



DESIGN AUTOMATION CONFERENCE

DACeZine Media Kit

Don't miss your opportunity to advertise in the re-branded and newly expanded 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 20,000 qualified readers* in every issue of the **fully redesigned 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 Management, 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 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
- Columns from Peggy Aycinena, Geoffrey James, Gary Smith, Ed Sperling and more
- Guest editors - an excellent opportunity to pitch contributed articles
- "Letters to the Editor" column to open the dialog between the reader and the e-newsletter that will increase readership
- Invited CEO commentary
- And more...

Frequency Rate: Monthly. Bimonthly: March, April, May 2008.

Distribution: 20,000+

Advertising Options:

DACeZine e-newsletter Ad Rates:

Sent to the entire DAC list of more than 20,000* 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.



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Editorial Calendar

Issue Date	Topics	Description	Author	Deadline
September 6	Functional Verification	If there was a theme of any sort this past DAC, it was functional verification. This article will explore the definition of functional verification and describe the products that fit this category.	Richard Goering	August 30
	Graduate Students	Contrary to popular opinion, not all computer science or electrical engineering students are electing to design computer games. Meet six exceptional women who are grad students studying electronic design.	Peggy Aycinena	
	Guest Column	500-700 word column by CEO or executive	Rajeev Madhavan	
October 4	Multi-core Design	How multi-core design has the potential to revolutionize the way chips are designed.	Richard Goering	September 27
	Lessons learned from the 44th DAC	Article from Gary on DAC	Gary Smith	
	Guest Column	500-700 word column by CEO or executive	Scott Sandler	
	Submission Deadlines	Submit a Paper or Proposal and Be Visible at the 45th Design Automation Conference!	Limor Fix	
November 1	Circuit Court: Could government regulation scuttle RFID?	Chip firms and the EDA vendors that service them, see RFID as a major growth market. However, as we've seen with ROHS, government regulation can easily throw new requirements on an industry, forcing massive changes. Privacy advocates are screaming that the information that RFID provides violates a basic human right or privacy. Are governments listening? And how might regulation change RFID forecasts - and the revenue associated with the sales of RFID chips and the tools/IP used to build them?	Geoffrey James	October 25
	An Interview	Dr. Robert Brayton - 2007 Kaufman Award Winner	Peggy Aycinena	
	Guest Column	500-700 word column by CEO or executive	Al Dunlop	
	Speakers Bureau	New DAC Website Features Speakers Bureau	Sachin Sapatnekar	
December 6	Spotty Connections in Wireless	EDA vendors view market as big growth opportunity, but gaining a firm foothold is proving harder than expected.	Ed Sperling	November 29
	The Joys of Exhibiting at DAC	Interview of Yervant Zorian, ELC chair, intended to recruit more exhibitors	Peggy Aycinena	
	Guest Column	500-700 word column by CEO or executive	Robert Gardner	
January 3	Analog Design	<i>Are Analog</i> Designers Secret Luddites? The article revisits the issue of analog synthesis and the resistance of the vast majority of	Geoffrey James	December 14

		analog designers to new tools.		
	Why Is Analog So Difficult?	EDA vendors and customers square off on what needs to be done to automate analog design flows; custom designs still plague sector	Ed Sperling	
	Guest Column	500-700 word column by CEO or executive	Alan Naumann	
February 7	Knotty Problem: Will analog design ever be fully automated?	The design of analog and mixed signal circuitry remains far more difficult to automate than comparable digital designs. Will this always be true? Are there breakthroughs waiting in the wings? Does IP still hold promise? Or will analog design remain the last "black arts" of the semiconductor business?	Geoffrey James	January 31
	Interview	An interview with Limor Fix	Peggy Aycinena	
	Guest Column	500-700 word column by CEO or executive	TBD	
March 6	The Role of Software in ESL		Gary Smith and Daya Nadamuni	February 28
	Wireless			
	Guest Column	500-700 word column by CEO or executive	TBD	
March 20	Standard Business: Will Moore's Law Make the ASIC Obsolete?	With the functional "real estate" on a chip growing geometrically larger, some analysts believe that it might eventually make more sense, rather than design custom chips from scratch, simply to slap every kind of circuit that a system might need onto a standardized SoC. A relatively small selection of ultra-flexible chips, manufactured at high volumes and high yield, would be programmed using ESL, making the ASIC largely obsolete. Is this just wishful thinking? Or could ASIC go the way of hand-routed circuitry?		March 13
		What's behind the 45th DAC Program?		
	Guest Column	500-700 word column by CEO or executive	TBD	
April 3	Evolving the Panel Process	Description of this year's panels, new acceptance process	Sachin Sapatnekar	March 27
		An article by EDAC (EDAC marketing report)		
	Guest Column	500-700 word column by CEO or executive	TBD	
April 17	Defining today's designer	Article exploring who is involved in the design process (from research Kaushik Roy is conducting on who should attend DAC)		April 10
		Fabless semiconductor companies and their impact on EDA or Peggy interview with the Chair of FSA	Peggy Aycinena	
	Guest Column	500-700 word column by CEO or executive	TBD	
May 1	The State of EDA	Article describing the maturation of the market	Kent Shimasaki from Instream Partners	April 24
		An article by ACM SigDA		
	Guest Column	500-700 word column by CEO or executive	TBD	

May 15		Gary Smith previews DAC	Gary Smith	May 8
		Profile of Marie Pistilli Award Winner	Peggy Aycinena	
	Guest Column	500-700 word column by CEO or executive	TBD	
May 29			Ed Sperling	May 22
		An article by CEDA		
	Guest Column	500-700 word column by CEO or executive	TBD	