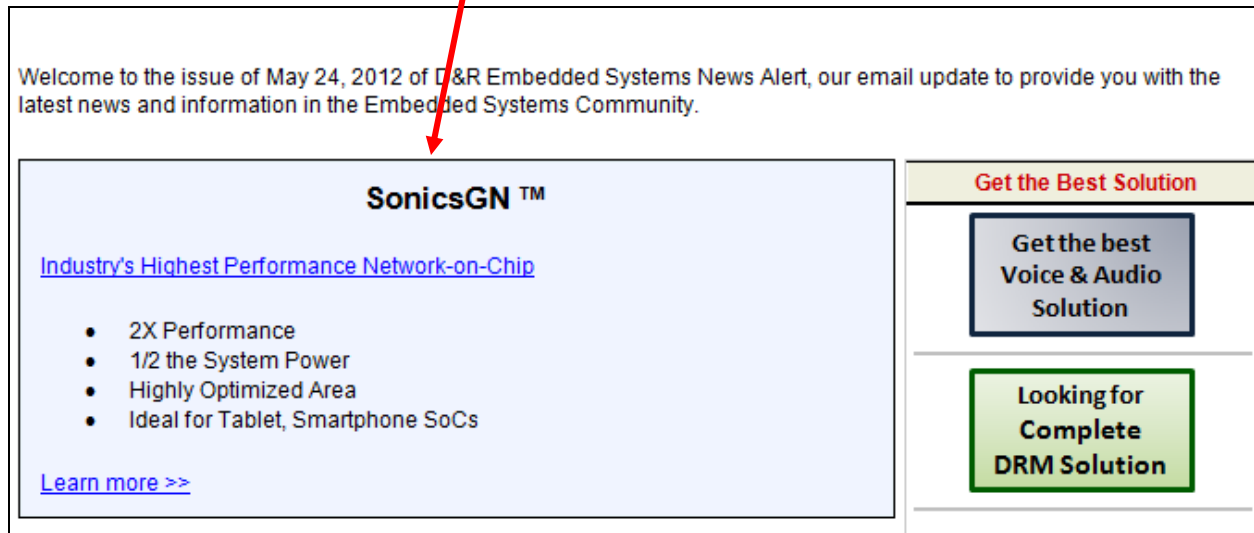


Fig 2 : Top Sponsor Message in Newsletter

2. Technical spec of the banner

1. Banner

Position	Description
Leaderboard banner	Size: 728x90 (30k file limit)
Right Tile	Size: 125x125 (12k file limit)

- GIF and JPEG - 3 loop limit for all creatives (72 DPI)
- **HTML:**
 - HTML code cannot exceed 15K
- **Flash:**
 - Macromedia Flash version 5 or 6
 - Creative must be delivered as a .SWF file
 - Must submit an image (JPEG or GIF) to be served in case the user does not have flash installed. The Kbytes size for the static image should be the same as the Kbyte restriction for a normal image ad of the same size and shape.
 - Flash files require that an FSCommand be embedded in the file for publisher to track clicks.
 - The frame rate for flash files may not exceed 18 frames per second. 12 frames per second is prefer