

# Driving Innovation through a Collaboration of Public Agencies and Private Companies

Connected Auto is the leading channel for technology companies to reach engineers, auto manufacturers and other suppliers who design products for the connected and autonomous vehicle industry.



Rates & Schedules

2017 Program

# Connected Auto Quarterly Magazine

## The Magazine for the Connected Auto Industry

Frequency: Monthly  
Distribution: 200,000  
Format: Digital

Additional print copies are available for show distribution

All articles appear in the newsletters and on-line and generate leads

Connected Auto is the pre-eminent publication for the Connected and Autonomous Vehicle Industry.

The content of each issue is informative, forward-thinking and covers V2V (Vehicle-to-Vehicle), V2I (Vehicle-to-Infrastructure), and other topics that affect the development of Connected Vehicles and the future of Intelligent Transportation.

Technology suppliers, academic institutions, public agencies, consultants, analysts and legislators are encouraged to participate in the publication, the website, and the monthly newsletters.



### Article Specifications

Articles are 4-5 pages in length (average).

1,500 to 2,000 words

Word files, diagrams and photos provided by company.

Connected Auto will design the article and provide proofs.

All articles must be approved for content by the editorial board.



### Publication Rates:

1,500 to 2,000 Word Article (Cover Position)	\$4500
1,500 to 2,000 Word Article	\$3500
Authored Article or interview by Connected Auto:	\$6000
Full Page Ads	\$1500
Full Page Product Pages:	\$1500
500 Article Reprints:	\$1200

### Maximize your ROI by signing up for one of these levels in 2017

#### PREMIUM \$40,000

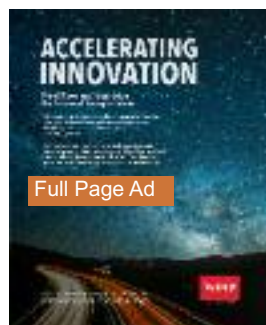
1 Article (Cover Position)	\$4500
1 Authored Interview Article	\$6000
2 Issues Articles	\$7000
4 Full Page Ads	\$6000
4 Product Pages	\$6000
4 Article Reprints	\$4800
12 Newsletter Banners	\$12000
6 Website Banners or Products	\$6000

2 Million Exposures  
**\$52,000 Value**

#### FULL SIZE \$30,000

1 Article (Cover Position)	\$4500
1 Authored Article	\$6000
2 Issues with Articles	\$7000
2 Full Page Ads	\$3000
2 Product Pages	\$3000
1 Article Reprint	\$1200
6 Newsletter Banners	\$6000
6 Website Banners or Products	\$6000

1.4 Million Exposures  
**\$36,700 Value**



# ConnectedAuto.org

## The Website for the Connected Auto Industry

All articles from the magazine and product releases from the newsletters are archived on this site

### LEADERBOARD AD

1X \$1600 3X \$1400 6X \$1250

Size: 728X90 px

Max file size: 40kb File format: GIF, JPG or SWF

### PRODUCT AD (Not Shown)

1X \$1200 3X \$1100 6X \$1000

Image Size: 285x159 px

Title characters: 50 including spaces

Summary characters: 200 including spaces

File format: GIF, JPG or SWF

### MEDIUM RECTANGLE AD

1X \$1200 3X \$1100 6X \$1000

Size: 300x250 px

Max file size: 40kb File format: GIF, JPG or SWF



# Connected Auto Monthly Newsletter

## The Newsletter for the Connected Auto Industry

Frequency: Monthly  
Quantity: 100,000  
Format: Digital

All articles, product listings and banners generate leads

### LEADERBOARD AD

1X \$1600 3X \$1400 6X \$1250

Size: 728X90 px

Max file size: 40kb File format: GIF, JPG or SWF

### PRODUCT AD (Not Shown)

1X \$1200 3X \$1100 6X \$1000

Image Size: 285x159 px

Title characters: 50 including spaces

Summary characters: 200 including spaces

File format: GIF, JPG or SWF

### MEDIUM RECTANGLE AD

1X \$1200 3X \$1100 6X \$1000

Size: 300x250 px

Max file size: 40kb File format: GIF, JPG or SWF



## MID SIZE \$20,000

2 Issues with Articles \$7000  
1 Full Page Ad \$1500  
1 Product Page \$1500  
1 Article Reprint \$1200  
6 Newsletter Banners \$6000  
6 Website Banners or New Product Releases \$6000

1 Million Exposures  
**\$23,200 Value**

## COMPACT \$12,000

2 Issues with Articles \$7000  
1 Article reprint \$1200  
3 Newsletter Banners \$3000  
3 Website Banners \$3000

750,000 Exposures  
**\$14,200 Value**

Connected Auto 2017 Publication Schedule				
Month	Newsletter Publication	Deadline	Magazine Publication	Deadline
January	19-Jan	5-Jan	26-Jan	22-Dec
February	23-Feb	6-Feb		
March	23-Mar	7-Mar		
April	20-Apr	4-Apr	26-Apr	30-Mar
May	23-May	4-May		
June	22-Jun	7-Jun		
July	20-Jul	6-Jul	26-Jul	28-Jun
August	22-Aug	3-Aug		
September	20-Sep	7-Sep		
October	19-Oct	5-Oct	26-Oct	20-Sep
November	21-Nov	2-Nov		
December	19-Dec	5-Dec		

The January issue will be distributed at Embedded World 2017



# Convergence and PATH Form Connected Auto Alliance

*Organization teams Academia, Research, Public Agencies and Technology Manufacturers to advance Connected and Autonomous Vehicle Technologies*

Convergence Promotions LLC, California Partners for Advanced Transportation Technology (PATH) at the University of California, Berkeley and the Institute of Transportation Studies (ITS), have partnered to advance the technologies that connect vehicles to the surrounding infrastructure and other vehicles.



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The alliance between Convergence and PATH will serve a critical role in the connected and autonomous vehicle industry by providing a common platform for stakeholders to share information and promote products to the engineering community and the public.

Tom West, the Co-Director of PATH, states, "For over three decades, PATH has held the pole-position in intelligent transportation systems; pioneering new technologies and continually advocating for the use of innovation to improve transportation safety and mobility. At this point in the evolution from research to implementation, we fully understand the need to engage our technology partners at a deeper level. An alliance with Convergence will help further our mandate to develop and apply emerging ITS technologies to connected vehicle development."

PATH, a research and development program of the University of California, Berkeley, has been a leader in Intelligent Transportation Systems research since its founding in 1986. In collaboration with the California Department of Transportation (Caltrans), administered by ITS, PATH is a multi-disciplinary program with staff, faculty, and students from universities worldwide and cooperative projects with private industry, state and local agencies, and nonprofits.

For over 25 years, Convergence Promotions has been the premier supplier of partner programs and ecosystems for customers like Siemens, Infineon, Microsoft, Intel, ARM, Motorola, NXP and other companies in the Embedded, Automotive, Industrial, Aerospace and IoT markets. Convergence's outreach programs and media channels reach millions of engineers annually through their media channels.

Glenn ImObersteg, the CEO of Convergence, says, "The vision of connected and autonomous vehicles is a global one; and while UC Berkeley and Silicon Valley are natural starting points for this program, other universities, agencies, companies and institutions throughout the world are encouraged to participate and help drive the future of the connected auto."

Connected Auto includes a web site, [ConnectedAuto.org](http://ConnectedAuto.org), a quarterly magazine and a monthly newsletter. Companies and institutions interested in promoting their products and solutions and advancing their position in the connected and autonomous vehicle industry are encouraged to contact either:

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[TomWest@path.berkeley.edu](mailto:TomWest@path.berkeley.edu).

