

BROADCAST ENGINEERING PODCASTS

Increase your visibility—brand yourself weekly on *Broadcast Engineering's* Podcasts

Broadcast Engineering editors, supported by reporters from around the world, offers a weekly podcast, reporting on the latest in broadcast and production news and technology information.

During each five-minute podcast, *Broadcast Engineering* will inform listeners about breaking developments and interview experts, providing readers with must-have information in an easy-to-access format. The podcasts will focus on the technology pertinent to all broadcast and production personnel. Visitors will be able to listen directly from the web site or download the file and take the information with them.

Here are just a few reasons to become the exclusive sponsor of these weekly podcasts:

- build strong brand recognition
- position your company as leading-edge
- connect with a truly engaged audience that chose to access/download the podcast
- receive lasting exposure in the marketplace with your sponsorship posted and available on our on-demand archives, and more!

EXCLUSIVE SPONSOR RECEIVES:

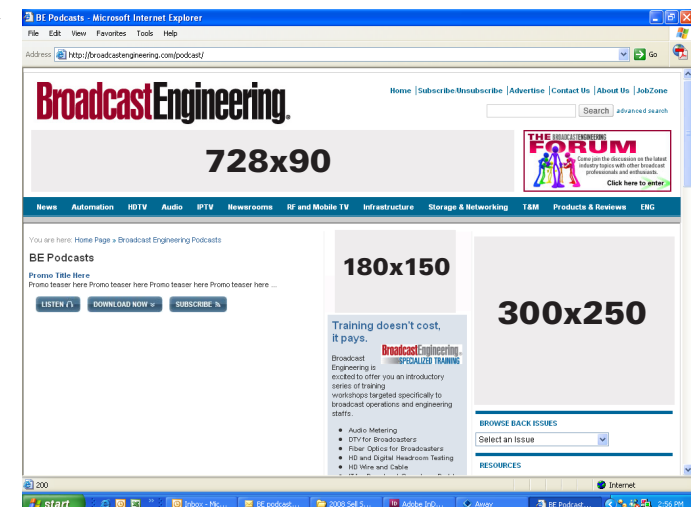
- Pre-roll message on podcast (50-words of copy to be read by *Broadcast Engineering* staff)
- All three rotating banner ads on podcast landing page (728x90, 300x250, 180x150)
- Logo placement on podcast cover page (120x60)
- Branding on podcast player (300x250)
- Additional ROS exposure in 728x90, 300x250 and 180x150 ad units

SPONSORSHIP COST: \$5,000/MONTH

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Sample Podcast Landing Page



Sample Podcast Player

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