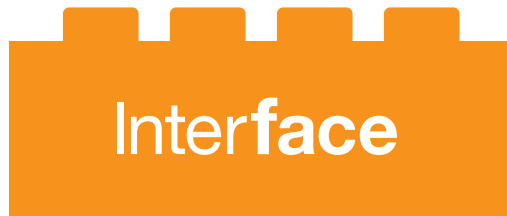


# Media Data 2006~2007



"Interface" -- focused on embedded systems.  
We offer the practical technology and useful information to the frontline engineers.

## **CQ Publishing Co.,Ltd.**

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# Professional Magazine on System Technology

We will bring you hot information  
on embedded systems and computer technologies



Editor-in-Chief, Interface

**Shunichi Nakayama**

**I** Interface is the professional magazine for embedded systems engineers. Our readers are the young to mainstay engineers and engineering managers in the embedded field.

In the word "interface", there are many meanings varying from the interface of CPU and peripherals, the interface of hardware and software, the interface of electronics and computer technology. We will explain thoroughly on design methods of embedded systems, especially micro-computer, computer system and development environment.

## Interface

2006  
June

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## Cover Story

Targeting the embedded systems design, more than half of the entire editorial pages are used to explain on the hardware and software necessary to build those systems. In order to enhance the readers' understanding, articles offer many diagrams, charts, photos and lists. The contents are precise and direct to make applications easy and simple. To make the logical explanations as simple as possible, we select simple and easy-to-obtain devices and software.

## Technologies on the Topics

In this section, new technological concepts, new devices and new software are featured. We step ahead to explain thoroughly on technologies necessary for embedded systems engineers.

## Columns

What engineers need is not just technical knowledge. For example, in order to research and develop embedded systems, one needs to understand the peripheral demands and problems. Therefore, to be able to acquire the views of such engineers, various columns by many noted, frontline engineers and researchers are offered.

## Series Report

We select important technologies for de-signing embedded system and explain them from the basics. We devote the equivalent volume of the cover story for this section to give complete ex-planations. Also, we deliver the mes-sages of the active design engineers.

## Supplement

Booklet, CD-ROM, small CPU Board , etc. are the appendix supplement in several issues a year.

## Media Outline

Established: January 1974  
 Issued: Monthly (every 25th)  
 Format: irregular A4 size  
 (280mm x 210mm)  
 Print: Multicolor, offset printing  
 Binding: Lineless binding  
 Circulation: 30,000  
 Sales: Bookstores and subscription  
 Price: ¥980 (tax included)

# Interface

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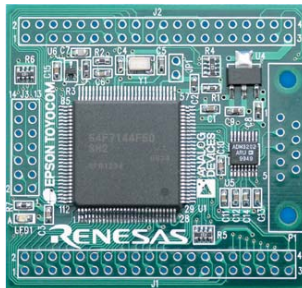
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Microcontroller SH7144  
HEW (SH-2)

## Important Topics

With the growth of the PC market, Embedded Technology is spotlighted that supports post PC market. Special scaled-down computer of the microcomputer that doesn't have the shape of PC, so-called embedded application equipments increases rapidly.

Interface targets the engineer in embedded technology field.

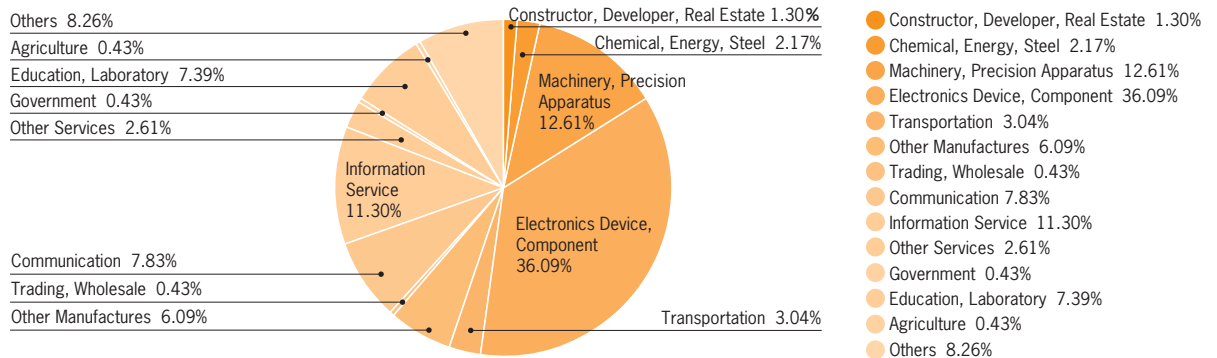
Out three main themes are, " Microcomputer, Memory, Middleware ", " Computer System ", " Development Environment & Assistance ".

From the technology to the development technique, from the component produce/procurement to system construction, from the real case in laboratory to the development methodology, all integrant needed for developing the embedded system are here.

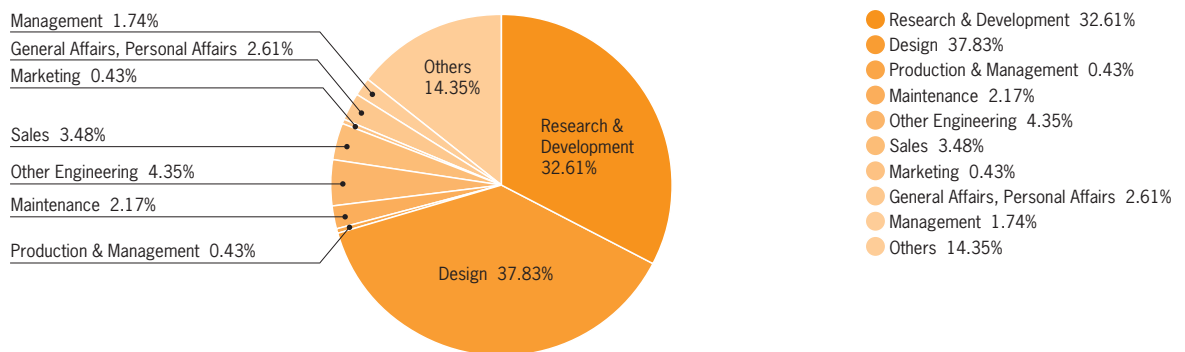
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# Interface is Read by Embedded System Engineers.

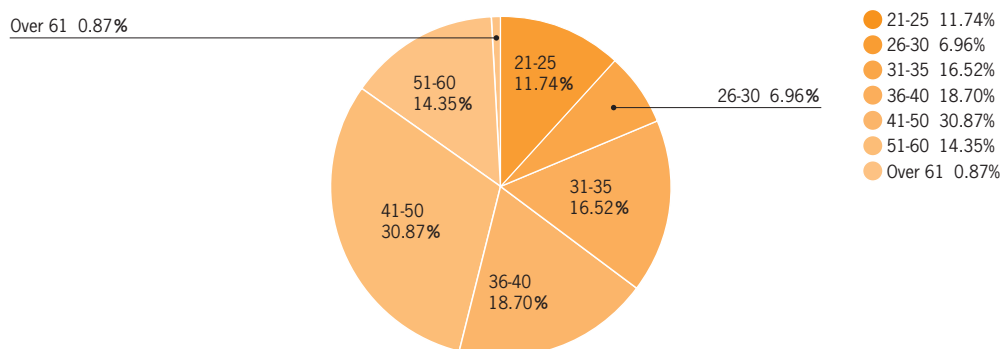
## Industry



## Occupation

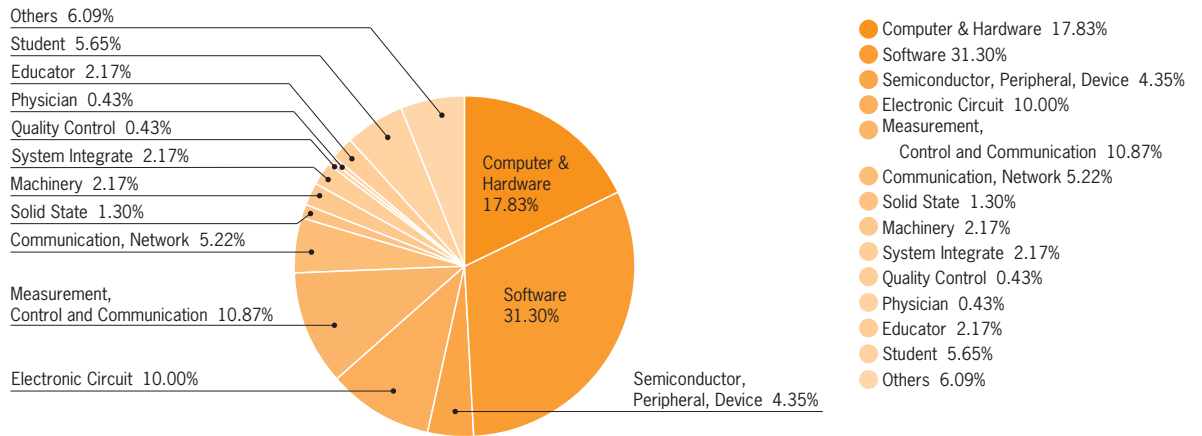


## Age

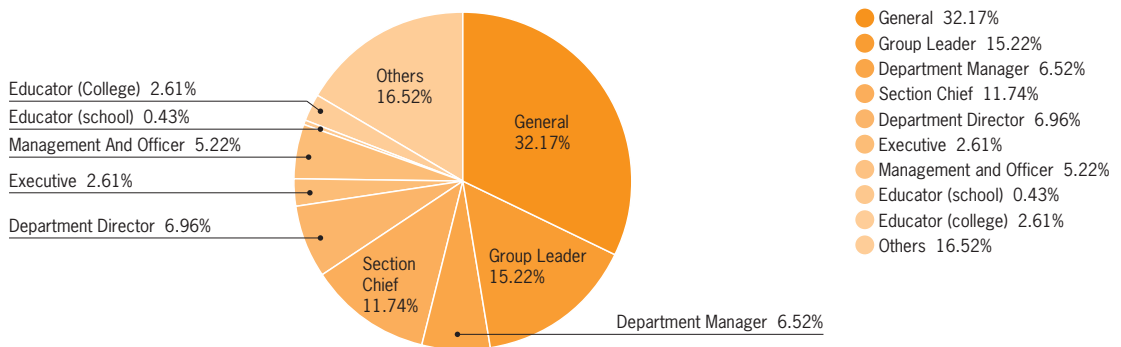


# Readers Profile

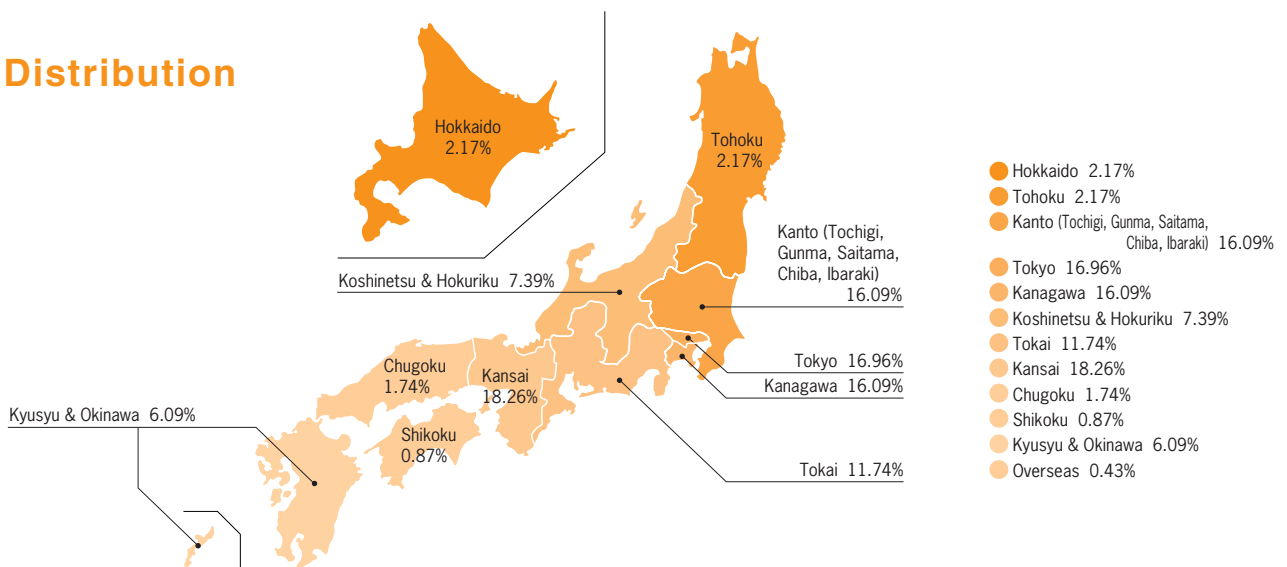
## Specialty



## Position



## Distribution



# Media Data

## Rate and Size

(Rates are shown in US\$)

Space	Standard Size		Bleed Size	
	Rate	Size (Height x Width mm)	Rate	Size (Height x Width mm)
Inside Front Cover Spread	6,917	255 x 390	7,608	280 x 420
Back Cover	4,083	255 x 180	4,492	280 x 210
Inside Front Cover	3,667	255 x 180	4,033	280 x 210
Inside Back Cover	3,250	255 x 180	3,575	280 x 210
4-Color 1 Page	3,000	255 x 180	3,300	280 x 210
2-Color 1 Page	2,083	255 x 180	2,292	280 x 210
B&W 1 Page	1,500	255 x 180	—	—
B&W 1/2 Page	1,000	125 x 180	—	—
Table-of-Contents Upper Half	2,000	100 x 180	—	—

## Schedule

AD close : 28 days prior to the date of issue

Data Material Due : 23 days prior to the date of issue

Film Material Due : 17 days prior to the date of issue

※Sat.,Sun., Holiday are excluded

※Use the latest schedule for the fixed date

## Data Requirements

### ■ Provide 3 items as below

1. Data
2. Color Proof
3. Data Spec Sheet

### ■ Data Specifications

1. Mac format files
2. The images will be saved in the same directory as the output file.
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4. Color : CMYK or B/W
5. Color trapping.
6. Black to overprint
7. Line : over 0.3 points Trapping letter : over 8.5 points
8. Indicate Registry Guide
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11. Prepare a duplicate.
12. Provide data after virus check
13. Contact your local sales representative for material submission instructions
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# Media Data

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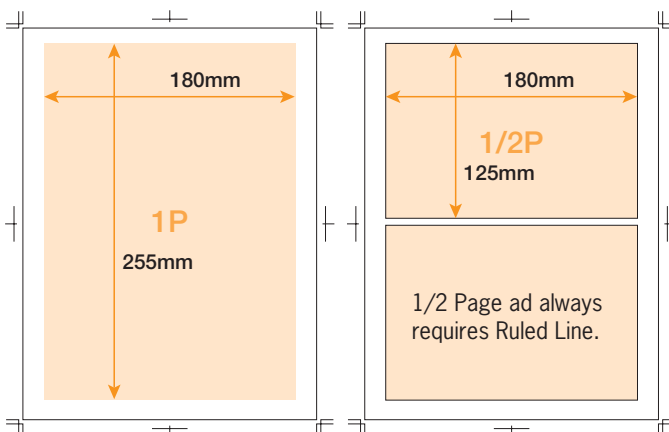
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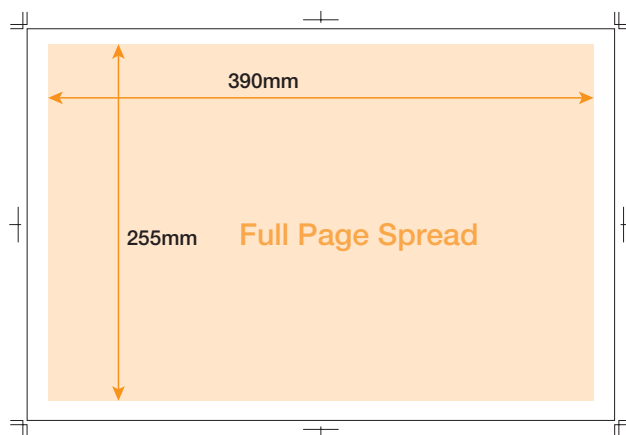
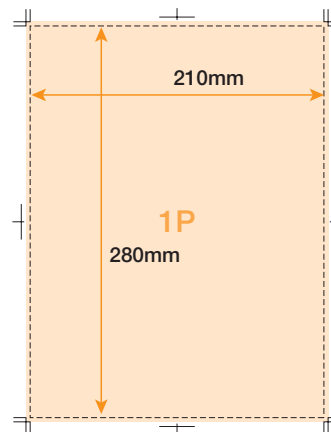
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- Classified info in the general ad : Confirm your local representative beforehand.
- Other rules conform to regulations of The Japan Magazine Advertising Association

### ■ Standard Size



### ■ Bleed Size



### ■ Table-of-Contents Upper Half

