

REACH KEY INDUSTRY PROFESSIONALS ONLINE

broadcastengineering.com averages over 3.6 million page views from over 1.5 million unique visitors every year.*

69% of subscribers visit the web site at least monthly**

\$542,857

Average budget for equipment and services each visitor to the web site is evaluating for purchase in the next 12 months**

32% of subscribers visit the web site at least weekly**

17% 16.8% of visitors to the web site have a budget of over \$1 million for equipment and services they are evaluating for purchase in the next 12 months**



Target the Right Mix of Industry Professionals**

- > Technical Management & Engineering.....**54.7%**
- > Company Management**24.1%**
- > Production & Programming/ Operations & Station Management **13.3%**

Visitors to broadcastengineering.com either specify, recommend, approve, purchase or influence** the purchase of:

- > Video Products:**82.8%**
- > Audio Products:.....**71.1%**
- > Test & Measurement Products:**56.5%**
- > Systems Integration/ Engineering Services:.....**53.9%**
- > Automation & Computer Products:**51.3%**
- > New Media/Internet:**43.5%**
- > RF Products:.....**34.9%**

Visitors to broadcastengineering.com use the web site to:**

- > Access the story archive:.....**45.7%**
- > Source a supplier:.....**40.5%**
- > Visit an online special report:**36.6%**
- > Read the latest e-zine:**31.9%**
- > Use the Digital Reference Guide:**28.9%**
- > Locate a specific advertiser:.....**18.1%**
- > View archived webcasts:**17.2%**
- > Subscribe to the newsletters:.....**16.4%**

Follow us on **twitter**
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facebook
facebook.com/broadcastengineering

* October 2009 SiteCatalyst Report based on traffic from September 2008-August 2009.
**2009 Online Demographics Study

ONLINE OPPORTUNITIES



Run of Site Advertising

Combining IAB-certified standards and advanced ad management technology, *Broadcast Engineering* can provide you with maximum visibility among web site visitors.

Banner Positions:

- > 728x90 Leaderboard
- > Top 300x250 Boombox
- > Top 180x150
- > Bottom 180x150
- > Bottom 300x250 Boombox

One-Stop Advertising Sponsorship

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

One-Stop categories include:

Audio, Automation, ENG, HDTV, Infrastructure, Newsrooms, Products & Reviews, RF and Mobile TV, Storage & Networking, Test & Measurement

Microsites

Microsites allow you to utilize our web site, newsletter and search engine relationships to drive qualified users to exclusively sponsored, relevant content. (Includes 3 pages of sponsor content, 2 monthly updates/refreshes, up to 10 registration forms for white papers, downloads, etc. and promotion on the web site and in the newsletters.)

Website Technical Specs

Formats currently accepted:

GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliver

Will accept for testing:

DHTML, Audio, Real, Shoshkeles, Tomboy

Non-accepted formats:

Java, Java Applet, Video

3rd Party Ad Serving:

The Publisher will accept most 3rd Party Ad Tags including DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and file sizes:

728x90, 300x250, 180x150: 36k

Frames and looping:

Maximum frames=four; looping=three times

Materials due:

Two business days prior to posting for banner ads and five days prior to posting for rich media ads. Includes referring URL and alternate text with instructions.

Cancellation policy:

Banners, sponsorships and newsletters require a two-week written cancellation notice.

More detailed specs available upon request.

ONLINE RESOURCES/NETWORKING VEHICLES MAXIMIZE YOUR PRESENCE



Editorial Webcasts

Broadcast Engineering Editorial Webcasts feature a 45-minute presentation from an independent expert on a hot industry topic, followed by a 10-15 min Q&A session. With your sponsorship, you'll receive a 30-second radio-type promotion at the beginning of the Webcast, with a dedicated PowerPoint slide. All Webcasts are archived on broadcastengineering.com for two months. Don't miss this opportunity to position your company as an education leader in the marketplace. Contact your sales manager today for available topics and Webcast schedules.

Sponsor Featured Webinars

These Webinars provide a unique, interactive opportunity for you to present your new products/technology to the industry and obtain highly qualified sales leads. This format creates an environment to educate potential customers on the advantages of your new technology/system and brand your company as a leader in the field by

educating the industry. The webinar will be included in the Webinar Archive on the broadcastengineering.com site. Contact your sales manager for more details or to schedule your Webinar today.

NAB & IBC Blog Sponsorships

Our expert editorial team gathers the sights and sounds of events during NAB and IBC. They add their insights and impressions to give readers at the show – and literally around the world – a vicarious taste of the event. For those who aren't able to attend the event(s), the blog becomes their central news portal into the show's exciting events, new products and company news. Sponsor one of these blogs to align your message with this cutting-edge information.

Brad On Broadcast

An exciting weekly dialog with readers, this blog is hosted by editorial director, Brad Dick who offers his viewpoint on key industry issues and those most affecting the magazine's readers. From technology to budgets, from competition to industry cutbacks, Brad discusses these and other hot topics every week. Sponsor this blog to align your message with this cutting-edge information and maximize your exposure.

Briefing Room

Broadcast Engineering's Briefing Room is a virtual press conference and provides up-to-the-minute information about industry news, products, technology, and business announcements, direct from their source. With frequent monthly traffic, visitors to broadcastengineering.com have made the Briefing Room a key resource for timely information. Increase your exposure on the web site with an exclusive sponsorship that includes road block position on the landing page and articles linking from the landing page.

BETV

Broadcast Engineering TV provides video news coverage from major events such as NAB and IBC. The magazine staff in conjunction with a professional video crew produces daily news stories throughout the event. Each story captures a keynote speaker, news maker, personality or company product review along with a staff interviewer. Maximize your visibility during the event by sponsoring one of these Vlogs. Sponsorship includes a pre-roll message on sponsored videos, rotating banner ads and logo on the landing page, branding on video player, additional ROS exposure and logo/text ad in daily newsletter from the show floor.

Podcasts

Each week *Broadcast Engineering* editors, supported by reporters from around the world, offer a five-minute podcast reporting on the latest in broadcast and production news and technology information. These podcasts provide readers with must-have information in an easy-to-access format whether they listen directly from the web site or download the file and listen on-the-go. Connect with a truly engaged audience and build strong brand recognition by sponsoring these weekly podcasts.

White Papers

Let readers learn from your expertise. Submit your White Paper to broadcastengineering.com and capture qualified leads that can be retained, tracked and prospected in real time. Two packages are available; contact your sales manager for more information.

IN YOUR PROSPECTS' INBOX AND ON THEIR DESKTOP

Newsletters

Deliver your message right to your targets' inboxes by placing your advertising message within a timely, informative, contextual environment, carrying the latest industry news, trends, and information. Our must-read newsletters drive unrivaled audience interaction, which helps you increase your branding and raise response.



Technology updates and special interest newsletters deliver information on tightly niched topics:

- > **Beyond the Headlines:** Blasts every Monday.
Weekly updates on industry news, product reviews, and FCC updates.
- > **RF Update:** Blasts 1st and 3rd Thursdays
- > **News Technology Update:** Blasts 1st and 3rd Fridays
- > **Sports Technology Update:** Blasts 2nd and 4th Fridays
- > **Automation Technology Update:** Blasts every Wednesday
- > **Audio Technology Update:** Blasts 2nd and 4th Sundays
- > **HD Technology Update:** Blasts 1st and 3rd Tuesdays
- > **ENG Update:** Blasts 2nd and 4th Wednesdays
- > **Transition to Digital:** Blasts 1st and 3rd Sundays
- > **Mobile TV Update:** Blasts 1st and 3rd Tuesdays
- > **New Products Update:** Blasts 1st and 3rd Mondays
- > **NAB Update:** Blasts weekly before, during and after NAB
- > **IBC Update:** Blasts weekly before, during and after IBC

Custom Newsletters

Custom newsletters can be created to deliver major impact. You'll be the sole-sponsor of a particular topic of interest, and you'll "own" the category.



Broadcast Engineering World Ezine

The monthly Ezine is an online version of the World Edition, with an enhanced interactive reading experience. Readers can zoom in on diagrams, click on your ads, link directly to your website, and more. You can get in the ezine with just a 15% upcharge to your print rate.

Custom Announcements

Increase your deliverables by leveraging the strength of *Broadcast Engineering* as a trusted source for up-to-date- information. We'll develop and deploy your message to 35,000 opt-in subscribers and provide the following metrics post blast: number of deliveries, message open rate and number of click throughs.

Newsletter Technical Specs

Formats accepted: GIF, Animated GIF, JPEG. No Rich Media. **Dimensions and file sizes:** Banner Ad: 468 x 60, max. 25K, 50 words of text, and URL. **Tower Ad:** 120 x 600, max. 40K, 50 words of text, and URL. **Text & Logo Ad:** 120 x 60 Logo or Image, max. 25K, 50 words of text, and URL. **3rd Party Ad Serving:** We will accept most 3rd Party Ad tags. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags at actual size, no 1X1s. All 3PAS must be accompanied by anti-caching documentation. **Materials due:** Five business days prior to publication.

MORE ONLINE RESOURCES



Job recruitment is the next biggest growing area online, so you'll want your company to be part of this momentum. JOBZone, our network-wide online job bank, provides a unique opportunity to deliver your message to those hard-to-reach passive job seekers and turn them into potential job candidates. Let JOBZone be your resource for reaching an expanded market. Contact Julie Dahlstrom for more information: Julie.Dahlstrom@penton.com.



Broadcast Engineering Specialized Training

Broadcast Engineering has partnered with Zeus Broadcast to create an introductory series of training workshops targeted specifically to broadcast operations and engineering staffs. These courses are designed to introduce new technology, solutions and operations to professionals in the industry. All course information is contained in an online, self-paced, complete program accessible from any computer. Training is provided in an easy-to-learn and retain format with courses prepared by industry experts and former broadcast consultants. Watch a demo at <http://broadcastengineering.com/webcast/best/>

Penton Custom Solutions

Taking the guesswork out of your next marketing initiative. Penton Custom Solutions exists to provide our clients with custom designed communications programs that differentiate them from their competitors. To accomplish specific client objectives, Penton is experienced in creating integrated strategies that include print, electronic, database, and research elements that are proven in establishing our clients as leaders in their respective markets.

Whether the objective is brand awareness, thought leadership, internal company communications, new product introduction or lead generation, Penton Custom Solutions will create a winning program and provide measurable return on investment.

Our products include:

- >White Papers
- >eBooks
- >Microsites
- >Webinars
- >Virtual Tradeshows
- >Supplements
- >Custom Magazines
- >Research
- >List Rental
- >Reprints

Custom Research

Our team of highly accredited research experts can customize a research study for you using online, telephone, mail, focus group, or central-location data collection methods. Our expertise is backed by a proprietary database of more than 6 million business-to-business names, providing access to an engaged audience willing to participate in market research studies. With our quality names, you can create an ideal study sample of targeted individuals in specific markets and job function. With these results, you will be armed with the critical market intelligence you need. Penton Research services include: project design, survey construction, list selection, survey deployment and hosting, data collection, data processing, tabulation, basic and advanced statistical analysis, and reporting.