

Pro*Audio* Review

2009 MEDIA KIT

 **NewBay Media** | IN PRINT | ONLINE | IN PERSON

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2009 Editorial Calendar

FRANK WELLS, EDITORIAL DIRECTOR | Phone: (615) 848.1769 | Fax: (615) 848.1108 | Email: fwells@nbmedia.com

Cover Date	Focus and Features (Issue focus is in bold type)	Show Coverage	Buyers Guide	Bonus Distribution	Deadlines
JANUARY	Microphones/Preamps, Portable PA Roundup, Installation Spotlight, PAR ShootOut!, Large Condenser Vocal Mics, Worship Audio	2009 Winter NAMM Preview (Jan. 15-19)		2009 Winter NAMM Preview	Editorial: 12.1.08 Ad Reservation: 12.8.08 Ad Materials: 12.15.08
FEBRUARY	2008 Annual New Gear Guide Special Section: Recording Live Sound	Hot Gear Awards! 2009 NAMM	Pro Audio Recorders Buyer's Guide		Editorial: 1.1.09 Ad Reservation: 1.8.09 Ad Materials: 1.15.09
MARCH	Hardware/Software Processing , Studio Gear of Nashville's Top Studios, 2009 Touring Gear Preview, Installation Spotlight, Worship Audio		Console Buyer's Guide		Editorial: 2.5.09 Ad Reservation: 2.12.09 Ad Materials: 2.19.09
APRIL	Studio Consoles/Wireless Microphones , Editing Tools for Broadcast Production, Production Room Profile, ENG Recorders for Broadcast, PAR ShootOut!, Eight-Channel Mic Preamps	2009 NAB Preview (April 20-23)		2009 NAB Preview	Editorial: 3.1.09 Ad Reservation: 3.8.09 Ad Materials: 3.15.09
MAY	Live Sound Consoles/Live Sound Speakers , Development and Trends: Digital Consoles, Low Down: The ABC's of Subwoofers, Digital Audio Distribution	Hot Gear Awards! 2009 NAB	Studio Monitor Loudspeakers Buyer's Guide		Editorial: 4.2.09 Ad Reservation: 4.9.09 Ad Materials: 4.16.09
JUNE	Live Sound Amplifiers , Headphones of the Pros, Installation Spotlight, Tour Profile, Worship Audio	2009 InfoComm/NSCA Preview (June 17-20)		2009 InfoComm/NSCA Preview	Editorial: 5.1.09 Ad Reservation: 5.8.09 Ad Materials: 5.15.09
JULY	Studio Monitors , Developments and Trends: Advances in Studio, Monitor DSP, Church Sound Essentials, PAR ShootOut!, Powered Monitors/Sub combos	Hot Gear Awards! 2009 InfoComm Summer NAMM Preview (July 17-19)	Microphone Buyer's Guide	Summer NAMM Preview	Editorial: 6.1.09 Ad Reservation: 6.8.09 Ad Materials: 6.15.09
AUGUST	Portable/Location Recorders , Concert Recording On A Laptop: Hardware and Software Integration, Live-on-Stage: Choosing the Right Vocal Mic, Post Production: Tools for 7.1 Surround	Hot Gear Awards! Summer NAMM			Editorial: 7.1.09 Ad Reservation: 7.9.09 Ad Materials: 7.15.09
SEPTEMBER	Digital Audio Distribution Products , Audio Production for Digital Radio Delivery, The ABC's of Interconnects, Installation Spotlight, Worship Audio				Editorial: 8.1.09 Ad Reservation: 8.8.09 Ad Materials: 8.15.09
OCTOBER	Digital Audio Workstations, Software, and Peripherals , Plug-Ins for Mastering Peripherals, Special Section: Software Essentials, Mixing Live Music for Houses of Worship	2009 AES Preview (Oct 9-12)		2009 AES Preview	Editorial: 9.1.09 Ad Reservation: 9.10.09 Ad Materials: 9.15.09
NOVEMBER	Multitrack Recording Products , PAR ShootOut!: Budget Standalone Digital Multitracks, Production Room Profile, 2009 PAR Excellence Awards				Editorial: 10.1.09 Ad Reservation: 10.8.09 Ad Materials: 10.15.09
DECEMBER	Digital Converters Test Gear and Software , PAR ShootOut!: Stereo D/A Converters, Best Gear of The Year!: Annual Reviewer's Pick Awards		Line Array Buyer's Guide		Editorial: 11.1.09 Ad Reservation: 11.8.09 Ad Materials: 11.15.09

2009 Advertising Rates & Information

Rate Card #25

Effective January 2009. All rates are in U.S. dollars and are per insertion.

4-Color Print Advertising Rates

4-Color	1x	3x	6x	12x	18x	24x	36x	48x	60x
Tab	\$7,900	\$7,668	\$7,061	\$6,798	\$6,515	\$6,298	\$6,175	\$6,051	\$5,964
Tab Spread	14,085	13,653	12,406	11,927	11,454	11,155	10,964	10,753	10,619
Junior	6,813	6,602	6,000	5,768	5,531	5,402	5,299	5,196	5,124
Jr. Sprd 1/2 Tab	11,963	11,588	10,532	10,125	9,728	9,476	9,306	9,131	9,007
1/2 Pg Jr.	4,728	4,517	4,233	4,048	3,924	3,775	3,687	3,620	3,564
1/3 Pg Jr.	4,120	3,909	3,620	3,461	3,358	3,223	3,162	3,105	3,064
1/4 Pg Jr.	3,348	3,260	2,992	2,858	2,766	2,657	2,616	2,554	2,534
1/6 Pg Jr.	2,637	2,508	2,470	2,261	2,106	2,081	2,039	2,009	1,983

Add to 4-Color Rates: 5th color (PMS) \$785; 5th color (PMS) metallic ink \$950

Black & White Print Advertising Rates

B/W	1x	3x	6x	12x	18x	24x	36x	48x	60x
Tab	\$6,165	\$6,031	\$5,619	\$5,469	\$5,310	\$5,212	\$5,144	\$5,093	\$5,021
Tab Spread	1,1690	11,479	10,676	10,388	10,089	9,903	9,780	9,661	9,548
Junior	5,057	4,959	4,609	4,491	4,372	4,280	4,233	4,182	4,130
Jr. Sprd 1/2 Tab	9,589	9,409	8,765	8,518	8,281	8,126	8,024	7,926	7,823
1/2 Pg Jr.	3,116	3,023	2,899	2,833	2,771	2,709	2,673	2,652	2,611
1/3 Pg Jr.	2,281	2,245	2,148	2,091	2,075	2,019	1,988	1,977	1,957
1/4 Pg Jr.	1,602	1,597	1,519	1,478	1,452	1,432	1,421	1,406	1,396
1/6 Pg Jr.	1,318	1,257	1,174	1,174	1,051	1,040	1,030	1,009	999

Add to Black & White Rates: Black plus cyan, magenta, or yellow— \$400; Matched 2nd color— \$500; PMS 2nd color— \$785; metallic ink— \$950

Custom Marketing Solutions

Reprints

Ordering reprints of articles that appear in **ProAudio Review** is an inexpensive and effective way to maximize your exposure in the market. PDFs are also available for website posting. Contact your sales rep today for details!

List Rental

Reach highly responsive industry decision-makers. Demographic and purchasing authority selects are available. For more information, contact your sales rep today!

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:

Sales Contact

JOHN PLEDGER, PUBLISHER
Phone: (650) 238.0333 | Email: jpledger@nbmedia.com

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Editorial Contact

FRANK WELLS, EDITORIAL DIRECTOR
Phone: (615) 848.1769 | Fax: (615) 848.1108 | Email: fwells@nbmedia.com

Send Materials To: Pro Sound News, Production Department, 810 Seventh Avenue, 27th Floor, New York, NY 10019

2009 Advertising Rates & Information

Rate Card #25

Effective January 2009. All rates are in U.S. dollars and are per insertion.

Classifieds (\$110 per column inch)

Ad Size	1x	3x	6x	12x
1 Col x 4"	\$440	\$400	\$380	\$360
1 Col x 3"	\$330	\$300	\$285	\$270
1 Col x 2"	\$220	\$200	\$190	\$180
1 Col x 1"	\$110	\$100	\$95	\$90

4 color & 2 color PMS match: \$1,000 • 4 color spread: \$1,300 • 2nd color standard (cyan, magenta, yellow): \$425

Career Marketplace:

\$120 per column inch, frequency discount available

Product Spotlight Showcase

(high-resolution picture plus 30 words and contact information)

Frequency	Price Per Issue
1x	\$545
3x	\$495
6x	\$450
12x	\$395

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List Rental

Reach highly responsive industry decision-makers. Demographic and purchasing authority selects are available. For more information, contact your sales rep today!

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:

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WILL SHENG, SPECIALTY SALES ASSOCIATE, SOUTH
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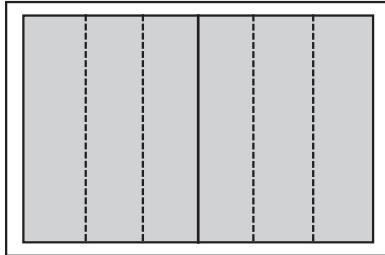
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Send Materials To: Pro Sound News, Production Department, 810 Seventh Avenue, 27th Floor, New York, NY 10019

2009 Advertising Dimensions

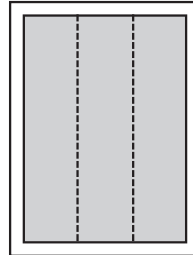
(information in this document is subject to change without notice)



STANDARD PAGE SPREAD

Bleed: 16-1/2" x 11-1/8"
Trim: 16-1/4" x 10-7/8"
Live Area: 15-3/4" x 10-3/8"

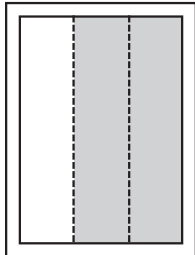
Bleed: 41.91 x 28.26cm
Trim: 41.28 x 27.62cm
Live Area: 40 x 26.35cm



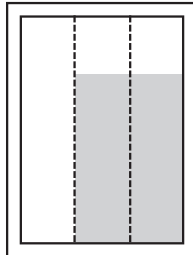
STANDARD PAGE

Bleed: 8-3/8" x 11-1/8"
Trim: 8-1/8" x 10-7/8"
Live Area: 7-5/8" x 10-3/8"

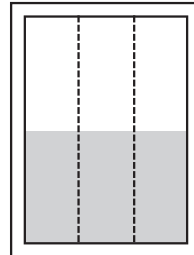
Bleed: 21.27 x 28.26cm
Trim: 20.64 x 27.62cm
Live Area: 19.37 x 26.35cm



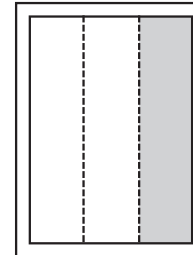
2/3 PAGE VERT.
4-13/16" x 10"
(12.22cm x 25.4cm)



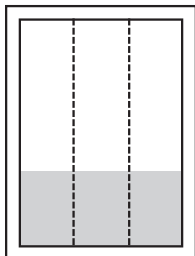
1/2 PAGE ISLAND
4-13/16" x 7-1/2"
(12.22cm x 19.05cm)



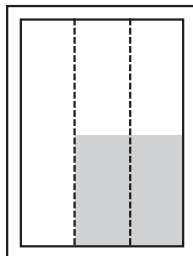
1/2 PAGE HORIZ.
7-5/16" x 5"
(18.57cm x 12.7cm)



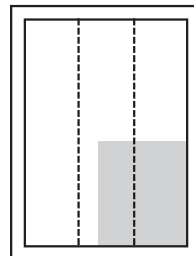
1/3 PAGE VERT.
2-5/16" x 10"
(5.87cm x 25.4cm)



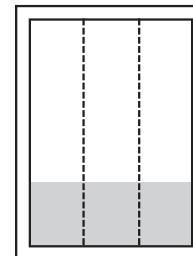
1/3 PAGE HORIZ.
7-5/16" x 3-1/4"
(18.57cm x 8.26cm)



1/3 PAGE SQUARE
4-13/16" x 5"
(12.22cm x 12.7cm)



1/4 PAGE VERT.
3-5/8" x 4-13/16"
(9.2cm x 12.22cm)



1/4 PAGE HORIZ.
7-5/16" x 2-1/2"
(18.57cm x 6.35cm)

PRODUCT SHOWCASE
3" x 4"
(7.62cm x 10.16cm)

DOUBLE PRODUCT SHOWCASE
6-1/8" x 4"
(15.56cm x 10.16cm)

CLASSIFIED COLUMN INCH
2-5/16" wide

Material Instructions

Method and Paper: Web offset, coated text and cover, perfect bound.

Trim: 8 1/8" x 10 7/8"

Bleed: No additional charge. Minimum size 1/2-page horizontal.

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. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

Submission Instructions

Send Materials To: ProAudio Review, Production Dept.,
810 Seventh Avenue, 27th Floor, New York, NY 10019

FTP site: From any web browser, log onto: www.ourftpsite.com

1. Under the GUEST log in choose your magazine
2. Domain: nbmedia
Password: guest (in lower case)
3. Choose the "ADD" button and search for your document
4. Upload

Please make sure the advertiser's name is included in the file name. 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.