

**pro**sound<sup>news</sup>

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**2009** MEDIA KIT

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

WWW.PROSOUNDNEWS.COM • WWW.NBMEDIA.COM



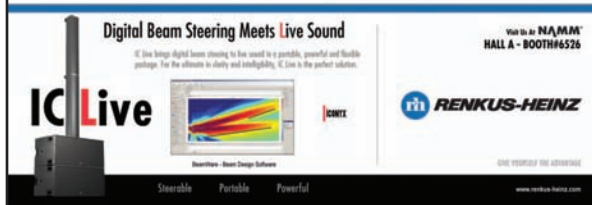
## PRO SOUND NEWS

Pro Sound News is a monthly news journal dedicated to the business of the professional audio industry. For more than 30 years, Pro Sound News has been — and is — the leading provider of timely and accurate news, industry analysis, features and technology updates to the expanded professional audio community — including recording, post, broadcast, live sound, and pro audio equipment retail.

## NEWBAY MEDIA PRO AUDIO GROUP

NewBay Media's Pro Audio Group reaches over 100,000 audio professionals worldwide through multiple publications, show dailies, websites, Enewsletters and custom publishing efforts. Serving the professional recording and sound production technology industry for over 40 years, NewBay Media covers the latest developments in Live Sound, Recording and Music Production, Post Production, Broadcast, Audio Technology, and Audio Hardware and Software Retail. While meeting the demands of a global industry, the Pro Audio Group offers a dynamic pro audio online community as well as news reports and analysis, feature stories, gear reviews and product news.

NewBay Media Pro Audio Group's brands include:



# 2009 Editorial Calendar

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



Cover Date	Special Report	Product & Feature Focus	Market Update/Buyers' Guide	Bonus Distribution	Deadlines
<b>JANUARY</b>	Studio Vocal Microphones	New Mics from 2008. Engineers on their selection criteria.	SR 2008 Report.	Winter NAMM	Editorial: 12.1.08 Ad Reservation: 12.8.08 Ad Materials: 12.15.08
<b>FEBRUARY</b>	Semiconductors for Audio	Annual Design Engineer Survey covering: Analog IC Innovations. DSP Trends. Networking and Interface Devices.			Editorial: 1.1.09 Ad Reservation: 1.8.09 Ad Materials: 1.15.09
<b>MARCH</b>	Center Stage Awards	Sound Cos. New Gear for 2009/SR Trends	Console Buyer's Guide	Musikmesse ProLight and Sound	Editorial: 2.5.09 Ad Reservation: 2.12.09 Ad Materials: 2.19.09
<b>APRIL</b>	Audio for Video and Broadcast	Broadcasting's New Digital Reality. Gear Trends. IP Broadcasting.	Live Sound Education	NAB	Editorial: 3.1.09 Ad Reservation: 3.8.09 Ad Materials: 3.15.09
<b>MAY</b>	Studio Acoustics	Trends In Small Room Design. Materials and Tools for Sound Control and Room Treatment. SR: Summer Touring Season Preview.	Studio Monitor Loudspeakers Buyer's Guide		Editorial: 4.2.09 Ad Reservation: 4.9.09 Ad Materials: 4.16.09
<b>JUNE</b>	House of Worship Audio	HOW Console Trends.	HOW Market Update	InfoComm	Editorial: 5.1.09 Ad Reservation: 5.8.09 Ad Materials: 5.15.09
<b>JULY</b>	Plug-Ins for DAWs	DAW Platform and Plug-In Development Trends.	Microphone Buyer's Guide. The Road To AES: the Countdown Begins for the 127th AES Convention in NYC	Summer NAMM	Editorial: 6.1.09 Ad Reservation: 6.8.09 Ad Materials: 6.15.09
<b>AUGUST</b>	Green Audio	The Studio and Sound Company Perspective on Going Green. The Greening of Audio Manufacturing.	The Road to AES: NYC Readies Welcome for the 127th AES Convention		Editorial: 7.1.09 Ad Reservation: 7.9.09 Ad Materials: 7.15.09
<b>SEPTEMBER</b>	AES Convention Preview	Special Events at AES. Tutorial/Workshop/Paper Offerings. Early Product Announcements.		AES Pre-Show	Editorial: 8.1.09 Ad Reservation: 8.8.09 Ad Materials: 8.15.09
<b>OCTOBER</b>	State of the Audio Industry	AES Convention Issue. New Products at AES New Technology Roundup		AES Issue	Editorial: 9.1.09 Ad Reservation: 9.10.09 Ad Materials: 9.15.09
<b>NOVEMBER</b>	AES Review	Stage Monitor Loudspeakers for SR. Survey of Monitor Engineers on Tools of the Trade.			Editorial: 10.1.09 Ad Reservation: 10.8.09 Ad Materials: 10.15.09
<b>DECEMBER</b>	Post Production Gets Personal	Survey of Independent Post Professionals on the New Business Environment and the Gear Making Independent Production a Growing Trend	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 **ProSound News** 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

TARA PRESTON, ASSOCIATE PUBLISHER, EAST SALES/EUROPE  
PHONE: (917) 331.8904 | FAX: (212) 378.0466 | EMAIL: TPRESTON@NBMEDIA.COM

KAREN GODGART, ADVERTISING SALES DIRECTOR, WEST SALES  
PHONE: (323) 868.5416 | FAX: (212) 378.0466 | EMAIL: KGODGART@NBMEDIA.COM

ALLISON SMITH, SPECIALTY SALES ADVERTISING, NORTH  
PHONE: (650) 238.0296 | FAX: (650) 238.0262  
EMAIL: ASMITH@MUSICPLAYER.COM

WILL SHENG, SPECIALTY SALES ADVERTISING, SOUTH  
PHONE: (650) 238.0325 | FAX: (650) 238.0262  
EMAIL: WSHENG@MUSICPLAYER.COM

### 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

3-month minimum / Combined Frequency Discounts: 6x – 5% less, 12x – 15% less.

### Career Marketplace:

\$120 per column inch, frequency discount available

### Product Spotlight

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

Frequency	Price Per Issue
1x	\$675
3x	\$655
6x	\$605
12x	\$525

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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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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)



## Material Instructions

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

**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:** Pro Sound News, 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)

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.

## 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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810 Seventh Avenue, 27th Floor, New York, NY 10019

## Advertising Dimensions

Ad Size	Width	Height
Tabloid Spread (trim):	20 3/4"	14 1/4"
Tabloid Spread (bleed):	21 1/2"	14 1/2"
Tabloid (trim):	10 3/8"	14 1/4"
Tabloid (bleed):	10 3/4"	14 1/2"
Junior Page Spread (trim)	16"	10 7/8"
Junior Page Spread (bleed)	16 1/2"	11 1/4"
Junior Page (trim):	7 1/4"	10 5/8"
Junior Page (bleed):	7 5/8"	11"
1/2 Tabloid Page-Horizontal (trim):	10 1/4"	7 3/8"
1/2 Tabloid Page-Horizontal (bleed):	10 1/2"	7 3/4"
1/2 Tabloid Spread-Horizontal (trim):	20 1/2"	7 3/8"
1/2 Tabloid Spread-Horizontal (bleed):	21"	7 3/4"
1/2 Tabloid Page-Vertical (non-bleed):	4 5/8"	13 1/2"
1/2 Tabloid Page-Vertical (bleed):	5 1/8"	14 1/4"
2/3 Junior Page:	4 5/8"	10"
1/2 Junior Page-Horizontal:	7"	4 7/8"
1/2 Junior Page-Island:	4 5/8"	7 1/2"
1/3 Junior Page-Square:	4 5/8"	4 7/8"
1/3 Junior Page-Vertical:	2 3/8"	10"
1/4 Junior Page-Vertical:	3 1/2"	4 3/8"
1/4 Junior Page-Horizontal:	4 3/8"	3 1/2"
1/6 Junior Page-Vertical:	2 3/8"	4 7/8"
1/6 Junior Page-Horizontal:	4 7/8"	2 3/8"
Banner (trim)	10 3/8"	3 1/2"
Banner (bleed)	10 3/4"	3 3/4"

Keep all essential live matter 1/4" inside trim all around.

PRINT PUBLISHING SCHEDULE: (12x/year)

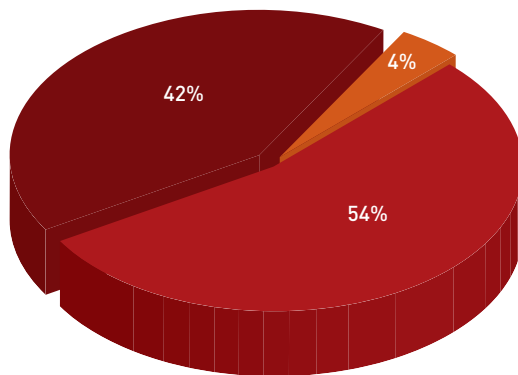
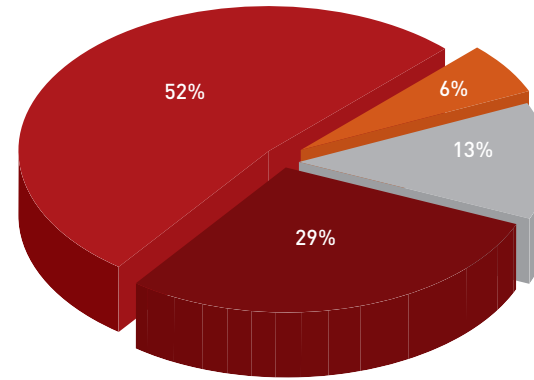
PRINT CIRCULATION: 25,000 Copies

PAGE TRIM SIZE: 10 3/8" x 14 1/4"

MISSION: To be the leading provider of timely and accurate news, industry analysis, features and technology updates to the expanded professional audio community.

## HOW MANY YEARS HAVE YOU BEEN IN THE AUDIO INDUSTRY?

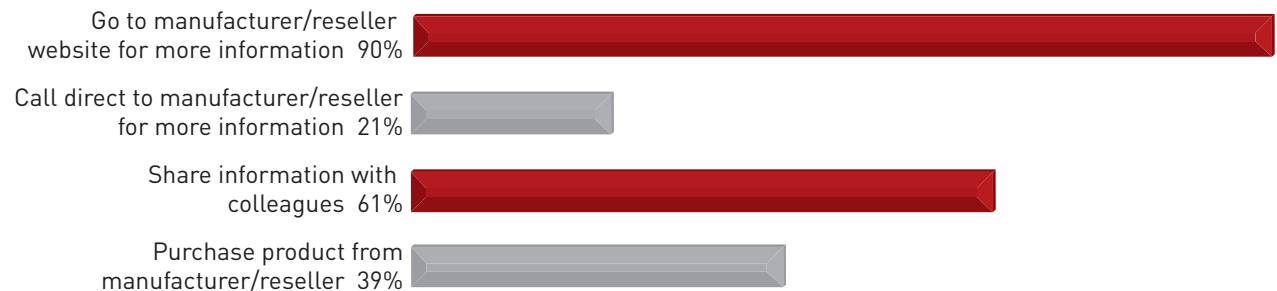
- Less than 5 years
- Between 5 and 10 years
- Between 10 and 20 years
- Longer than 20 years



- Sole Decision Maker
- Make recommendations, consult, and advise
- No role in decision

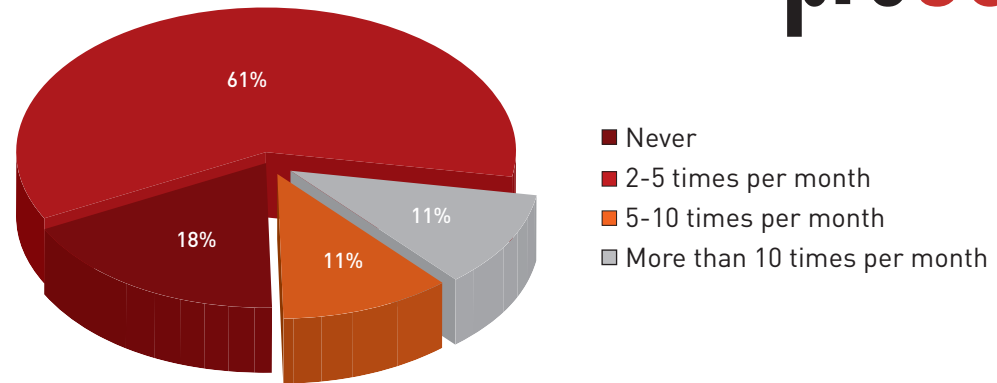
## WHAT IS YOUR ROLE IN THE PURCHASING PROCESS FOR AUDIO EQUIPMENT AND SUPPLIES RELATED TO YOUR PRIMARY AUDIO ACTIVITIES?

## WHAT TYPE OF ACTIONS DO YOU TAKE AS A RESULT OF SEEING PRODUCT INFORMATION IN PRO SOUND NEWS AND/OR OUR NEWSLETTER?

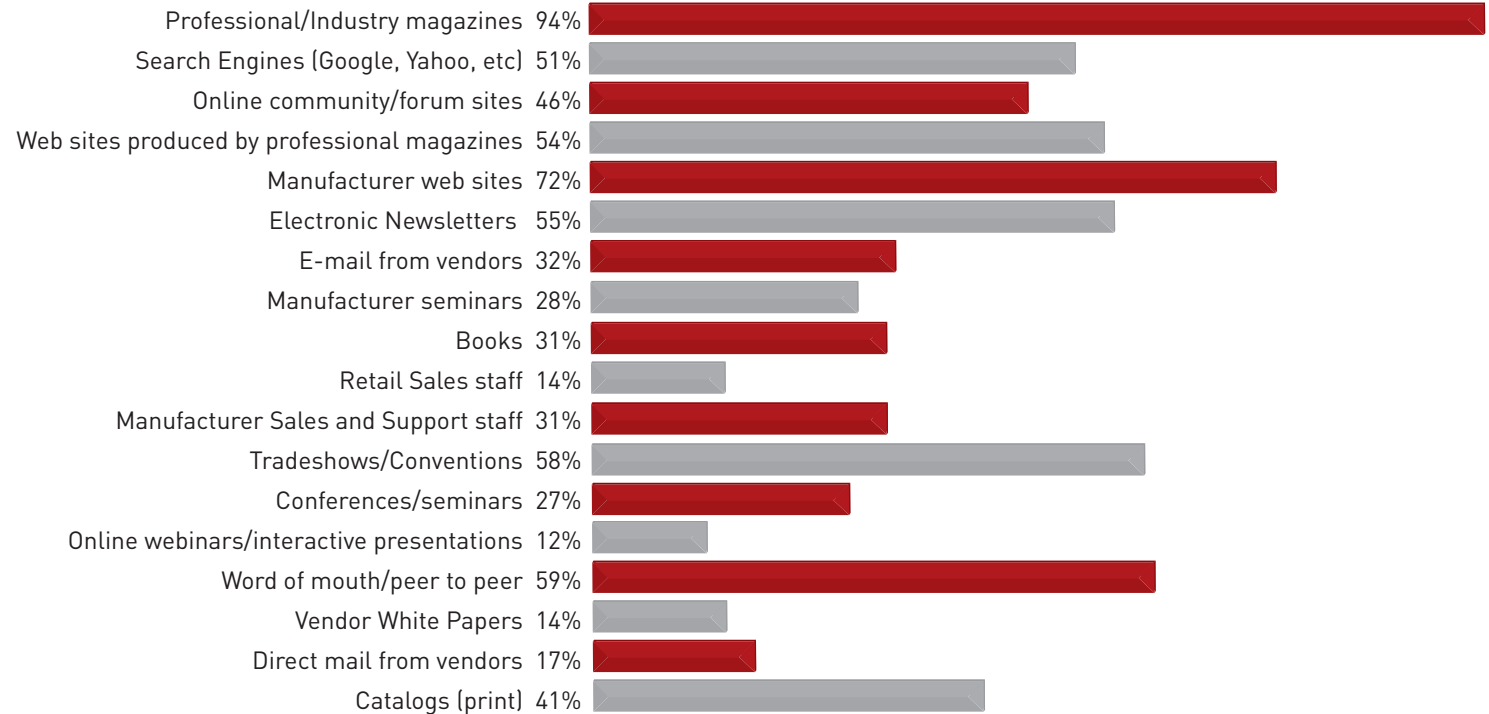


# Who's reading Pro Sound News?

## HOW OFTEN DO YOU VISIT THE WEBSITE WWW.PROSOUNDNEWS.COM?



## WHAT SOURCES DO YOU RELY ON TO STAY UP TO DATE ON TRENDS, TECHNIQUES, PRODUCTS, VENDORS AND NEWS FOR YOUR RECORDING NEEDS?



# “when I get my copy, I drop what I'm doing...”

“PSN has the contacts to get up-close and personal with the movers and shakers of our industry. I always feel well-informed about the latest happenings and breaking news.”

- Denise Waterhouse, Marketing Manager, THAT Corporation

“Pro Sound News is an integral part of Audio-Technica’s marketing initiative to reach the live, recording and pro audio communities. Their staff is extremely helpful and professional. They partner with us to reach our communications goals while maximizing our advertising dollars. PSN is an on-going winner, addressing a wide demographic with current, relevant editorial that people actively seek out; and we want our message to be a part of it.”

- Jeff Simcox, Executive Director of Marketing, Audio-Technica U.S., Inc.

“There are very few trade periodicals that I consider ‘primary reads’, i.e. when I get my copy, I drop what I'm doing and go through it from cover to cover. Pro Sound News not only has that distinction, but also is considered to be a primary buy when it comes to advertising expenditures because I think many others share my enthusiasm.”

- Jeff Alexander, Vice President- Sales and Marketing

Professional Products Division, Sennheiser Electronic Corporation

## ... and go through it from cover to cover”