

2013

2013 Editorial Calendar & Advertising Information

www.tvtechnology.com

TVTechnology

BROADCAST • PRODUCTION • BROADBAND • SATELLITE • MOBILE

WWW.TVTECHNOLOGY.COM

TV Technology's bi-weekly frequency provides readers the most timely news, insightful reporting and product information in the industry. Only **TV Technology** delivers applications-oriented features, information about new technologies affecting the industry, incisive commentary and user reports and equipment reviews spanning the entire professional video market.

In the News/Expanded Show Coverage

From breaking news stories to in-depth features, **TV Technology** offers readers updated news and investigative reports on major topics facing the professional video industry. Each issue includes:

In the News: Topics range from advances in production workflows, multichannel distribution and OTT, to regulatory news from Washington.

Show Coverage: **TV Technology's** team of reporters and correspondents blanket all major industry trade shows, including NAB, IBC, SCTE, CES, AES, InfoComm, NRB, SMPTE and more.

With six issues before, during and after NAB, **TV Technology** covers the most important event in the industry like no other publication. Preview coverage kicks off with the March 20 NAB Preview issue and concludes in May with two dedicated post-show reports: the first featuring the news of the show; the second devoted to product news from the show floor, as well as **TV Technology's** own Mario and STAR awards.

2013 Vendor & Product Directory

TV Technology's popular year-end directory features an expanded listing section and a

recap of the year's biggest news, making it an indispensable resource that readers will refer to all year long, both in print and now, online.

Technology Trends/Special Reports/News Technology/Multiplatform News

Get an inside look at how emerging technologies are impacting the industry in **TV Technology's Technology Trends/Special Reports**. This section offers readers a technically detailed look at how specific technologies are being used in real-world applications. **TV Technology's** quarterly special section, **News Technology**, offers lively features, profiles and equipment roundups for the fast-changing, technically challenging world of broadcast news.

Multiplatform News

is a quarterly publication from the editors of B&C, **TV Technology** and Multichannel News, targeting TV station and cable operator executive and technology management. With nearly three quarters of today's television audience multitasking on multiple screens, managing the myriad of content streams has become more complex for today's content providers. Multiplatform News will take an in-depth look at the various platforms and formats and how the industry is capitalizing on the opportunities of this new media landscape.

Sportsview

The **Sportsview** section of **TV Technology** offers a down-on-the field and behind-the-scenes look at how complex sporting events are covered, from acquisition to graphics to transmission and everything in between.



26 Issues—In print and online—More NAB News Faster!

Delivering more frequency, more circulation and more editorial pages than its closest competitor, **TV Technology** is recognized as the authoritative technology news publication for the professional video industry. The BPA-audited circulation ensures that you reach over 30,000 video equipment buyers in the broadcast, cable, production, post production, corporate and new media markets.

Insider's Look

Want to learn about new technologies and applications from the user's perspective? Readers get the first-person perspective in **Insider's Look**, written by and about industry insiders. **HD Tips and Techniques** offers advice and updates from industry experts on the latest advances in highdefinition technology and production.

Equipment Guide/Equipment Review/Eye on Equipment

Fourteen categories cover the spectrum of professional video gear in the monthly **Equipment Guide** section — encompassing everything from cameras and lenses to switchers and servers. Industry experts test, tweak and review high-end and mid-level products in **TV Technology's Equipment Review** section.

Online News/E-Mail Newsletters/Digital Edition/Ebooks

When breaking news in technology develops, readers will find it first through our newly expanded daily e-mail newsletter, **TV Technology Newsbytes**, as well as **Doug Lung's RF Report**, and monthly newsletters **ProMedia Today** and **Audio Tips**; and prior to the shows, **NAB Sneak Peek** and **IBC Sneak Peek**. The newsletters are available by e-mail or at www.tvtechnology.com.

With the **Digital Edition** of **TV Technology**, readers can get the latest issue of **TV Technology** the day it hits the streets. Featuring the same content as the print edition, the easy-to-browse digital edition of **TV Technology** is delivered straight to your e-mail box every two weeks.

Get in-depth analysis and research into the industry's hottest topics with **TV Technology Ebooks**, available via e-mail or at www.tvtechnology.com.

TV Technology Channels

Leveraging the strength of our print and online content, **TV Technology** now offers online **Channels** or micro-sites on a subject of your choice. Your company receives exclusive sponsorship of this site for one year and shares in the content development. The site features a mix of original stories from **TV Technology** editors, as well as your own white papers, user profiles and case studies.

Readers find Channels to be an easy-to-access, online destination of well-rounded information on technologies affecting our industry. Sponsors build their brand awareness and loyalty in this targeted educational environment.

WebSeminar Sponsorships

Host your own live educational seminar to preregistered **TV Technology** subscribers without the travel time and the related expense. *Contact Publisher for more details.*

White Papers Resource Center

Place your Technical White Paper(s) including abstract and company overview in the **TV Technology White Paper Resource Center** and generate pre-qualified sales leads of the users downloading your papers. **TV Technology** will host and promote the paper(s) and provide unlimited leads that are generated during the promotional period. *Contact your representative for all inclusive pricing info.*



NewBay Media educates professionals in audio, musical instruments, video, broadcast, systems installation, and K-12 Education with the information they need to excel in their business by providing dynamic, inspired, creative, interactive awareness to readers, advertisers, associations and other partners around the world. Built upon an information network of award-winning magazines, online communities, and conferences and events, NewBay Media reaches more professionals worldwide in print, in person and online.



2013 Editorial Calendar

Editor in Chief: Tom Butts • Tel: 703-852-4631 • FAX: 703-852-4585 • e-mail: tbutts@nbmedia.com

Issue Date	In The News/ Show Coverage	Technology Trends	Sportsview/ What's On TV	Insider's Look	Buyer's Guide Equipment Reviews	Deadlines
Jan. 2 	Archiving and LTFS CES2013 Preview	News Technology Gear on the Go	Winter X-Games XVII (Jan. 24-27 Aspen, Col.)	Digital Journal Video Over IP	User Reports Video Servers & Recording/Controllers Reference Guide Recordable Media/ Furniture & Racks	Editorial: Dec. 3, 2012 Ad Close: Dec. 5 Ad Due: Dec. 10
Jan. 16	Backpack ENG Portable Storage	Studio Consoles	Specialty Cameras	Video Profiles & Perspectives Newsroom Automation	Equipment Reviews Cameras & Accessories	Editorial: Dec. 17, 2012 Ad Close: Dec. 19 Ad Due: Dec. 24
Feb. 1	CES2013 Post Show Report HPA Retreat Feb. 18-22, Indian Wells, Calif.)	Integrated Production Systems	Super Bowl XLVII (Feb. 3, New Orleans)	Digital Journal Digital Audio	User Reports Signal Converters/ Intercoms Reference Guide Character Generators	Editorial: Jan. 1, 2013 Ad Close: Jan. 2 Ad Due: Jan. 7
Feb. 13	NRB2013 Preview (Feb. 18-21, Nashville)	Fiber, Cabling & Connectors	Hockey	HD Tips & Techniques Lighting	Eye on Equipment Lenses	Editorial: Jan. 14 Ad Close: Jan. 16 Ad Due: Jan. 21
March 6	Digital Content Management	News Technology Audio/Mics	College Basketball	Digital Journal Routing	User Reports Mobile, Remote & IP-ENG Reference Guide Microwave Links	Editorial: Feb. 4 Ad Close: Feb. 6 Ad Due: Feb. 11
March 20	★ 2013 NAB SHOW PREVIEW (April 6-11, Las Vegas)					Editorial: Feb. 18 Ad Close: Feb. 20 Ad Due: Feb. 25
March 27 	NAB Show Update	Special Report Station Automation	Golf	Video Profiles & Perspectives Archiving	User Reports: Cameras, Lighting & Batteries Reference Guide Promoters	Editorial: Feb. 25 Ad Close: Feb. 27 Ad Due: Mar. 4
April 1	★ NAB Show: Profiles in Excellence		Baseball	Digital Journal Field Production	Eye on Equipment Multiviewers	Editorial: Mar. 4 Ad Close: Mar. 6 Ad Due: Mar. 11
April 8	NAB Show Late-Breaking News	Wireless Mics	Editing Sports	Video Profiles & Perspectives Intercoms	Equipment Reviews Camera Support	Editorial: Mar. 11 Ad Close: Mar. 13 Ad Due: Mar. 18



FEATURED COLUMNS (first issue of every month):
Inside Audio, Let There Be Lighting, Media Server Technology,
RF Technology, Video Networking*, Technology Corner*

* Bi-monthly



FEATURED COLUMNS (second issue of every month):
Audio By Design, Digital TV, Focus on Editing, Multiscreen Views,
Masked Engineer*, Cloudspotter's Journal*, Count On IT*

★ Denotes Bonus Distribution At Trade Shows

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Apr 24	 Cloud-based Production	Special Report OTT	Extreme Sports	HD Tips & Techniques Fiber Transport	User Reports Test Equipment/ Signal Monitoring Reference Guide Clock Systems	Editorial: Mar. 25 Ad Close: Mar. 27 Ad Due: Apr. 1
May 8	NAB SHOW POST SHOW NEWS					Editorial: Apr. 8 Ad Close: Apr. 10 Ad Due: Apr. 15
May 29	InfoComm Preview (June 12-14, Orlando) The Cable Show Preview (June 10-12 Washington D.C.)	NAB SHOW POST SHOW PRODUCT REVIEW & AWARDS				Editorial: Apr. 30 Ad Close: May 1 Ad Due: May 6
 May 29						
June 12	 Advances in Video Monitors	Newsroom Graphics	Virtual Sets	Digital Journal Station Automation	User Reports Production Switchers/ Editing & Graphics Reference Guide Video Delay Gear	Editorial: May 13 Ad Close: May 15 Ad Due: May 20
June 26	 Streaming Video Profile	Prompting	Auto Racing	Video Profiles & Perspectives Lenses for HD	User Reports Transmitters, Antennas, Satellites & Power Tubes Reference Guide Antennas	Editorial: May 28 Ad Close: May 30 Ad Due: June 3
July 10	 SIGGRAPH Preview (July 21-25, Anaheim) IP-based newsgathering	News Technology Production	Sports Graphics	HD Tips & Techniques Test & Measurement	Eye on Equipment Furniture	Editorial: June 10 Ad Close: June 12 Ad Due: June 17
July 24	 Advances in Lighting Technology	Multi-image Displays	Regional Sports Networks	Digital Journal Camcorders	User Reports Routing & Master Control Switchers Reference Guide Power Conditioning	Editorial: June 24 Ad Close: June 26 Ad Due: July 1
Aug. 7	 Satellite Transmission Closed Captioning/Subtitling	Audio Monitoring	Weather Graphics	Video Profiles & Perspectives Storage	Eye on Equipment Audio Consoles	Editorial: July 8 Ad Close: July 10 Ad Due: July 15
Aug. 21	 Facility Design: Audio Traffic & Billing	Special Report ENG Trucks	Tennis	Digital Journal Advances in Terrestrial TV	User Reports Cameras, Lenses & Media Reference Guide Batteries	Editorial: July 22 Ad Close: July 24 Ad Due: July 29



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* Bi-monthly



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Sept. 4	 IBC2013 Preview (Sept. 12-17 Amsterdam)	News Technology Automation/Digital Content Management	Football	HD Tips & Techniques Editing	User Reports Fiber, Cable & Connectors/ Utility Switchers Reference Guide Video Patch Panels	Editorial: Aug. 5 Ad Close: Aug. 7 Ad Due: Aug. 12
Sept. 18	 30 Years of TV Technology Mobile TV	4K Production	Sports Production Trucks	Digital Journal Digital Translators	User Reports Audio Reference Guide Microphones	Editorial: Aug 19 Ad Close: Aug 21 Ad Due: Aug 26
+	Multiplatform News					
Oct. 2	 Test & Measurement SCTE Cable-Tec Expo Preview Oct. 18-20, (location TBA) AES2013 Preview (Oct. 17-20, New York)	Special Report Video over IP	Studio Lighting	Video Profiles & Perspectives Monitors	Equipment Reviews Storage & Recording	Editorial: Sept. 2 Ad Close: Sept. 4 Ad Due: Sept. 9
Oct. 16	 SMPTE 2013 Preview (Oct. 21-24, TBA) IBC2013 Post Show Report	Transcoding	Microphones in Sports	Digital Journal Archiving/Storage	User Reports Camera Heads, Tripods & Pedestals Reference Guide Shipping/Carrying Cases	Editorial: Sept. 16 Ad Close: Sept. 18 Ad Due: Sept. 23
Nov. 6	 Large Sensor Cameras HD World Preview (Nov. 20-21, New York)	Lenses	Stadium Update	HD Tips & Techniques Cameras	Eye on Equipment ENG/SNG Trucks	Editorial: Oct. 7 Ad Close: Oct. 9 Ad Due: Oct. 14
Nov. 20	 Channel in a Box Loudness Monitoring	Servers	Sports Audio	Digital Journal Switchers	User Reports Video Monitors Reference Guide Multiviewers	Editorial: Oct. 21 Ad Close: Oct. 23 Ad Due: Oct. 28
Dec. 4	 Advances in Microwave	News Technology Production Trucks	Reality TV	Video Profiles & Perspectives Master Control	User Reports Station Automation/ Digital Content Management Reference Guide Newsroom Automation/ Traffic & Billing	Editorial: Nov. 4 Ad Close: Nov. 6 Ad Due: Nov. 11
Dec. 18	 2014 International CES Preview (Jan. 7-10, 2014, Las Vegas)	Production Switchers	Wildlife TV	HD Tips & Techniques Formats	Equipment Reviews Monitors	Editorial: Nov. 18 Ad Close: Nov. 20 Ad Due: Nov. 25
	 2014 Vendor & Product Directory	2014 VENDOR & PRODUCT DIRECTORY (Mailed with Dec. 18 Issue)				Editorial: Nov. 11 Ad Close: Nov. 13 Ad Due: Nov. 18
	FEATURED COLUMNS (first issue of every month): Inside Audio, Let There Be Lighting, Media Server Technology, RF Technology, Video Networking*, Technology Corner*			* Bi-monthly		FEATURED COLUMNS (second issue of every month): Audio By Design, Digital TV, Focus on Editing, Multiscreen Views, Masked Engineer*, Cloudspotter's Journal*, Count On IT*

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Rate Card #31

Effective January 2013. All rates include 4 color, are in U.S. dollars and are per insertion.

Tabloid Size	1x	3x	6x	12x	18x	26x	52x
1 page	\$7,555.00	7400	7215	7205	6785	6475	6185
1/2 page	\$6,300.00	6190	5965	5730	5550	5440	5175
1/3 page	\$5,095.00	4990	4855	4655	4505	4400	4250
1/4 page	\$3,730.00	3660	3550	3395	3290	3215	3060
1/6 page	\$2,350.00	2305	2240	2150	2085	2035	1950

Junior/Standard

1 page	\$6,800.00	6705	6500	6215	6010	5850	5575
2/3 page	\$5,470.00	5375	5225	5005	4805	4700	4510
1/2 page	\$4,010.00	3935	3820	3665	3540	3465	3300
1/3 page	\$3,180.00	3155	3025	2900	2810	2745	2610
1/4 page	\$2,500.00	2450	2370	2280	2200	2175	2035
1/6 page	\$1,825.00	1770	1765	1650	1590	1560	1490

General Column Inch \$350.00

Product Showcase	\$710.00	690	650	635	625	610	590
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Classifieds

1-9 column inch	\$135.00	130	125	120			
Prof card	\$155.00						
Classified Line	\$2.00						

Custom Marketing Solutions

Reprints

Ordering reprints of articles which appear in TV Technology is an inexpensive and effective way to maximize your exposure in the market. PDFs are also available for website posting. Contact Caroline Freeland at: 703-852-4610; e-mail: cfreeland@nbmedia.com

List Rental

Reach over 31,000 highly responsive decision-makers in the broadcast, cable, production and professional video marketplace. Demographic and purchasing authority selects are available. Contact Tracey Dwyer at: 212-378-0455; e-mail: tdwyer@nbmedia.com

Custom Publishing

Our design team provides a full range of custom publishing services, including print and electronic newsletters, catalogs and advertorials.

For more information, or to reserve advertising space, contact your regional sales representative:

Eric Trabb, Group Publisher
212-378-0400 ext 532
Fax: 732-588-0834
etrabb@nbmedia.com

U.S. Central, New England & Canada
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vytas@nbmedia.com

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703-852-4600 ■ Fax: 703-852-4582

ADVERTISING MATERIAL SPECIFICATIONS

Preferred Format for Electronic Ad Files:

Provide a 100% Ready-To-Print Adobe Acrobat 5 PDF

Checklist:

- CMYK color and grayscale only
No RGB or spot color
- 300 dpi images
- Flatten all transparency
- Embed all fonts
- Exactly center page in PDF
- Include crop marks for all full page ads and partial page ads that bleed off the page.

Full Page Bleed Ads

Create your document at trim size (10.625" x 13"). Then add 3/16" bleed to all 4 bleed edges.

Full page ad should arrive with crop marks and bleed. This is the preference specified by TV Technology's printer.

Formats we accept:

- Adobe Photoshop CS3
- TIFF/JPEG
- Adobe Illustrator CS3
- EPS
- PDF - Acrobat v.5 (PDF 1.4) and later

All applications must be used in accordance with the manual instructions for 4-color printing.

A JPEG version of your ad, labeled as low resolution proof for internal review can accompany your ad.

NewBay Media's production department works in a Macintosh OSX Adobe InDesign CS4 environment.

If another file format is used, other than one of the above programs indicated, a fee may be charged for additional work time. A file may also be refused if it is not compatible.

Note: Advertisements that have excessive use of dark colors may print with heavy dot gain, resulting in a darker outcome than represented on the original color proof. Ink density limit is 300%. Recommended ink density is 275%.

Very Important: All transparent artwork needs to be flattened by the advertiser in the native program or during the PDF creation process. All fonts must be embedded.

Digital Media we accept: CD ROM

Electronic transfer - All files must be compressed (Zip, Stuffit) before sending.

An online ad portal system is coming soon to TVT. Until then, files may be sent:

- **Email** — Send files to the sales support person listed below. **7 MB Limit.**
- **FTP** — Use our easy web interface.

Web Browser:

<http://www.ourftpsite.com>

Login Info:

Use the Guests magazine-title drop-downs on the right, choose TV Technology.
Password: guest
After new screen opens click: Add
After you have highlighted your advertisement's zip file in the finder window, click: Upload

Notify cfreeland@nbmedia.com that the ad is uploaded.

Fetch or other FTP application:

Hostname: 64.90.181.19
Username: TV Technology
Connect using: FTP
Password: guest



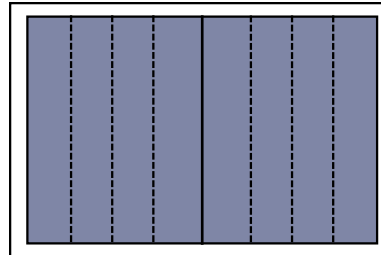
Send Ad Material to:

TV Technology, c/o Caroline Freeland cfreeland@nbmedia.com
5285 Shawnee Rd, Ste 100 703-852-4610
Alexandria, VA 22312 USA Fax: 703-852-4583

Disposition of materials: All advertising material will be held by TV Technology for two years from date last run.

STANDARD AD SIZES AND DIMENSIONS

(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT

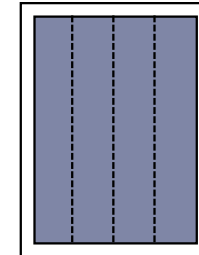


TABLOID PAGE SPREAD

Trim/Document Size:
21 1/4 in x 13 in
59.8 cm x 33 cm

Bleed: Additional 1/4" beyond the trim size

Live area: No text should come within 1/4" of the trim

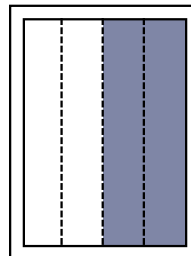


TABLOID PAGE

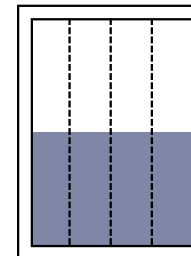
Trim/Document Size:
10 5/8 in x 13 in
26.9 cm x 33 cm

Bleed: Additional 1/4" beyond the trim size

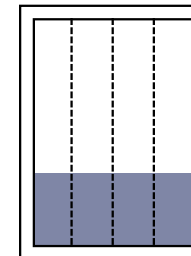
Live area: No text should come within 1/4" of the trim



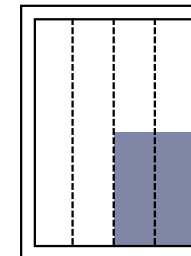
1/2 TAB PAGE VERT.
4 3/4 in x 12 in
(12 cm x 30.4 cm)



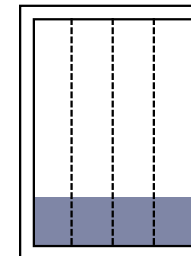
1/2 TAB PAGE HORIZ.
9 5/8 in x 6 in
(24.4 cm x 15.2 cm)



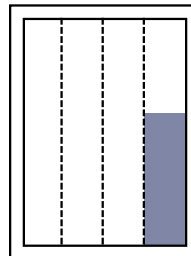
1/3 TAB PAGE HORIZ.
9 5/8 in x 4 in
(24.4 cm x 10.1 cm)



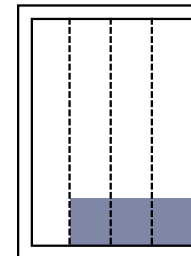
1/4 TAB PAGE VERT.
4 3/4 in x 6 in
(12 cm x 15.2 cm)



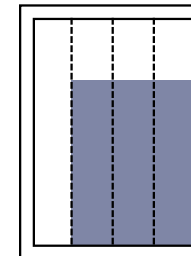
1/4 TAB PAGE HORIZ.
9 5/8 in x 3 in
(24.4 cm x 7.62 cm)



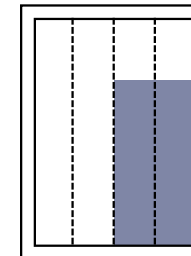
1/6 TAB PAGE VERT.
2 1/4 in x 7 1/2 in
(5.7 cm x 19 cm)



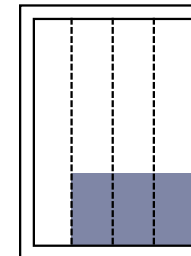
1/6 TAB PAGE HORIZ.
7 1/8 in x 2 1/2 in
(18 cm x 6.3 cm)



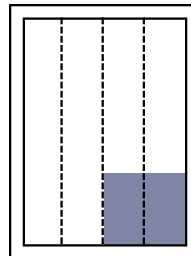
JUNIOR PAGE
7 1/8 in x 9 1/2 in
(18 cm x 24.1 cm)



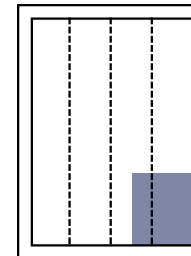
2/3 JR PAGE VERT.
4 3/4 in x 9 1/2 in
(12 cm x 24.1 cm)



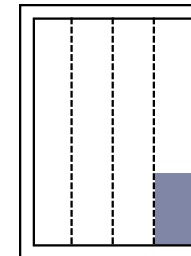
1/2 JR PAGE HORIZ.
7 1/8 in x 4 3/4 in
(18 cm x 12 cm)



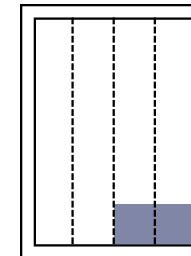
1/3 JR PAGE SQUARE
4 1/4 in x 4 1/4 in
(12 cm x 12 cm)



1/4 JR PAGE VERT.
3 1/2 in x 4 3/4 in
(8.89 cm x 12 cm)



1/6 JR PAGE VERT.
2 1/4 in x 4 3/4 in
(5.7 cm x 12 cm)



1/6 JR PAGE HORIZ.
4 1/4 in x 2 1/4 in
(12 cm x 5.7 cm)

PRODUCT SHOWCASE
2 7/8 in x 3 1/2 in
(6.67 cm x 8.89 cm)

DOUBLE
PRODUCT SHOWCASE
5 3/4 in x 3 1/2 in
(14.13 cm x 8.89 cm)

CLASSIFIED
COLUMN INCH
5 columns per page
1 3/4" wide (1/8" gutter)



Integrate Your Messaging from Print to Online Today with a Product Placement or Banner Advertisement in TV Technology's Weekly eNewsletter!

For advertising questions, please contact your NewBay Media sales representative today! Direct technical questions and submit materials to Caroline Freeland: cfreeland@nbmedia.com or 703-852-4610.

Materials due three days prior to mail date. GIF or JPEG files only.

No rich media. Animated GIF's OK. Include with artwork: referring URL and alt text.

① **LEADERBOARD (728X90)**
Maximum file size: 40k

② **BOX (300X250)**

③ **FULL BANNER (468X60)**

CUSTOM EBLAST

Quoted on Request Client-provided content and graphic and/or repurposed Custom sponsored content creation costs quoted on demand. Additional lists available at incremental CPM. Editorial custom content creation costs quoted on demand.

SIZE SPECIFICATIONS

LEADERBOARD	728 x 90	\$2,500
BOX	300 x 250	\$2,000
FULL BANNER	468 x 60	\$750

Broadcast - Production - NAB - Broadband - Satellite - Mobile - www.tvtechnology.com

www.tvtechnology.com/index

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TVTechnology The new SES Bringing more capacity to Latin America and the Caribbean

CHANNELS NEWS INSIGHT OPINIONS EQUIPMENT RESOURCES INTERNATIONAL Search TV Technology go

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10.03.2012 11:14AM

LIN Media and RMM Open Digital Sales Headquarters in New York

Launch party to be held at Trump SoHo on Oct. 10

NEW YORK—Multimedia company LIN Media operates or services 32 network-affiliates, and it is now expanding its footprint in New York City to support the growth of RMM (the company's digital operations division) with the opening of its new digital sales headquarters, located at Grand Central Plaza, 60 East 42nd Street.

To celebrate its growth, LIN Media and RMM will host a launch party for advertising clients at the KOI Restaurant, located inside the Trump SoHo, on Wednesday, Oct. 10, from 6 p.m. to 7:30 p.m. With the exception of media, this event is invite-only.

RMM's Senior Vice President of Sales Jamie Elden oversees national sales efforts out of the New York City office. The company's growing sales force is located in 18 markets around the country. He is also launching new entertainment initiatives out of LIN Media's Los Angeles office to expand the company's digital media offerings, including video, branded entertainment, social and mobile.

"The opening of our digital sales headquarters in New York City is key to advancing our growth strategy and building upon the valuable relationships we have with advertising agencies and brands, as well as establishing new relationships," Elden said.

Leveraging proprietary intelligence, technology and the established relationships of its parent company, RMM already operates a comScore, Inc.- ranked network and has a track record of delivering online ad campaigns with return on investment for its clients.

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SPECIFICATIONS & PRICING GUIDE

AD DESCRIPTION	AD SIZE (pixels)	PRICE
① LEADERBOARD	728 x 90	\$100/CPM
② FULL BANNER	468 x 60	\$85/CPM
③ BOX	300 x 250	\$125/CPM

AD UNIT SPECIFICATIONS

Required Files

.jpg, .gif, swf, 3rd party tag, click through URL

Size or Length

50k

Loop/Time

3 loop/15 sec

Media Types Accepted

All Rich Media except DHTML

Audio Accepted

User Enabled Audio Streams Only

3rd Party Serv

Yes

RICH MEDIA

Accepted Ad Formats

Expandable Banner, Standard Banner, Peel Backs, Page Take-overs

Lead Time

4 days

Maximum file size

100 KB

Accepted Flash Versions

up to Flash 10

Direct technical questions and submit materials to Sujin Lee: slee@nbmedia.com or 212-378-0433.

GENERAL SPECIFICATIONS

- All creative must be approved and tested before a campaign can begin.
- Creative must be received by Traffic & Campaign Management 4 business days before the campaign launch date.
- Flash creative should use Click-Tag instead of Click-Through (http://www.adobe.com/resources/richmedia/tracking/designers_guide/) on (release) {getURL (clickTAG,"_blank");}
- When submitting rich media, an alternate .gif/.jpg is required
- Expandable or "Out of Banner" Rich Media creative must be click initiated
- Expandable or "Out of Banner" Rich Media creative must no larger than twice the banner size
- Audio ads must be user initiated and are subject to editorial approval

WEB MECHANICAL SPECIFICATIONS

Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified. Our production department will be happy to produce your Web advertising FREE of charge.

CHANGES & CANCELLATIONS

All creative materials must be received at least five business days prior to the launch of the campaign. Include with artwork: Referring URL and alt text. If creative is delayed, NewBay Media reserves the right to extend the campaign and date by same number of days creative was delayed.

File Specifications

Maximum file size for any advertisement is 40K. We accept animated or static .gifs/.jpgs, but do not accept Rich Media/Flash for the newsletters. (*Please note that Microsoft 2007-and-up WILL NOT animate

.gifs in emails, only the first frame of the animation will appear. We recommend that you start your animated .gifs on the most important frame to accommodate this Microsoft issue, this way it will allow Outlook end-users to see your pertinent info and anyone using other email apps will be able to view the full animation cycle. Vist <http://office.microsoft.com> for more details.)

Materials Due

All creative materials must be received at least five business days prior to the launch of the newsletter.

Rejecting Creative

NewBay Media reserves the right to approve all ad creative which will run on any NewBay Media newsletters. NewBay Media reserves the right to reject any creative that does not follow our specifications.

3rd Party Tag Policy

NewBay Media will accept and traffic up to three tags per placement, per campaign.

Late Creative

NewBay Media will not delay the deployment of a newsletter due to late creative.

For more information, or to reserve advertising space, contact your regional sales representative:



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