

Community  
Development

Online

Branding

Custom  
Solutions

*Cast your*  
**Marketing  
Net**

Mobile

Lead  
Generation

Marketing  
Services

Magazine



2012

**BroadcastEngineering®**

# WHAT'S THE BEST WAY TO CAPTURE THE ATTENTION OF POTENTIAL SALES?

## CAST A WIDE NET!

When you utilize multiple marketing "touches," you're casting a net that targets the right people at the right time. Hitting broadcast and production decision makers at every stage of their buying cycle ensures your message has greater impact and influence.

*Broadcast Engineering's* Marketing Net – the critical communications channels your messaging can utilize – is the most effective vehicle to reach the broadcast buying power. In fact, 95% of surveyed *Broadcast Engineering* subscribers reported they are involved in the purchasing process, with 87% of them initially learning about vendors through marketing campaigns.

### BRANDING

- Print/Digital Advertising
- Online Advertising
- Email Marketing
- Mobile App Advertising
- Digital Reference Guide
- NAB + IBC Videos
- Podcasts
- E-newsletters

### CUSTOM SOLUTIONS

- AdPlus + ExhibitPlus Studios
- Custom Publishing
- Website Development
- Custom Content
- eBooks

**BroadcastEngineering**

### LEAD GENERATION

- Web Seminars
- White Papers
- Essential Guides
- In-Depth Focus
- Special Reports
- Virtual Events

### MARKETING SERVICES

- List Management
- Lead Lifecycling
- eListening™
- SEO Analytics
- Lead Nurturing
- Direct Marketing
- Research + Audits
- Paid SEM

### COMMUNITY DEVELOPMENT

- Social Media
- Online Networking
- Blogs
- Twitter/Facebook
- Microsites

**Broadcast Engineering's** strategic Marketing Net is the most influential resource you can have in your arsenal.

For vendors seeking to drive potential buyers through the purchasing process, our marketing net is proven to work!

## BroadcastEngineering AT A GLANCE

**LAUNCH DATE:** 1959

### SUITE OF MEDIA:

- US/Canada + World Magazines
- US/Canada + World Digital
- BroadcastEngineering.com
- US/Canada + World Mobile Apps
- E-newsletters
- Web Seminars + White Papers
- Essential Guides + eBooks
- In-Depth Focus: Special Reports
- NAB + IBC Videos
- Microsites
- Virtual Events
- Brad on Broadcast Blog
- NAB + IBC Blogs
- Digital Reference Guide
- Penton Marketing Services

### EDITORIAL MISSION:

The revolution in broadcast technologies has brought extraordinary challenges to professionals responsible for production, operations and management. It impacts virtually all phases of their business. *Broadcast Engineering* is dedicated to keeping professionals current with their new technological alternatives, helping them to understand the implications, review their options, and make more informed decisions. We enable decision makers to adapt to change, stay competitive, and maximize productivity through our multiple media channels.

### TOTAL QUALIFIED PRINT CIRCULATION:<sup>1</sup>

- US/Canada: 30,000
- World: 9,811
- Total: 39,811

### ESTIMATED TOTAL ANNUAL EXPOSURES:<sup>2</sup>

- US/Canada Print: 420,000
- US/Canada Digital: 36,228
- World Print: 127,543
- World Digital: 26,268
- World Digital Additional: 120,000
- E-newsletters: 11,228,800
- Web Annual Visits: 1,708,164
- US Mobile App: 5,703
- World Mobile App: 4,268

**Total 2011: 13,676,974**

<sup>1</sup> December 2011 BPA Circulation Statement

<sup>2</sup> *Broadcast Engineering* January 2012 Audience Engagement Report

# WHAT MAKES US THE LEADER IN THE INDUSTRY? EDITORIAL EXPERTISE

Unlike other publications and websites, *Broadcast Engineering* is written and edited by broadcast and production professionals for broadcast and production professionals. Subscribers gain unique peer-to-peer insight on technical issues they can't get from reporter-written publications. Our editorial excellence is what sets us apart, and why industry decision makers continue to count on *Broadcast Engineering's* superior coverage.



**Brad Dick**  
Editorial Director

- More than 30 years of experience in TV/radio engineering
- Former SBE president and secretary/certified SBE PBE
- Awarded six times for editorial excellence
- B.A. & M.A. degrees in broadcast station management

Winner  
of **4**  
ASBPE  
awards

Winner  
of **2** Neal  
awards



**David Austerberry**  
Editor, World Edition

- Former staff systems integrator, BBC
- Former development team member, broadcast manufacturer
- Former product manager, broadcast manufacturer
- Former systems architect, media-hosting provider
- Author on streaming and digital asset management books

## WRITERS AND EDITORIAL BOARD MEMBERS

- **Brad Gilmer** — 36 years broadcast and computer engineering. President, Gilmer & Associates. Column: Computers and Networks
- **John Luff** — More than 35 years of experience in TV facility design. Column: Technology In Transition
- **Aldo Cugnini** — 40 years experience in digital television industry. Project manager and engineer. Column: Transition to Digital
- **Harry Martin** — Member of the law firm of Fletcher, Heald & Hildreth, Arlington, VA, specializing in broadcast law. Column: FCC Update
- **Anthony Gargano** — Former AgileVision CEO, currently consulting in strategic business and technology planning, management and business development. Column: EOM

## PICK HIT AWARDS

The Pick Hit awards are the industry's longest-running and highly prestigious new product technology awards presented at NAB and IBC. Products are selected by an anonymous group of managers, engineers and executives from the broadcast, post and network and satellite industries. The award-winning products and companies are recognized throughout the year!

## The Briefing Room

A VIRTUAL PRESS CONFERENCE

The Briefing Room is a virtual press conference, providing up-to-the-minute information about industry news, products and business announcements. With frequent monthly traffic, this is a great place for sponsors to release their announcements to industry professionals.

## ONLINE EDITORIAL EXPERTISE

Our online editors produce more than 170 articles per month for *Broadcast Engineering's* award-winning E-newsletters.

- **David Austerberry** — Workflow Technology Update
- **Phil Kurz** — HD Technology Update, OTT Technology & Trends, RF Update, News Technology Update, NAB Update, IBC Update
- **Michael Grotticelli** — Beyond the Headlines
- **Philip Hunter** — Beyond the Headlines Europe
- **Franklin McMahon** — Mobile TV Update
- **Jack Kontney** — Audio Technology Update
- **Ned Soseman** — Transition to Digital

## Readers depend on *Broadcast Engineering* as their #1 source for first becoming aware of vendors and their products/equipment:

- 77% want to learn of technological solutions being implemented by peers
- 75% to learn of practical, real life solutions that can be applied to their company
- 64% to locate products/equipment/vendors when they have a specific need
- 58% to stimulate new ideas for use within their operations
- 48% to learn of new vendors

E-newsletter  
Series winner  
of **4**  
MINS best of the  
Web awards

# BroadcastEngineering®

THE MOST INFLUENTIAL SOURCE FOR DETERMINING WHICH VENDORS TO INVEST IN

**Versus competitive media options, Broadcast Engineering is the clear leader in helping vendors brand their products. It is where more buyers:**

- First learn of the existence of individual vendors/equipment
- First form impressions about vendors and equipment
- First position competitive vendors/equipment in their minds
- First determine which brands to evaluate when they move into the buying process
- Are more likely to be stimulated to make contact with vendors

Technology is constantly changing, especially with the conversion to digital. You have to have a place to go for information you can trust to be accurate and comprehensive. *Broadcast Engineering* is that authority!

— Ben Cleary, Technical Management & Engineering, CCH Small Firm Services

**94%** of subscribers have taken action as a result of seeing a vendor's ad

*Broadcast Engineering* is the only industry publication general enough for different segments (broadcast and non-broadcast) but detailed enough for engineers and other decision makers.

— Dave Jensen, Company Management, Live-Online Television IN

**81%** of readers describe our brand as "productive" or "very productive" resources

**86%** of buyers prefer to have already gained insight into the company and their equipment via the vendor's communications program

**Broadcast Engineering is the buyer's most influential source for determining the right vendors and equipment:**

- 81% of readers describe our suite of media resources as "productive" or "very productive," providing them with a full spectrum of content and alternative ways to learn about technologies
- In the last 12 months, nearly all subscribers (94%) have taken action as a result of seeing a vendor's ad
- One of three subscribers recalls purchasing or specifying products

Large technology investments have to go a long way in terms of reliability, ROI and compatibility. A closer relationship with vendors helps better determine that we are making the right technology investments.

— Rich Gehron, Carolina Video Edit Center

**Broadcast Engineering's Marketing Net promotes vendor products and solutions at every stage of the BUYING CYCLE.**

**87%** of buyers report that they initially learn about vendors and their capabilities via communications programs (not the vendor's reps).

"The Broadcast Industry: Changing Dynamics In The adoption of Technology," an independent study conducted by Martin Akel and Associates

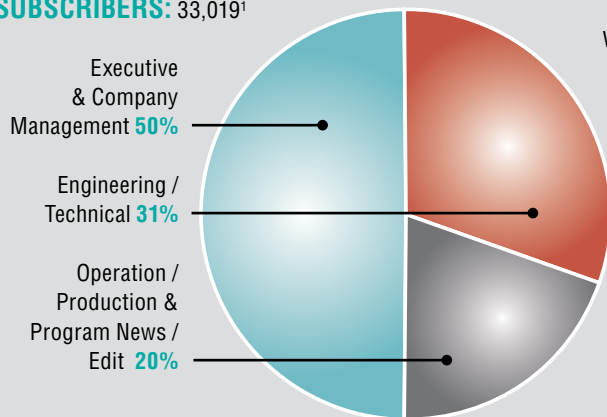
# THE MAGAZINE

## AUDIENCE AT A GLANCE

### US/CANADA EDITION

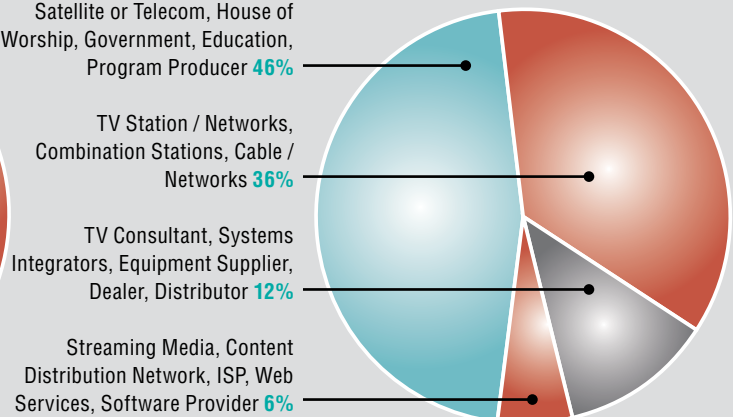
**SUBSCRIBERS:** 33,019<sup>1</sup>

#### BY JOB TITLE



Production, Post Production Facilities, Recording Studios, Satellite or Telecom, House of Worship, Government, Education, Program Producer **46%**

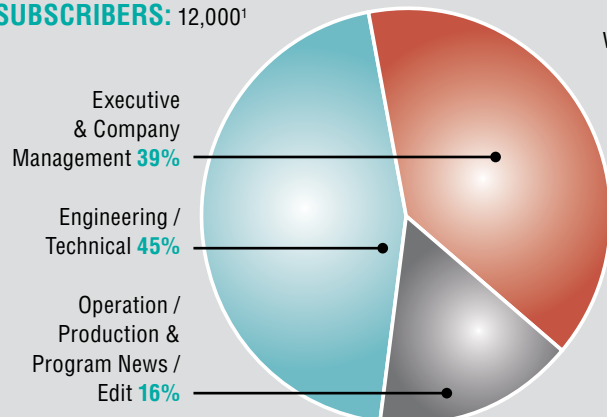
#### BY BUSINESS & INDUSTRY



### WORLD EDITION

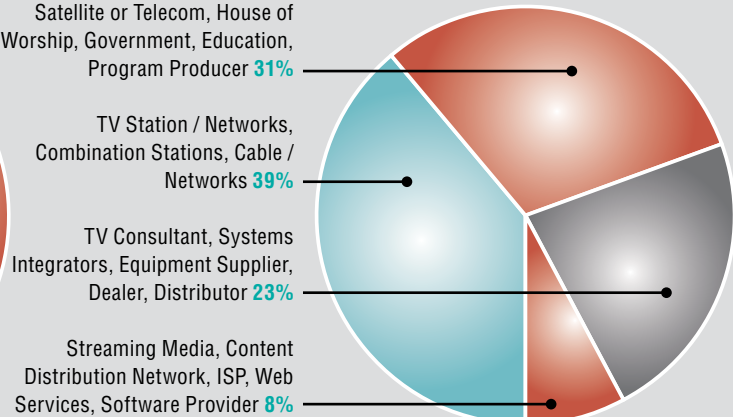
**SUBSCRIBERS:** 12,000<sup>1</sup>

#### BY JOB TITLE



Production, Post Production Facilities, Recording Studios, Satellite or Telecom, House of Worship, Government, Education, Program Producer **31%**

#### BY BUSINESS & INDUSTRY



### 94% OF SUBSCRIBERS HAVE TAKEN ACTION AS A RESULT OF READING ADS<sup>2</sup>



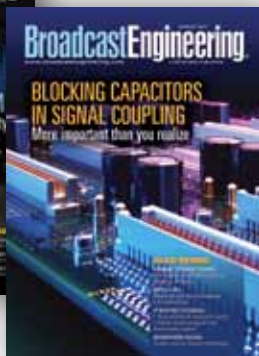
**Nine out of ten** subscribers save their issues for reference<sup>2</sup>

Subscribers refer back to their issues **8.7** times per year<sup>2</sup>

# MAGAZINE + SPECIAL ISSUES



World Edition



US/Canada Edition

## 1 Publication, 2 Editions

Each month, *Broadcast Engineering* delivers your message to more than 45,000 industry professionals worldwide, in separate editions: US/Canada Edition (12 issues, the NAB Special Report and the Digital Reference Guide) and World Edition (12 issues and the IBC Product Source).



### NAB SPECIAL REPORT (US/CANADA)

Capitalize on your NAB exposure post-event in this valuable supplement. Polybagged with our June issue, the NAB Special Report highlights the most important products and innovations from this industry-leading event. This sure-to-be-read-and-referenced special edition is an excellent opportunity for you to reach your target audience and keep your brand's message in front of potential customers.



### IBC PRODUCT SOURCE (WORLD)

Maximize your exposure at IBC in this special supplement. Polybagged with our September issue and distributed at IBC, the IBC Product Source highlights some of the hottest new technologies and solutions to be shown at the event. This sure-to-be-read-and-referenced special edition is an excellent opportunity for you to maximize your presence at the event and drive targeted customers to your booth.



### NAB & IBC SHOW EXHIBITOR MAPS

Help customers easily find your booth at these major industry events. *Broadcast Engineering* produces a show floor map for NAB and IBC. Attendees at these events use our map and refer to it throughout the show. Help draw potential customers to your booth and make it easy for them to find by advertising next to your location.



### ESSENTIAL GUIDES

Get ROI while positioning yourself as an expert in the industry. These six-page solution-oriented instructional guides offer your company a measurable ROI, both in print and online — positioning your company as an expert in the industry and providing you with real-time lead generation.



### DIGITAL REFERENCE GUIDE (US/CANADA)

The competition's listing is getting attention. Can you afford not to be? When television managers, engineers and production professionals are seeking a supplier, they reach for the Digital Reference Guide. Make sure your products/services are highlighted at this critical buying moment — both in print and online.

## MARKET RESEARCH

Advertise in specific issues and gain exclusive insight on how your brand is performing in the industry:

- **AdPlus Studies:** How are your company and products perceived? The AdPlus study helps determine your ad's effectiveness and provides invaluable market intelligence specific to your company and its products/services.
- **ExhibitPlus Studies:** Want to know what attendees thought of your NAB exhibit? Advertise in each of our four US/Canada Edition NAB issues: March, April, June and the NAB Special Report and be part of this valuable research study at no additional charge.

## TRADE SHOW AFFILIATIONS

Utilize our relationships with trade shows to maximize your presence to attendees. We also send copies of the magazines to all major shows, so you'll get the exposure from our regular circulation, as well as the bonus distribution to show floor attendees.

## Bonus Distribution Opportunities:

The most comprehensive bonus distribution schedule in the industry.

### EVENT

NAB 2012  
Broadcast Asia  
IBC 2012  
SMPTE  
AES  
CCW

### DATE

April 14-19  
June 19-22  
Sept 6-11  
Oct 22-25  
Oct 26-29  
Nov 14-15

### LOCATION

Las Vegas  
Singapore  
Amsterdam  
Hollywood  
San Francisco  
New York

### WEBSITE

www.nabshow.com  
www.broadcast-asia.com  
www.ibc.org  
www.smpte.org  
www.aes.org  
www.cwexpo.com

# 2012 EDITORIAL CALENDAR

## BroadcastEngineering

		January	February	March	April
<b>US + Canada</b>	<b>Features:</b> Presenting solution-oriented technology	View from the Top: Interviews with key industry executives	In-depth Industry Focus: Building Facilities: <ul style="list-style-type: none"> <li>• Routing tech</li> <li>• File/formats</li> <li>• Storage</li> <li>• Wire + Cable</li> </ul>	NAB Special Report: <ul style="list-style-type: none"> <li>• Map</li> <li>• New Products</li> <li>• Extended Web coverage</li> </ul>	NAB Product: <ul style="list-style-type: none"> <li>• New product update</li> <li>• Technology Special Report</li> </ul>
	<b>Download:</b> Latest production and broadcast technologies	4K2K solutions for broadcast + production	User-generated video	Graphics systems	Compression technology
	<b>New Media Networks:</b> Managing IT and broadcast technologies	BXF solutions update	MADI audio	File + format conversion	Captioning systems
	Bonus Distribution / Research Opportunity			NAB, ExhibitPlus Study	NAB, ExhibitPlus Study
	Ad Close / Materials Due*	Dec 15 / Dec 22	Jan 19 / Jan 26	Feb 15 / Feb 23	Mar 5 / Mar 12

<b>US + World</b>	<b>Transition to Digital:</b> Understanding digital technology	3-D technology	New broadcast + production solutions	Mobile video technology	Digital rights management
	<b>Production Room:</b> HD solutions for post and broadcast	Grading-quality monitors for the production room	Editing solutions	Microphones	Handling 5.1 audio
	Computers and Networks: Tutorial on IT for engineers	Merging IP with serial digital video	Transporting video over IP	IP addressing	Monitoring IP networks
	<b>Technology in Transition:</b> Showcasing technology at work	Satellite systems	Video storage technology	Portable lighting	Multi-image display solutions

<b>World</b>	<b>Features:</b> Presenting solution-oriented technology	Sound mixing for TV	Outside broadcast production	NAB preview	News production
	<b>Download:</b> Understanding the business of television	Multi-platform DRM	Managing multi-lingual broadcasting	Content delivery networks	Sales + traffic
	<b>Technology in Action:</b> The "how-to" of digital solutions	Safety: RF + towers	3-D playout	Video display technology	T+M advances for 3Gb/s
	Bonus Distribution / Research Opportunity			NAB	NAB
	Ad Close / Materials Due*	Dec 14 / Dec 21	Jan 17 / Jan 24	Feb 17 / Feb 27	Mar 6 / Mar 13

\*Editorial coverage and dates are subject to change.

# 2012 EDITORIAL CALENDAR

(CONTINUED)

## BroadcastEngineering

		May	June	July	August	
US + Canada	<b>Features:</b> Presenting solution-oriented technology	Newsrooms technologies	<b>NAB Special Report</b> Ad Close: May 11 Materials Due: May 18	NAB Replay: • Pick hits • New products	In-depth Industry Focus: Automation • Playout asst sys • Cable + VOD sys • Facility automation • Storage	Video processing systems
	<b>Download:</b> Latest production and broadcast technologies	Monitoring/managing multichannel + VOD		Cameras / lenses	Audio + video routing technology	Summer Olympics Special Report
	<b>New Media Networks:</b> Managing IT and broadcast technologies	Content distribution technology		Weather systems	Merging IP + video	MPEG-4/AVC systems
	Bonus Distribution / Research Opportunity		ExhibitPlus Study		IBC	
	Ad Close / Materials Due*	Apr 24 / May 1	May 17 / May 24	Jun 18 / Jun 25	Jul 17 / Jul 24	

US + World	<b>Transition to Digital:</b> Understanding digital technology	Interactive TV	Wireless video	Internet TV systems + coding	Monitors + displays
	<b>Production Room:</b> HD solutions for post and broadcast	Compression formats: AVCHD, H.264/AVC, NXCAM	Audio consoles	Intercoms	Audio level control
	Computers and Networks: Tutorial on IT for engineers	Basic network protocols explained	Using metadata	Using the MXF file format	Securing video content
	<b>Technology in Transition:</b> Showcasing technology at work	Backup power + UPS	Monitor walls	Facility remote monitoring	Metadata

World	<b>Features:</b> Presenting solution-oriented technology	BCA preview, Cameras & lenses	3-D acquisition	Sports production	IBC preview
	<b>Download:</b> Understanding the business of television	Using the cloud	Over the top delivery	Broadcast management systems	Mobile video delivery
	<b>Technology in Action:</b> The "how-to" of digital solutions	Audio processing + loudness	Video compression	Video server technology	Camera support
	Bonus Distribution / Research Opportunity	Broadcast Asia	AdPlus Study	AdPlus Study	AdPlus Study
	Ad Close / Materials Due*	Apr 23 / Apr 30	May 14 / May 21	Jun 11 / Jun 18	Jul 16 / Jul 23

\*Editorial coverage and dates are subject to change.

# 2012 EDITORIAL CALENDAR

(CONTINUED)

## BroadcastEngineering

		September	October	November	December	
US + Canada	<b>Features:</b> Presenting solution-oriented technology	In-depth Industry Focus: Audio Technology • Consoles/mixers • Audio processing • Test + measurement	IP-media networks	Sports Production Special Report	<b>Digital Reference Guide</b> Ad Close: Nov 7 Materials Due: Nov 14	In-depth Industry Focus: Transmission Systems • RF technology • IP delivery • Remote broadcast
	<b>Download:</b> Latest production and broadcast technologies	Live broadcast solutions	Wire + cable, fiber optics	Video processing systems		Speakers + audio monitor systems
	<b>New Media Networks:</b> Managing IT and broadcast technologies	DLT solutions + backup	Compression technology	Media storage + servers		The cloud solution
	Bonus Distribution / Research Opportunity	CCW, AES, SMPTE, AdPlus Study	AdPlus Study	AdPlus Study		
	Ad Close / Materials Due*	Aug 20 / Aug 27	Sep 18 / Sep 25	Oct 18 / Oct 25	Nov 12 / Nov 19	

US + World	<b>Transition to Digital:</b> Understanding digital technology	Digital distribution technology	Audio + video interfaces	Multiplexing	MPEG systems + tools
	<b>Production Room:</b> HD solutions for post and broadcast	Camera support equipment	Production automation	Wireless microphones	Asset management
	<b>Computers and Networks:</b> Tutorial on IT for engineers	System administration	Configuring IP routers	Using the AAF file format	Building backup + disaster protection systems
	<b>Technology in Transition:</b> Showcasing technology at work	Fiber in the studio	Production switchers	Encoding technology	File-based workflow systems

World	<b>Features:</b> Presenting solution-oriented technology	<b>IBC Product Source</b> Ad Close: Aug 3 Materials Due: Aug 10	Studio production	Microphone techniques	Graphics production	Playout automation
	<b>Download:</b> Understanding the business of television		IT for broadcast	Business process management	Program archives	Channel branding
	<b>Technology in Action:</b> The "how-to" of digital solutions		Audio monitoring	Production servers	Control room acoustics	Transmitters
	Bonus Distribution / Research Opportunity	IBC				
	Ad Close / Materials Due*	Aug 3 / Aug 10	Sep 14 / Sep 21	Oct 15 / Oct 22	Nov 12 / Nov 19	

\*Editorial coverage and dates are subject to change.

# 2012 PUBLICATION ADVERTISING RATES (NET)

## GLOBAL RATES

	1x	6x	12x
Full Page	\$9,837	\$9,345	\$8,958
2/3 Page	\$8,122	\$7,769	\$7,539
1/2 Island	\$6,503	\$6,187	\$5,953
1/2 Page	\$6,503	\$6,187	\$5,953
1/3 Page	\$5,188	\$5,027	\$4,905
1/4 Page	\$4,346	\$4,161	\$4,041
1/6 Page	\$3,647	\$3,574	\$3,447

## US/CANADA EDITION RATES

	1x	6x	12x
Full Page	\$7,346	\$7,065	\$6,739
2/3 Page	\$6,094	\$5,861	\$5,606
1/2 Island	\$4,898	\$4,661	\$4,421
1/2 Page	\$4,898	\$4,661	\$4,421
1/3 Page	\$3,881	\$3,746	\$3,634
1/4 Page	\$3,221	\$3,060	\$2,959
1/6 Page	\$2,651	\$2,610	\$2,498

## WORLD EDITION (EMEA, ASIA) RATES

	1x	6x	12x
Full Page	\$4,950	\$4,617	\$4,458
2/3 Page	\$4,059	\$3,850	\$3,818
1/2 Island	\$3,231	\$3,072	\$3,020
1/2 Page	\$3,231	\$3,072	\$3,020
1/3 Page	\$2,604	\$2,538	\$2,498
1/4 Page	\$2,211	\$2,142	\$2,092
1/6 Page	\$1,907	\$1,858	\$1,812

## COLOR RATES

For SWOP red, yellow, blue, green or orange run with black, Match Color (PMS) or 5-color please contact your sales manager.

## NAB SPECIAL REPORT

Tabloid Spread	\$11,925
Tabloid Page	\$8,365

## IBC PRODUCT SOURCE\*

Tabloid Spread	\$8,019
Tabloid Page	\$5,594

\*World Edition will have bonus distribution at IBC

## COVER & POSITION

### PREMIUM RATES

2nd Cover	Add 25%
3rd Cover	Add 20%
Back Cover	Add 25%
Opposite TOC	Add 15%
Opposite all Columns	Add 15%
Guaranteed Position	Add 15%

\*Every issue contracts only for all cover positions

## CLASSIFIED RATES

1-inch minimum. By-the-word classified rates: \$2.75 per word insertion. Initials and abbreviations count as full words. Minimum classified charge is \$55.

Classified	1x	6x	12x
2-1/8 x 1"	\$198	\$176	\$171

Contact Julie Dahlstrom at 312-840-8436 for a full rate sheet.

## AD SPACE DIMENSIONS

### Monthly Issues and Digital Reference Guide

#### Publication trim size

SPACE SIZE	7-3/4" (19.7 cm)	10-3/4" (27.30 cm)
Full Page Trim Size	7-3/4" (19.7 cm)	10-3/4" (27.30 cm)
Full Page Bleed	8" (20.3 cm)	11" (28 cm)
Full Page Live	7-1/4" (17.8 cm)	10-1/4" (25.4 cm)
2-Page Spread Trim Size	15-1/2" (39.4 cm)	10-3/4" (27.30 cm)
2-Page Spread Bleed	15-3/4" (40 cm)	11" (28 cm)
2-Page Spread Live	15" (38.1 cm)	10-1/4" (25.4 cm)
2/3 Page	4-5/8" (11.7 cm)	10" (25.4 cm)
1/2 Island	4-5/8" (11.7 cm)	7-3/8" (18.7 cm)
1/2 Horizontal	7" (17.8 cm)	4-7/8" (12.4 cm)
1/2 Vertical	3-3/8" (8.6 cm)	10" (25.4 cm)
1/3 Vertical	2-1/4" (5.7 cm)	10" (25.4 cm)
1/3 Horizontal	7" (17.8 cm)	3-1/4" (8.2 cm)
1/4 Horizontal	7" (17.8 cm)	2-3/8" (5.9 cm)
1/3 Square	4-5/8" (11.7 cm)	4-7/8" (12.4 cm)
1/4 Standard	3-3/8" (8.6 cm)	4-7/8" (12.4 cm)
1/6 Vertical	2-1/4" (5.7 cm)	4-7/8" (12.4 cm)
1/6 Horizontal	4-5/8" (11.7 cm)	2-3/8" (5.9 cm)
Column Width	2-1/4" (5.72 cm)	

**Live area:** Penton Media strongly recommends that any critical copy — text or image — be kept to a minimum of 1/4" from all trim edges.

**Gutter allowance:** For two-page spreads, we do not require a gutter allowance. However, we strongly recommend that any copy should be positioned a minimum of 1/8" out from both sides of the spread center mark.

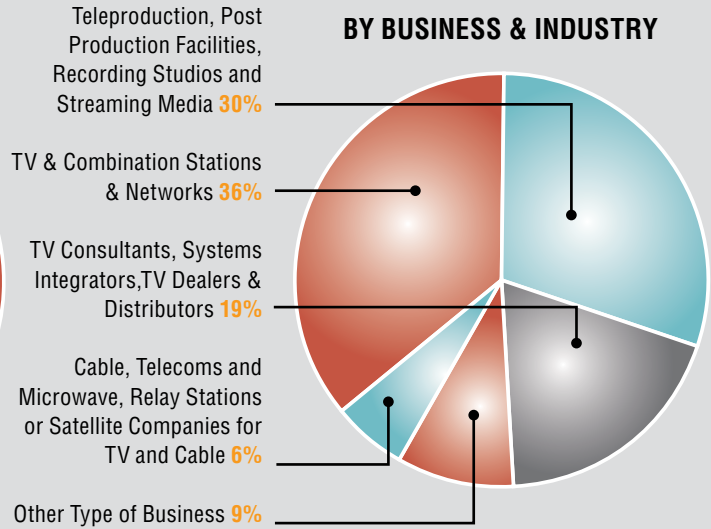
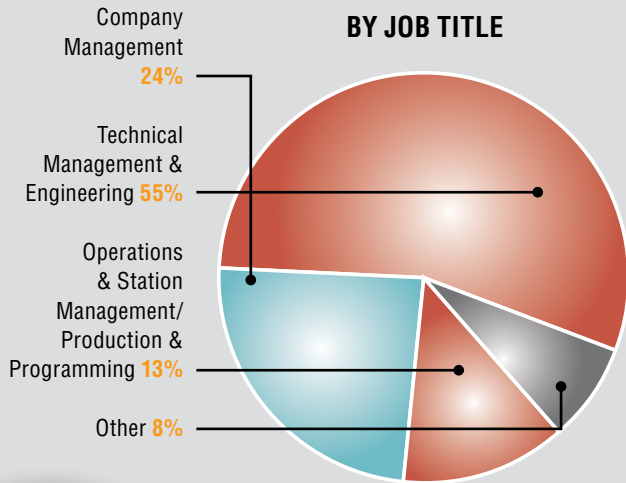
## NAB SPECIAL REPORT & IBC PRODUCT SOURCE TABLOIDS

### Publication trim size: 10-7/8" (27.62 cm) 15-3/4" (40 cm)

SPACE SIZE	WIDTH	DEPTH
Tabloid Page Trim Size	10-7/8" (27.62 cm)	15-3/4" (40 cm)
Tabloid Page Bleed	11-1/8" (28.3 cm)	16" (40.6 cm)
Tabloid Page Live	10-1/4" (26 cm)	15-1/8" (38.4 cm)
Tabloid Spread Trim Size	21-3/4" (55.24 cm)	15-3/4" (40 cm)
Tabloid Spread Bleed	22" (56.2 cm)	16" (40.6 cm)
Tabloid Spread Live	20-1/2" (52.1 cm)	15-1/8" (38.4 cm)
Standard Page Trim Size	7-3/4" (19.7 cm)	10-3/4" (27.30 cm)
Standard Page Bleed	8" (20.3 cm)	11" (28 cm)
Standard Page Live	7-1/4" (17.8 cm)	10-1/4" (25.4 cm)
1/2 Horizontal Tabloid	10" (25.4 cm)	7-1/4" (18.4 cm)
1/3 Horizontal Tabloid	10" (25.4 cm)	4-1/2" (11.4 cm)
1/4 Horizontal Tabloid	10" (25.4 cm)	3-3/8" (8.6 cm)
2/3 Page	4-5/8" (11.7 cm)	10" (25.4 cm)
1/2 Island	4-5/8" (11.7 cm)	7-3/8" (18.7 cm)
1/2 Horizontal	7" (17.8 cm)	4-7/8" (12.4 cm)
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1/3 Vertical	2-1/4" (5.7 cm)	10" (25.4 cm)
1/3 Square	4-5/8" (11.7 cm)	4-7/8" (12.4 cm)
1/4 Standard	3-3/8" (8.6 cm)	4-7/8" (12.4 cm)
1/6 Vertical	2-1/4" (5.7 cm)	4-7/8" (12.4 cm)
1/6 Horizontal	4-5/8" (11.7 cm)	2-3/8" (5.9 cm)
Column Width:	2-3/16" (5.55 cm)	

## AUDIENCE AT A GLANCE

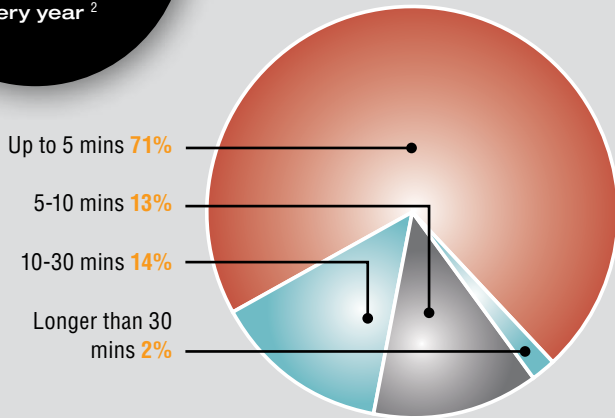
### ONLINE VISITORS<sup>1</sup>



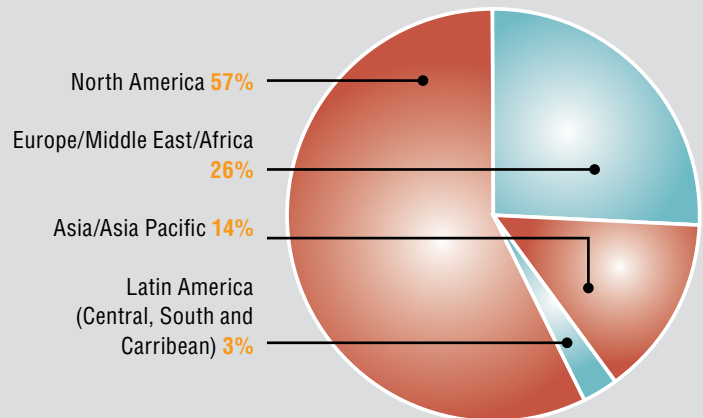
### SITE TRAFFIC

3.1 million page views,  
1.6 million visitors every year<sup>2</sup>

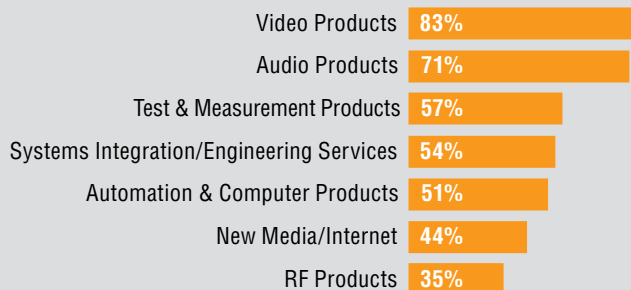
#### TIME SPENT PER VISIT<sup>2</sup> (3-Month Average)



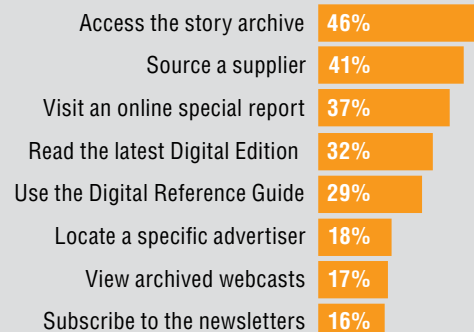
#### VISITS BY COUNTRY<sup>2</sup> (3-Month Average)



**97% OF VISITORS TO *BROADCASTENGINEERING.COM* ARE INVOLVED IN THE PURCHASING PROCESS FOR THEIR ORGANIZATION.<sup>1</sup>**



**VISITORS TO *BROADCASTENGINEERING.COM* USE THE WEBSITE TO:<sup>1</sup>**



# WEB + DIGITAL MEDIA PRODUCTS



## RUN-OF-SITE ADVERTISING

Reach over 130,000 unique broadcast professionals browsing news-based content every month with highly visible banner positions and unique creative opportunities. All banner positions have been integrated into the site design and editorial content so that advertisers receive maximum brand exposure.

### Banner Positions:

- (1) 728X90 Leaderboard
- (2) Top 300X250 Boombo
- (3) Top 180x150
- (4) Bottom 180x150
- (5) Bottom 300X250 Boombx

## MICROSITES

Capitalizing on our website, e-newsletter and search engine relationships, a *Broadcast Engineering* custom built microsite allows you to drive qualified broadcast professionals to your exclusively sponsored, relevant content:

- Featured sponsor content
- Branding on the page, along with promotional campaign to drive traffic
- Registration forms for white papers, downloads, etc
- Ability to post video
- Social media links
- Other related links to *Broadcast Engineering* articles

## ONE-STOP ADVERTISING SPONSORSHIP

Finding all of the information on the hottest broadcasting topics has never been easier. *Broadcast Engineering's* one-stop landing pages quickly connect our readers with critical and timely news, commentary, research and metrics on the most important broadcast topics. You can be the sole owner of all the advertising real estate on a one-stop page, exclusively positioning your brand alongside specific, relevant content.

### One-Stop topics currently include:

- Audio
- Automation
- HDTV
- Infrastructure
- Newsrooms
- Products
- RF and Mobile TV
- Storage & Networking
- Test & Measurement
- News
- Production
- OTT
- ENG

## MOBILE APPS



Available for both US/Canada and World content, *Broadcast Engineering's* mobile apps allow you to target prospects via the fastest growing media platform – the smart phone!

### APP SPONSORSHIP:

- Sponsor image on App promotion emails
- Exclusive sponsor screen messaging, 320x480
- 320x250 ROA (Run-of-App) exposure (where not sold)
- 728x90 ROS exposure on BroadcastEngineering.com

### CONTENT CHANNEL SPONSORSHIP:

- 320x250 exposure on select channel
- Logo and text placement in related e-newsletter 2x/month (based on availability)

## DIGITAL EDITIONS



Our monthly online versions of the US/ Canada and World Editions provide readers with an enhanced, interactive experience and enable you to link ads directly to your website, white papers, demos etc. Plus, sponsorships and ala carte options provide exposure in the notification email, blow in ads and more.

### SPONSORSHIP PACKAGE:

- 180x150 banner on Digital Edition notification email
- 180x150 banner exposure in Digital Edition drawer
- 180x150 banner ROS exposure on BroadcastEngineering.com
- Live link on ad placement

*Ala carte options available, ask your sales manager*

# WEB + DIGITAL MEDIA PRODUCTS



## AWARD-WINNING E-NEWSLETTERS



4-time winner

Winner

### 2 Sponsorship Programs Available Based on Frequency:

- (1) Exclusive Banner Ad Sponsorship: 468x60, 50 words, URL
- (2) Tower Ad Sponsorship: 160x600, 50 character headline, 50 words, URL
- (3) Text Ad w/Logo and Link: 120x60 logo, 50 words, URL

### NAB and IBC Show Update

Special weekly show preview and review e-newsletters spotlight the latest news, products and technology for these two trade shows. Attendees receive the latest new product and company information, show updates and event-scheduling information. **Weekly before, during and after each show**

### Beyond the Headlines

Late-breaking updates on FCC actions, industry news and the latest in new technology. Includes the newest products and technologies aimed at content creation and production applications for the production, broadcast, cable, satellite and Internet communities.

**2x Weekly (Monday & Thursday)**

### Beyond the Headlines – Europe

Updates on technology news, standards, government regulations, new products and company business news. Includes the latest products and technologies designed for content creation and production applications in the broadcast, cable, satellite and Internet communities.

**Weekly (Monday)**

### OTT Technology & Trends

Timely news on the fast-changing landscape of over-the-top Internet video creation, storage, management and delivery. Includes coverage of technology trends, the evolving policy and regulatory environment, usage and delivery trends, new product coverage, and an insightful podcast with a new technology trendsetter in every edition.

**2x Monthly (2nd & 4th Wednesdays)**

### News Technology Update

From the latest engineering and technology trends in acquisition to the evolution of news production workflow, News Technology Update offers the insightful reporting and perspective to stay informed. As TV news evolves onto new delivery platforms like the Web and mobile devices, so does the coverage in each edition.

**2x Monthly (1st & 3rd Fridays)**

### RF Update

News and tutorials on DTV-related issues, including: FCC actions, industry news and station build-outs. This E-newsletter focuses on transmitters, antennas, ENG equipment, test and measurement, and the latest products for the RF engineer.

**2x Monthly (1st & 3rd Thursdays)**

### Audio Technology Update

Focuses on the demanding art and science of audio capture, recording, posting and delivery. From microphones to mixing to monitoring, level control and 5.1 surround, readers learn about the latest new audio solutions and how to apply them. Highly targeted at practical solutions, readers learn about the newest products available to solve audio problems.

**2x Monthly (2nd & 4th Sundays)**

### HD Technology Update

Covers the fast-paced world of high definition broadcast, production, workflow and delivery. Each edition features a variety of HD and industry news, the latest developments in HD, 2K, 4K and 3-D production, important statistics and studies tracking the changing HD landscape, new HD products and an insightful audio podcast interview with an HD newsmaker.

**2x Monthly (1st & 3rd Tuesdays)**

### Workflow Technology Update

Workflow is today's word for efficiency. In the fast-paced world of media production and content delivery, creating, producing and moving A/V assets quicker and with fewer resources is just expected. This resource focuses on new ways to completing tasks—faster and with fewer resources.

**2x Monthly (1st & 3rd Wednesdays)**

### Transition to Digital

A tutorial on digital technology written by front-line engineers. These practical, first-hand and first-person lessons help engineers stay atop of both new and old technology.

**2x Monthly (1st & 3rd Sundays)**

### Mobile TV Update

Covers the next wave of technology for the delivery of premium content to millions of viewers. Broadcasters, telcos and service providers need to act fast to capture this audience by responding to dynamic changes in both technology and consumer demands. Readers receive the latest news about the mobile TV industry, regulatory updates, standards decisions, equipment solutions and new revenue possibilities.

**2x Monthly (1st & 3rd Tuesdays)**

# WEB + DIGITAL MEDIA PRODUCTS

## EDITORIAL WEB SEMINARS

Capture highly qualified, targeted leads while aligning your brand with the broadcast and production content leader. *Broadcast Engineering's* free-to-attend educational web seminars cover key technical and operational topics and provide you with an exceptional opportunity to reach a large, engaged audience.

### Features Include:

- 30-second promotional ad at beginning of web seminar
- Dedicated PowerPoint slide
- Branding on all promotions and landing pages
- Option to include a special offer (white paper, demo etc.)
- 3-5 qualification questions during registration
- Logo on pre-event and archived information
- Archived for 12 months
- Qualified leads with full event summary

## SPONSOR FEATURED WEB SEMINARS

Present your new products/technology to the industry and fill your sales pipeline with pre-qualified prospects. We'll work with you to decide topic and schedule.

### Features Include:

- 45-minute presentation with 15 min Q&A post event
- 3-5 qualification questions during registration
- Branding on all promotions and landing pages
- Speaker photos and links to expanded participants' bios and contact information
- Link to related resources, such as white papers, training seminars, websites, video product demos, etc.
- Exit Survey
- Logo on pre-event and archived information
- Archived for 12 months
- Qualified leads with full event summary

## VENDOR WEB SEMINAR MARKETING PROGRAM

Boost registration and extend the reach of your own web seminar by partnering with *Broadcast Engineering* and our subscriber list of highly engaged, qualified professionals.

### Sponsorship Includes:

- Email invitations to our opt-in database
- E-newsletter promotion before and after event
- Web seminar archived online for 12 months

### WEBCAST PROMOTIONS:

- Email: 3 registration invitations to our opt-in database. Sponsor may send to dealer and client database (Publisher's approval of sponsored message required). Reminder and thank you messages sent to all registrants.
- E-newsletters: ad promotions before and after event
- Website: ROS banner ad promotions



In 2011,  
*Broadcast Engineering's* web seminars produced 8,000+ registrations

# WEB + DIGITAL MEDIA PRODUCTS

## WHITE PAPERS

Capture leads while sharing your expertise—post your white paper to [BroadcastEngineering.com](http://BroadcastEngineering.com) and get qualified leads that can be retained, tracked and prospected in real-time. Two sponsorship packages are available; contact your sales manager for more information.

## CUSTOM EMAILS

You create the email messaging and *Broadcast Engineering* will send it to our subscribers on your behalf. It's a great way to extend the reach of your brand marketing, while leveraging the buying power of our broadcast audience.

### Campaign Includes:

- Tailored message to *Broadcast Engineering* subscribers
- Your ready-to-deploy HTML
- Subject line
- Suppression file
- Detailed metrics:
  - » Deliveries
  - » Open rate
  - » Click-throughs by URL
- Select geographic targeting available

## CUSTOM E-NEWSLETTERS

Position yourself as a thought leader and generate leads! *Broadcast Engineering's* editorial staff will secure an independent expert to write an article that can either be produced as a .pdf for download or posted as an article page on [BroadcastEngineering.com](http://BroadcastEngineering.com).

### Campaign Includes:

- Delivery to 35,000 subscribers
- Independent expert article
- Production + layout with a test to sponsor for approval
- Leads from article download
- 120x60 + 50 words of copy, URL
- 300x250, URL
- Up to 3 additional resource links
- Lead time: 4 weeks for first deployment; 2 weeks for additional blasts on same topic

## NAB & IBC BLOG SPONSORSHIPS

Maximize your exposure before, during and after the NAB/IBC Show(s). *Broadcast Engineering* editors and consultants provide behind-the-scenes and topical perspectives during NAB and IBC. From pre-show press conferences to post-show wrap-up and everything in between, these blogs are where readers—at the show and around the world—go for convention coverage, and where vendors go for exceptional show-related exposure. Supported by an extensive promotional campaign driving awareness and traffic to the blog, you'll receive optimal exposure and ensure your brand's message stays top-of-mind during the event(s).



Video Network

Reach more than  
**130,000**  
decision makers

## VIDEO NETWORK

There's a reason video has exploded across the Web...its ability to educate, demonstrate, communicate and motivate is unlike any other marketing tool in our arsenal. Educate prospects on your product's capabilities and offer solutions, demonstrate market knowledge, build a relationship of trust, communicate what makes your products different and motivate prospects to buy! You'll reach our focused broadcast audience, in a much shorter time, without ever setting foot in your customer's office.

Three sponsorship levels are available. Don't have video capabilities? *Broadcast Engineering* can produce a video for you. Contact your sales manager for more information.

## BETV AT NAB + IBC

Increase your visibility at NAB and/or IBC with *Broadcast Engineering's* video coverage. The *Broadcast Engineering* staff, in conjunction with a professional video crew, will produce five to ten news stories during each of these conferences. Each video will capture a keynote speaker, news maker, personality or company product review along with a staff interviewer and are recorded on the exhibit floor.

Sponsorship allows you to keep your branding message top-of-mind at these events, both to conference attendees and those who couldn't make it to the show. Ask your sales manager for sponsorship details!

## CUSTOM VIDEOS

Let *Broadcast Engineering* produce a custom NAB or IBC video for you. We'll come to your booth and shoot your product demonstrations or the topic of your choice, and give you the video to use in your promotions, YouTube channel, etc.

Packages include hosting your custom video on *Broadcast Engineering's* Video Network through December 31st, and e-newsletter and Web banner promotions. Ask your sales manager for details!

# WEB + DIGITAL MEDIA PRODUCTS



## DIGITAL REFERENCE GUIDE

### Your competitor's listing is getting attention, can you afford not to be?

With 80% of buyers more likely to evaluate a broader range of technology and vendor options before purchasing,<sup>1</sup> you can't afford not to be listed in the print and online Digital Reference Guide. Reach broadcast and production professionals at the most critical point in the buying process – as they are actively planning and searching for products and services.

- 69% of subscribers have referenced the guide<sup>2</sup>
- 59% consider it helpful during their buying process<sup>2</sup>
- 96% save their print edition for more than 6 months<sup>2</sup>
- 62% share their copy with more than two additional readers<sup>2</sup>

New improvements enable you to be even more visible to your customers when you add your photos, videos, pdfs, press releases and create product showcases. Easier to find and navigate, your enhanced listing stands out to the thousands of unique visitors who come to broadcastengineering.com each month; helping you generate ROI and drive traffic back to your own website.

For sponsorship information and packages, please contact:

**Julie Dahlstrom**  
312.840.8436  
Julie.Dahlstrom@penton.com

## PENTON MARKETING SERVICES We know Your Customers

Broadcast Engineering can now offer you the comprehensive resources of an agency, developing a full range of content solutions, digital services and lead nurturing and qualifying services that leverage our deep broadcast and production knowledge and customer relationships!

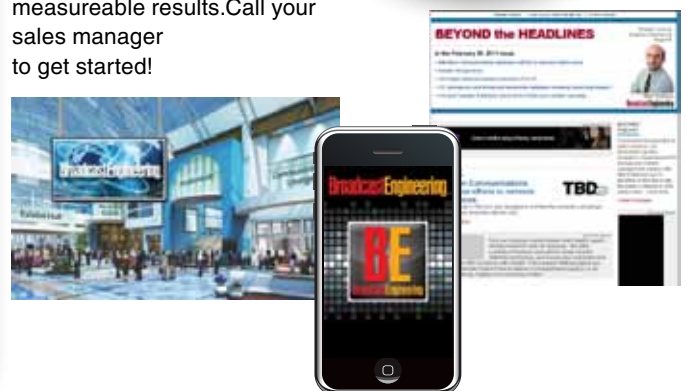
Taking the guesswork out of your next marketing initiative, Penton Marketing Solutions will build a custom designed communications program that differentiates you from the competition. We'll work closely with you to analyze your business needs and develop strategic marketing solutions to realize your goals, including:

- Custom Content
- Research + Audit Products
- Lead Lifecycling
- Website Development
- Social Media eListening
- Search Engine Optimization
- Paid Search Engine Marketing
- Mobile
- Video

Whether your objective is building your brand, lead generation, internal communications, product launch or all of the above and more, Penton Marketing Services will create a winning program that delivers measureable results. Call your sales manager to get started!

With expertise across 17 industries, Penton Media brands are recognized independent authorities in the markets they serve.

Penton knows business, and knows how to create and disseminate the vital content that helps businesses succeed.



<sup>1</sup>"The Broadcast Industry: Changing Dynamics In The adoption of Technology," an independent study conducted by Martin Akel and Associates  
<sup>2</sup>2010 Paramount Research

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# BroadcastEngineering®

