

# 2009

# Broadcast & Production

ITALIAN EDITION OF RADIO WORLD, TV TECHNOLOGY & AUDIO MEDIA

The Italian edition of **Broadcast & Production** since 1999 provides comprehensive coverage of the everchanging audio and video technology industry. Topics include a lively mix of technology news, application-oriented engineering and production articles, trade show coverage, user-written equipment reviews, and new product introductions—all tailored to audio and video engineering and production professionals at broadcast, cable, production, post-production and corporate audio and video facilities.

### BUYERS GUIDES

The Buyers Guides—translated from **Radio World** and **TV Technology**—cover such topics as transmission systems, non-linear editing systems, cameras, microphones, and radio automation systems. Professional audio and video equipment buyers look to the User Reports and Product Reviews contained in **Broadcast & Production**'s Buyers Guides for the latest information on new products.

### OTHER FEATURES

In every issue, the **Special Feature** section provides an in-depth analysis of a given particular aspect or event of the Italian broadcasting world. In addition to that, every issue contains the regular **column News**, a rich compilation of industry.

Finally, a comprehensive **show coverage** includes previews—with distribution from the NewBay booth—and reports on all major international trade shows, as well as several local Italian ones.

### WEB ACTIVITY

In Internet, in [www.broadcast.it](http://www.broadcast.it), in Italian language, there is the digital edition of Broadcast&Production. Ever updated hard news aer in home page and free access to the complete archive of the printed magazine.

Visit our website at [www.nbmedia.com](http://www.nbmedia.com)



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### Rate Card #10

Effective January 2009. All rates are in U.S. Dollars / Euro and are per insertion.

|                              | A4 SIZE |       | B&W   |       | 2C    |       | 4C |   |
|------------------------------|---------|-------|-------|-------|-------|-------|----|---|
|                              | \$      | €     | \$    | €     | \$    | €     | \$ | € |
| 2 Page Spread                | 3,625   | 3,010 | 4,285 | 3,555 | 5,460 | 4,530 |    |   |
| Page                         | 1,895   | 1,575 | 2,245 | 1,865 | 2,955 | 2,450 |    |   |
| 2/3 Page                     | 1,575   | 1,310 | 1,835 | 1,525 | 2,370 | 1,965 |    |   |
| 1/2 Page                     | 1,235   | 1,030 | 1,450 | 1,205 | 1,835 | 1,525 |    |   |
| 1/3 Page                     | 915     | 760   | 1,110 | 925   | 1,380 | 1,145 |    |   |
| 1/4 Page                     | 720     | 595   | 915   | 760   | 1,175 | 980   |    |   |
| 1/6 Page                     | 535     | 445   | 680   | 565   | 865   | 720   |    |   |
| Pr. Showcase                 | 465     | 380   | 585   | 485   | 740   | 620   |    |   |
| Front Page Violator          |         |       |       |       | 2,235 | 1,855 |    |   |
| Front Page Bottom Strip      |         |       |       |       | 2,730 | 2,265 |    |   |
| Violator & Strip Combination |         |       |       |       | 4,470 | 3,710 |    |   |
| Inside Front Cover           |         |       |       |       | 3,595 | 2,985 |    |   |
| Inside Back Cover            |         |       |       |       | 3,285 | 2,730 |    |   |
| Outside Back Cover           |         |       |       |       | 4,345 | 3,605 |    |   |

### Frequency Discounts (on number of ads in a year):

|         |     |         |     |         |     |         |      |         |      |
|---------|-----|---------|-----|---------|-----|---------|------|---------|------|
| - 2 ads | 3 % | - 3 ads | 5 % | - 4 ads | 8 % | - 5 ads | 10 % | - 6 ads | 15 % |
|---------|-----|---------|-----|---------|-----|---------|------|---------|------|

### Inserts on application

Classifieds: \$ 2.30 (€1.90) / word

### Website Advertising (www.broadcast.it)

|                           |                |                         |
|---------------------------|----------------|-------------------------|
| Home Page "Latest News"   | (468 x 62 px)  | \$590 (€490) / mo.      |
|                           | (140 x 147 px) | \$445 (€370) / mo.      |
| Other Pages               | (468 x 62 px)  | \$195 (€165) / mo.      |
| Voucher for 10 News Items |                | \$1,200 (€1,000)        |
|                           |                | Note: Banner 15 kb max. |

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

#### Europe, Middle East & Africa

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NewBay Media is the leading publisher of magazines for the broadcast and professional video/audio industries, serving more than 200,000 subscribers in six languages worldwide.

Wherever you are doing business, NewBay magazines are there to support you.

▶ Ask your sales representative about discounted rates for combination programs with other NewBay Publications! ◀

Publisher & Editor in Chief: Andrea Rivetta • Tel: +39-02-7030-0310 • FAX: +39-02-7030-0211 • email: broadcast@broadcast.it

| #                            | ISSUE                                    | SHOW DISTRIBUTION                                       | SPECIAL FEATURE   | SHOW REPORT  | BUYERS GUIDE   | EDITORIAL DEADLINE | AD CLOSE | AD DUE |
|------------------------------|--|---|---|--|--|--------------------|----------|--------|
| 1                            | Feb/Mar                                  | Satexpo, Rome, Mar 19-21<br>Photoshow, Milan, Mar 27-30 | FOCUS ON "NEW TV"<br>DTT, SAT, WEB & MOBILE   | Satexpo Preview<br>Photoshow Preview                               | <b>EVERYTHING FOR THE CONTROL ROOM</b><br><b>Radio:</b> Consoles, Mixers & Routers<br><b>Tv:</b> Production (Vision Mixers) & Routing Switchers  | 21-Dec             | 22-Jan   | 4-Feb  |
| 2                            | Apr/May                                  | NAB, Las Vegas, Apr 19-24                               | DIGITAL STREAMING<br>WEB & IPTV   | NAB Preview  | <b>EVERYTHING FOR FIELD PRODUCTION</b><br><b>Radio:</b> Codecs, STL and On Field Equipment<br><b>Tv:</b> ENG/EFP Cameras & Accessories           | 21-Jan             | 16-Feb   | 4-Mar  |
| <i>Special Preview Issue</i> | RadioTV Forum 2009,<br>Rome May, 19 - 20 |   | <b>ANTEPRIMA RTVF 2009: le Aziende, l'Evento.</b>   |  |  | 13-Mar             | 31-Mar   | 6-Apr  |
| 3                            | Jun/Jul                                  |   | DIGITAL STREAMING<br>SAT  | NAB Report<br>RadioTv Forum Report 1st<br>Satexpo&Photoshow Report | <b>EVERYTHING FOR DIGITAL MANAGEMENT</b><br><b>Radio:</b> Automation & Digital Archiving<br><b>Tv:</b> Automation & Digital Newsroom             | 10-Apr             | 8-May    | 29-May |
| <i>Special Sourcelist</i>    |  |   | <b>BEST OF BROADCAST&amp;PRODUCTION MADE IN ITALY</b><br><b>Special Sourcelist of Italian Suppliers</b><br>printed in English and Worldwide distributed |  |  | 29-May             | 29-May   | 19-Jun |
| 4                            | Aug/Sep                                  | IBC, Amsterdam, Sept 11-15                              | <b>SPECIAL FEATURE</b><br><b>ITALIAN SUPPLIERS DIRECTORY</b><br><b>2009/2010</b>  | RadioTv Forum Report 2nd<br>IBC Preview                            | <b>EVERYTHING FOR TEST &amp; MEASUREMENT</b><br><b>Radio:</b> Test & Control Equipment<br><b>Tv:</b> Test, Mobile & Satellite Equipment          | 11-Jun             | 26-Jun   | 10-Jul |
| 5                            | Oct/Nov                                  |   | CABLE&CONNECTORS  | IBC Report 1st   | <b>EVERYTHING FOR STUDIO PRODUCTION</b><br><b>Radio:</b> Microphones, Monitors & Amplifiers<br><b>Tv:</b> Studio Cameras, Accessories & Graphics | 25-Aug             | 25-Sep   | 9-Oct  |
| 6                            | Dec/Jan                                  |   | FOCUS ON HI DEFINITION  | IBC Report 2nd<br>Show-Way Preview                                 | <b>EVERYTHING FOR TRANSMISSION</b><br><b>Radio TV:</b> Transmitters & Antennas   | 30-Oct             | 20-Nov   | 4-Dec  |

## ADVERTISING MATERIAL SPECIFICATIONS

### Digital File Specifications:

**Broadcast and Production** is printed using CTP (Computer-to-Plate) process. We request that all ad copy be supplied as digital files rather than film. The following specifications are to be followed.

**The preferred format:** Provide a 100% Ready-To-Print Adobe Acrobat 5 PDF

NO RGB or SPOT - CMYK color and grayscale only, 300 dpi images, **flatten all transparency**, embed all fonts, page centered in PDF with 3/16" bleed, crop marks at trim size.

Formats we accept:

- QuarkXpress 6.0
- Adobe Photoshop CS3
- Adobe Illustrator CS3
- PDF - Acrobat v. 4 & 5 only (i.e. v. 1.3 or 1.4) (We cannot accept v.6, v.7 as they are not compatible with Quark)
- TIFF
- JPEG
- EPS

All applications must be used in accordance with the manual instructions for 4-color printing. A JPEG version, labeled as **low resolution proof for internal review** is highly recommended.

NewBay Media's production department works in a Macintosh OSX, Quark 6 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.

Pre-Flight: FLIGHTCHECK® is the recommended program for pre-flighting your files before making the final PDF.

When native files sent, files should be collected with all supporting art in CMYK and all fonts used within the file. Failure to supply all components or

supplying incompatible files could result in delays and production fees.

**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%. Color reproduction cannot be guaranteed if ink density exceeds 275%.

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

Digital media we accept: CD ROM

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

We accept files via:

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

Web Browser:

<http://ftp2.nbmedia.com>  
or  
65.213.248.84

Login Info:

Domain: nbmedia  
login: advertiser  
password: 2advertise

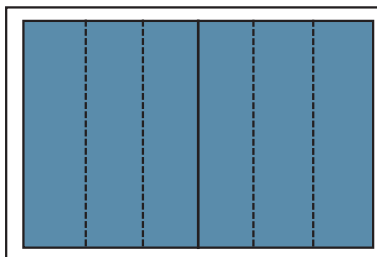
Fetch or other FTP application:

Host: ftp2.nbmedia.com  
User ID: advertiser  
Password: 2advertise

**Problems?** If you have any additional questions, please contact Dagmar Hanle, tel +39 02-7030-0310/e-mail: [dhanle.imaspub@tin.it](mailto:dhanle.imaspub@tin.it)

## STANDARD AD SIZES AND DIMENSIONS

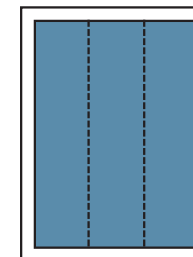
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

Bleed: 426 x 303mm  
Trim: 420 x 297mm  
Live Area: 384 x 271mm

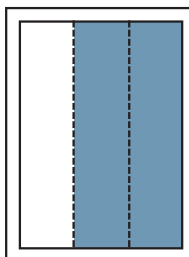
Bleed: (16-3/8" x 11-15/16")  
Trim: (16-1/2" x 11-11/16")  
Live Area: (15-1/2" x 10-11/16")



STANDARD PAGE

Bleed: 216 x 303mm  
Trim: 210 x 297mm  
Live Area: 179 x 271mm

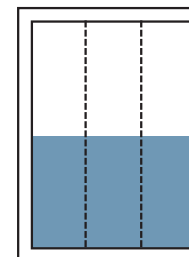
Bleed: (8-1/2" x 11-15/16")  
Trim: (8-1/4" x 11-11/16")  
Live Area: (7-1/4" x 10-11/16")



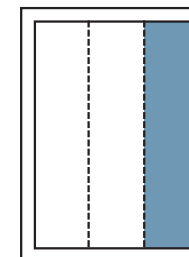
2/3 PAGE VERT.  
118mm x 271mm  
(4-5/8" x 10-11/16")



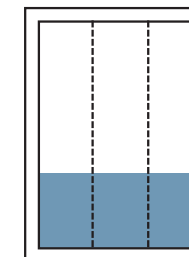
1/2 PAGE VERT.  
87mm x 271mm  
(3-7/16" x 10-11/16")



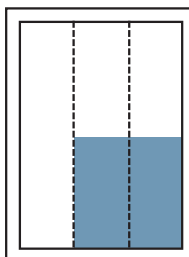
1/2 PAGE HORIZ.  
179mm x 135mm  
(7-1/16" x 5-5/16")



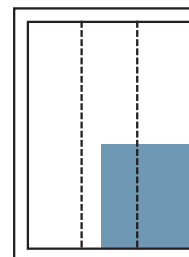
1/3 PAGE VERT.  
56mm x 271mm  
(2-1/4" x 10-11/16")



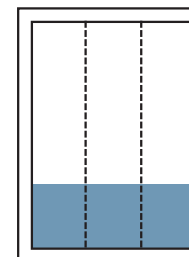
1/3 PAGE HORIZ.  
179mm x 90mm  
(7-1/16" x 3-9/16")



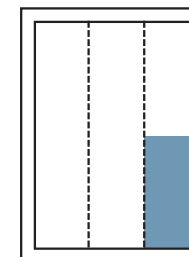
1/3 PAGE SQUARE  
118mm x 118mm  
(4-5/8" x 4-5/8")



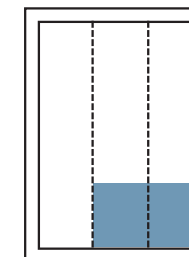
1/4 PAGE VERT.  
87mm x 135mm  
(3-7/16" x 5-5/16")



1/4 PAGE HORIZ.  
179mm x 67mm  
(7-1/16" x 2-5/8")



1/6 PAGE VERT.  
56mm x 135mm  
(2-1/4" x 5-5/16")



1/6 PAGE HORIZ.  
118mm x 68mm  
(4-5/8" x 2-11/16")

PRODUCT SHOWCASE  
76mm x 102mm  
(3" x 4")

DOUBLE PRODUCT SHOWCASE  
156mm x 102mm  
(6-1/8" x 4")

### Please Send Ad Material to:

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