



Cover Date	Selling	Marketing	How-To	Features
<b>FEBRUARY</b>	Extending Your Customer Base	Online Video Opportunities	Location Audio	Digital Media Directory (Stock Footage, Stock Imagery, Music Libraries)
<b>APRIL</b>	Web Site Development	Bridal Shows and Marketplaces	HD Editing and Postproduction	New Tools for Lighting
<b>JULY/AUGUST</b>	Scheduling and Billing Systems	Corporate Events, Retreats, and Meetings	Outdoor Lighting	Motion Graphics and Effects Software
<b>AUGUST</b>	<b>2008 WEVA SHOW GUIDE</b>			
<b>NOVEMBER</b>	Monetizing Your Media Library	Holiday Season Events	Camera Support and Stabilization	Storage and Data Management

## BONUS DISTRIBUTION

**APRIL** Bonus Distribution at NAB; **AUGUST** Bonus Distribution at 2008 WEVA EXPO

## Editorial Deadlines & Mail Dates

Issue	New Products	Mail
February	February 6	February 22
April	March 7	April 11
July/August	July 14	August 8
November	October 10	November 12

## Space & Material Dates

Issue	Space	Ad Materials
February	February 8	February 13
April	March 28	March 31
July/August	July 25	July 28
November	October 24	October 29

# 2008 Rate Card



# WEDDING & EVENT VIDEOGRAPHY RESOURCE GUIDE

## Rates (All Prices Reflect 4/C Materials)

Full Page	\$3,495
1/2 Page	\$2,745
1/3 Page	\$2,245
1/4 Page	\$1,945

## Special Placement

Inside Front Cover	\$5,495
Inside Back Cover	\$5,245
Back Cover	\$5,495

## Classifieds

1/4 Page	\$550
1/6 Page	\$350

## Ad Dimensions

Ad Size	Width	Height
Full Page (Non-Bleed)	7"	10"
Full Page (Bleed)*	8 1/4"	11 1/8"
Spread (Non-Bleed)*	14"	10"
Spread (Bleed)*	16 1/2"	11 1/8"
2/3 Page	4 9/16"	10"
1/2 Page Island	4 9/16"	7"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Vertical	2 3/16"	10"
1/3 Page Square	4 9/16"	4 7/8"
1/4 Page	3 3/8"	4 7/8"

\*Page trim is 8" wide, 10 7/8" high.

Keep live matter 1/4" inside trim size.

Spreads: provide 1/2" safety in center.

## Material Instructions

### Electronically Provided Ads

Only high-resolution Adobe PDF files are accepted.

All electronic files must be accompanied by a laser proof. If a laser is not supplied, we cannot be responsible for reproduction quality.

### Submission Instructions

**Send Materials To:** Wedding & Event Videography Resource Guide, Production Dept., 810 Seventh Avenue, 27th Floor, New York, NY 10019

**FTP site:** From any web browser, log onto: [www.ourftpsite.com](http://www.ourftpsite.com)

Click on the WEVA Folder

Username: guest

Password: guest (case sensitive)

When uploading ads to the ftp site, please notify your sales representative and provide a color proof.

**Additional Artwork:** Any work done by publisher will be billed to advertiser or its agency.

### 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.

### Sales Contact

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