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Xcell in New Directions

Since its humble beginnings in the Winter of 1988 as “The Newsletter For Xilinx Programmable Gate Array Users,” *Xcell Journal* has strived to inform Xilinx’s growing engineering user base of the latest advancements in Xilinx silicon to ultimately help engineers find the best ways to use Xilinx devices for a seemingly boundless number of applications.

Back in 1988, programmable devices had relatively low gate counts so hardware designers mainly used the devices for “glue logic”—to glue in functionality to designs in the 11th hour of their design projects. In this period, more adventurous engineers even started to use the devices for prototyping ASIC designs. Over the years, Xilinx pounded out innovations to improve the gate counts, performance, feature sets and lower the power consumption of FPGAs—to make the devices a formidable, and what’s more reprogrammable, alternative to ever more prohibitively expensive and complex ASICs.

By the time *Xcell Journal* was celebrating its 10th anniversary, process technologies had advanced into the “deep submicron” (0.25 micron) era, allowing chip companies to manufacture ICs that could accommodate more gates than a typical design team could use in traditional time-to-market windows. To overcome this challenge, the IC design community, Xilinx included, collectively resolved to start integrating reusable intellectual property blocks into IC designs. After a somewhat shaky learning period in which the industry had to figure out how to create reliable, reusable and licensable IP, it has now become standard practice for design teams to use and reuse IP to create massive, yet elegant systems on chip.

Throughout the years, *Xcell Journal* chronicled the evolution of Xilinx’s emergence from its humble beginnings as startup company with a powerful new invention, to a powerhouse in FPGAs and an ever more attractive alternative to ASIC designs, to a vendor of highly versatile reprogrammable platforms. *Xcell Journal* has kept Xilinx’s users informed of every aspect of silicon, IP and software advancements to help foster ingenuity and help customers achieve their design goals.

Today Xilinx is embarking on a new era of system design silicon that not only focuses on delivering to customers the most advanced silicon in the programmable logic world but also all the tools—including IP, EDA software and embedded software—users need to create innovative systems and, in turn, capture marketshare in application segments such as wired and wireless communications, consumer, automotive, industrial, scientific, medical, and Aerospace and Defense.

And as *Xcell Journal* moves into the next decade, we’re making the publication more dynamic, with content ranging from 10,000ft view pieces examining hot new markets to FAEs answering customer questions about implementing designs in Xilinx silicon.

The publication will keep the Xilinx design community informed of emerging applications and trends, what silicon, IP, software and development boards Xilinx and its partners are offering as well as tips and tricks designers should know to get the most out of their Xilinx-driven system designs.

I hope you enjoy reading *Xcell Journal* and become part of an ever-growing Xilinx community that is enabling the next eras of programmable logic innovations.

Cheers,

Mike Santarini

Publisher of *Xcell Journal*



Xilinx *Xcell Journal* Honored With APEX 2010 Excellence in Magazine Awards

SAN JOSE, Calif., July 27, 2010 /PRNewswire via COMTEX/ –

Xilinx, Inc. (Nasdaq: XLNX) today announced the company's *Xcell Journal* magazine has been awarded the APEX 2010 Award of Excellence in two categories: Magazine & Journal Writing and Magazine & Journal Design & Layout. APEX 2010, the 22nd Annual Awards for Publication Excellence, is an international competition that recognizes outstanding publications from newsletters and magazines to annual reports, brochures and web sites.

"*Xcell Journal's* writing is crisp, tight and interesting, and is showcased with first-rate visuals, not least the striking and imaginative cover designs," said John De Lellis, Editor and Publisher of Writing that Works, which holds the APEX competition annually. "The awards were based on excellence in graphic design, quality of editorial content and the success of the entry in conveying the message and achieving overall communications effectiveness."

"It's an honor to receive two prestigious awards in recognition of the quality of *Xcell Journal* magazine," said Mike Santarini, *Xcell Journal* publisher. "We take great pride in delivering a visually stunning magazine with high caliber editorial that keeps our customers abreast of the latest offerings from Xilinx, while providing a platform for them to share innovative FPGA design techniques with their fellow engineers."

In the 22nd Annual APEX Awards, awards were given in 127 communications categories for newsletters, magazines and journals, maga-papers and newspapers, annual reports, brochures, manuals and reports, electronic and video publications, Web and intranet sites, campaigns, programs and plans, writing, design and illustration, and one-of-a-kind publications.

About *Xcell Journal*

Xcell Journal is an award-winning quarterly magazine that provides electronic designers of programmable digital systems with in-depth technical information regarding the latest advances in hardware and software technologies, systems, applications, services, and support. This digital magazine is available free and accessible on any standard Internet browser, requiring no software downloads and allowing readers to browse, search, make notes, email author and click through to advertiser web sites.

Xcell Journal is distributed worldwide to a subscriber base of application engineers, consultants, corporate executives, and engineering managers; hardware, software and system engineers; marketing professionals, educators, and researchers. For additional information, or to download individual *Xcell Journal* articles in PDF format, go to Xcell Online. To subscribe now, go to <http://xilinx.performark.com/subscriptions/>.

About the APEX Awards

The APEX Awards for Publication Excellence is an annual competition for writers, editors, publications staff and business and nonprofit communicators. It is sponsored by Communications Concepts, Inc., publishers of business communication reports, including Writing That Works, a subscription bimonthly for professional communicators, and special reports on topics such as writing feature articles and Web publishing. Visit <http://www.apexawards.com/>.

About Xilinx

Xilinx is the world's leading provider of programmable platforms, with more than 50 percent market share in the programmable logic device (PLD) segment of the semiconductor industry. For more information, visit <http://www.xilinx.com/>.

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SOURCE Xilinx, Inc.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding Xilinx, Inc (PR)'s business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report or Form 10-K for the most recently ended fiscal year.

Xcell Publications Advertising Rates

2011 Xilinx Partner Rates



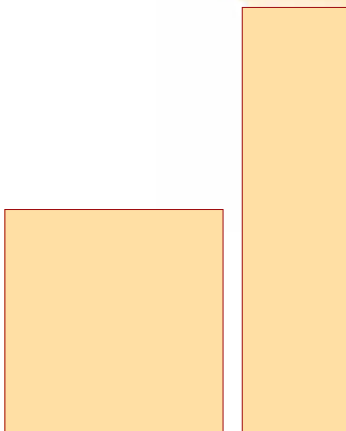
Full Page – 8.5" x 11"

- 1X – \$2800
- 2X – \$2600
- 3X – \$2400
- 4X – \$2200**



1/2 Page Ad – 7.5" x 5.5"

- 1X – \$1650
- 2X – \$1500
- 3X – \$1350
- 4X – \$1200**



1/3 Page Ad – 4.875" x 5" or 2.375" x 9.5"

- 1X – \$1100
- 2X – \$1000
- 3X – \$900
- 4X – \$800**

Digital Media Ads

All files should be Mac formatted. Please include all files, including fonts used in EPS embedded images (no TrueType fonts please). Color is to be CMYK. All images are to be in CMYK mode, saved as EPS or TIFF format. Convert all Pantone colors and RGB images to CMYK.

Preferred software programs are Quark Xpress, Adobe Photoshop, and Adobe Illustrator. Ads created in anything other than Quark Xpress must be saved to allow the ad to be imported into Quark Xpress.

Full Page Ads – Document size should be set to a trim size of 8.5" x 11"; extend the bleed to 1/8" past trim on all sides. All spread ads are to be set up as two separate pages side by side 8.5" x 11"; extend the bleed 1/8". Allow 1/4" safety on both sides of gutter for any copy that may flow across gutter.

For more information, please contact:

Xcell Publications

attn: Xcell Ad Sales/Dan Teie
16887 Skislope Way, Truckee, CA 96161
(800) 493-5551 • Fax: (530) 587-3433
xcelladsales@aol.com

2011-12 Publishing Schedule

Issue	Reservation Deadline	Materials Deadline	Distribution Date
Issue 75	March 31, 2011	April 15, 2011	May 1, 2011
Issue 76	June 3, 2011	June 17, 2011	July 15, 2011
Issue 77	September 2, 2011	September 16, 2011	October 15, 2011
Issue 78	December 2, 2011	December 16, 2011	January 20, 2012

Advertising reservation insertion order forms will be sent to participating partners (2) months in advance from each publishing date listed.

Sales Contact: Dan Teie
Xcell Publications
 16887 Ski Slope Way
 Truckee, CA 96161
 Phone: 800 493-5551
 Fax: (530) 587-3433
 xcelladsales@aol.com

Reservation Form/Insertion Order

Issue 75, 2011

PN#

Company Name _____

Representative _____ Title _____ Department _____

Address _____ City _____

State/Province _____ ZIP Code/Country Code _____

PO# _____ Date Issued _____

Tax ID# _____

Phone _____ Ext. _____ Fax# _____ E-mail _____

Billing Address _____ City _____

State/Province _____ ZIP Code/Country Code _____

Phone _____ Ext. _____ Fax# _____ E-mail _____

Accounts Payable Representative _____

Authorized Signature _____ Date _____

Insertion Order Deadline: March 31, 2011 **Material Submission Date: April 15, 2011**

Ad Space: Full Page 1/2 Page 1/3 Page Special Insert

Total: \$ _____ Rate _____ Part# _____ (see rate card to calculate pricing)

Purchase orders must be made payable to Xcell Publications. Please mail or fax a hardcopy purchase order with this form to:

Xcell Publications
 attn: Xcell Ad Sales/Dan Teie
 16887 Skislope Way, Truckee, CA 96161
 (800) 493-5551 • Fax: (530) 587-3433

To confirm ad reservations, please fill out this *Xcell Journal* Insertion Order and fax form to **(530) 587-3433** or call toll free **(800) 493-5551** for additional information.

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Submit all ads on digital media, preferably Mac formatted, CD ROM, DVD, Jazz disks, or Zip disks.

Ship art to:
Dan Teie
 Xcell Journal Advertising
 16887 Skislope Way, Truckee, CA 96161
 (800) 493-5551

or upload files to: www.blair-media.com/xilinx/upload
 User Name: xilinx Password: user1