

2009

Radio World

A M É R I C A L A T I N A

The Newspaper for Radio Managers and Engineers

Call any radio engineer and ask, "If you had to choose, what one industry publication could you not do without?"

Around the world, radio continues to change. For three decades, **Radio World América Latina** has documented the expansion of the medium, its transition to digital, the exploitation of new media channels, and the ins and outs of station operation. But just as radio is changing, so too is **Radio World**. We retain our traditional tabloid size and the breadth of coverage that looks at radio stations of all sizes and developments in every nation, but we now build each issue around one big question or theme facing sound broadcasters worldwide.

Each month, over 3,000 readers of **Radio World América Latina** will be engaged with case studies, commentaries from experts and thought-leaders and in-depth looks at an issue they face in their operations, such as archive management, green technologies, mobile media and digital transmission developments.

Two issues — April to coincide with the NAB Show and September to coincide with IBC — will include in-depth looks at engineering and technology issues facing broadcasters. These "deep tech" issues of **Radio World América Latina** will supplement the news and equipment sections of the book with white papers and other technical features.

Also, each issue of **Radio World América Latina** offers an expansive look at the gear and technology that make modern radio operations possible, with reports from users and product evaluations showcased alongside new product announcements and other equipment innovations.

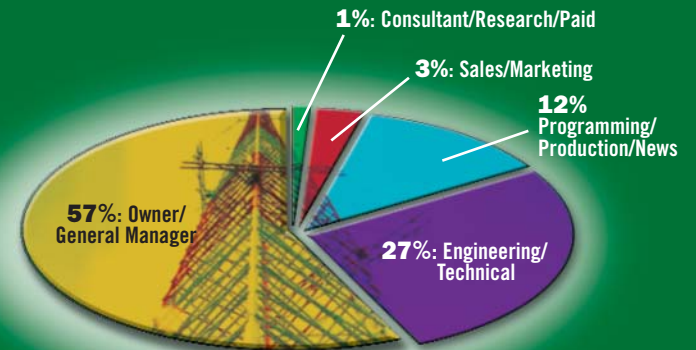
And **Radio World América Latina** continues to bring readers pre- and post-show coverage of the most influential broadcasting conventions and exhibitions around the world, including the NAB Show, Broadcast & Cable, CAPER, and IBC among others. For these and other trade shows, we reach additional readers through on-site distribution at the event.



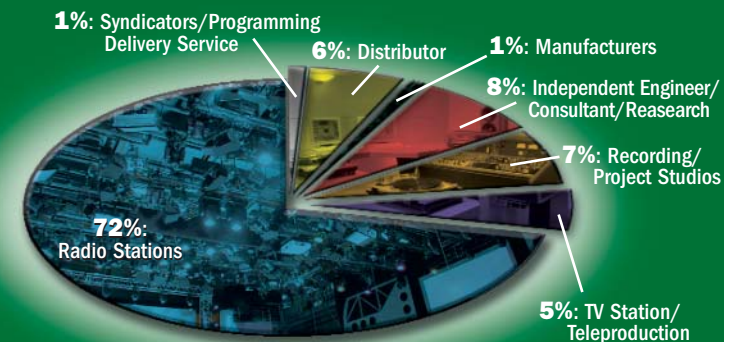
The **Radio World América Latina** Market is Your Market, too.
Radio Stations: AM, FM & Shortwave • Public & Private Networks
Recording Studios • Project Studios • Contract Engineers Delivery Services • Equipment & Service Suppliers

No one covers the Latin American radio & audio industry like **Radio World América Latina**, with a circulation of over 3,000.

JOB FUNCTION



FIRM TYPE



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.

SPECIAL ADVERTISING OPPORTUNITIES INSIDE

Editor: Rogelio Ocampo • Tel: +1-703-852-4634 • FAX: +1-703-852-4585 • email: rocampo@nbmedia.com

ISSUE	NEWS AND SHOWS*	In Each Issue		FEATURES	GEAR	Ad Space Close	Ad Mats Due
January		Q&As		Transmission Technologies	Transmitters	21 Nov.	26 Nov.
February		HIT PARADE		Green Technologies and Power Management	Antennas/Towers	19 Dec.	24 Dec.
March	CeBIT	TECHNICAL FEATURES		Field Reporting/OB	Portable gear/ENG/SNG	16 Jan.	21 Jan.
April	NAB Show; ARCHI	STATION PROFILES		Mobile Media	Audio Production & Creation	20 Feb.	25 Feb.
May	AES; CVIR	STUDIO TIPS		ENGINEERING SPECIAL: Digital Transmission		20 Mar.	25 Mar.
June	Broadcast Asia	NEWS		Studio Buildouts	Microphones/Monitors	24 Apr.	29 Apr.
July	LABS			Video for Radio	Processing	22 May	27 May
August	SET/Broadcast & Cable			Summer Festivals	Codecs/Telco	26 Jun.	1 Jul.
September	IBC			Radio Online/Webcasting/Social Networking	Consoles, Mixers & Routers	24 Jul.	29 Jul.
October	NAB Radio Show; Semana Nacional de Radio y Television; CAPER			ENGINEERING SPECIAL: IP Audio		21 Aug.	26 Aug.
November				Archive Management/Use	Content Management	25 Sep.	30 Sep.
December				Marketing Radio	Test/Measurement & Remote Control	23 Oct.	28 Oct.

★ Trade shows are subject to change.

Rate Card #34

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

Tabloid Size	1x	6x	13x	26x	36x
1 page	\$3,620	3,555	3,440	3,285	3,130
1/2 page	2,730	2,685	2,600	2,485	2,360
1/3 page	2,270	2,235	2,160	2,065	1,965
1/4 page	1,805	1,770	1,730	1,705	1,565
1/6 page	1,440	1,415	1,410	1,370	1,340
2 col x 4"	1,280	1,250	1,235	1,210	1,140
2 col x 3"	1,050	1,030	1,000	955	910
2 col x 2"	665	650	630	605	575

Standard (Junior) Size

1 page	\$2,995	2,935	2,850	2,730	2,600
2/3 page	2,505	2,440	2,415	2,270	2,205
1/2 page	1,920	1,850	1,780	1,715	1,640
1/3 page	1,520	1,495	1,445	1,385	1,310
1/6 page	875	860	840	785	745

Product Showcase (4C/net rates only)	\$540	525	510	490	470
General Column Inch Rate	\$265				

Broadcast Equipment Exchange (4-color)

1-9 column inches (per inch)	\$115	110	105	100	95
10-19 column inches (per inch)	100	90	80	70	65
Distributor Directory	140	135	130	125	120
Professional Card	110	105	100	95	90
Station/Studio Services	200				
Classified Line Ad	\$2 per word				
Blind Box Number	\$16 additional				

4 color & PMS match charge \$975 / spreads \$1,290 / 2nd house color \$540

Preliminary Rates - Subject to Change

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

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Visit our website at www.imaspub.com

ADVERTISING MATERIAL SPECIFICATIONS

Radio World América Latina is printed web offset in a tabloid news format, on 35lb. Mando Supreme #5 uncoated paper stock, saddle stitched and trimmed. It is printed using CTP (Computer-to-Plate) process with 133 line halftone screen. We request that all ad copy be supplied as digital files rather than film.

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.



Digital File Specifications:

Formats we accept:

- QuarkXpress 6.0
- TIFF
- Adobe Photoshop CS3
- JPEG
- Adobe Illustrator CS3
- EPS
- 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)

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 the production ad traffic manager via e-mail: Richards@nbmedia.com

Send Ad Material to:



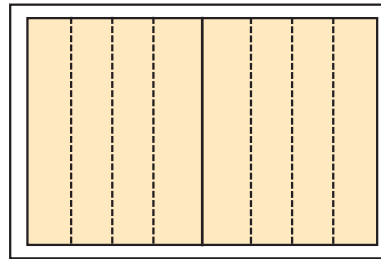
NewBay Media, c/o Caroline Freeland
5285 Shawnee Rd, Ste 100
Alexandria, VA 22312 USA

cfreeland@nbmedia.com
703-852-4610
Fax: 703-852-4583

Disposition of materials: All advertising material will be held by **NewBay Media** for two years from date last run.

Standard Ad Sizes and Dimensions

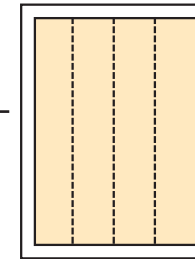
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



TABLOID PAGE SPREAD

Bleed: 22" x 15"
Trim: 21-1/2" x 14-1/2"
Live Area: 20-1/2" x 13-1/2"

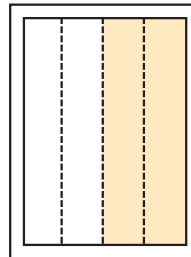
Bleed: 55.88 x 38.1cm
Trim: 54.61 x 36.83cm
Live Area: 52.07 x 34.29cm



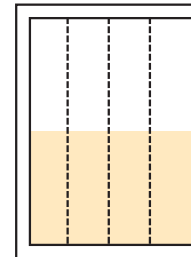
TABLOID PAGE

Bleed: 11-1/4" x 15"
Trim: 10-3/4" x 14-1/2"
Live Area: 9-3/4" x 13-1/2"

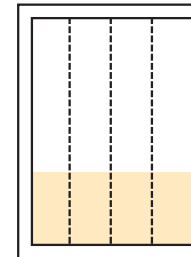
Bleed: 28.58 x 38.1cm
Trim: 27.31 x 36.83cm
Live Area: 24.77 x 34.29cm



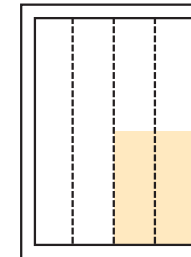
1/2 TAB PAGE VERT.
4-13/16" x 13-1/4"
(12.22cm x 33.66cm)



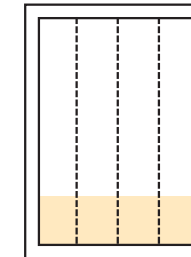
1/2 TAB PAGE HORIZ.
9-13/16" x 7"
(24.92cm x 17.78cm)



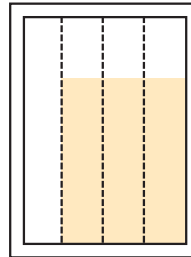
1/3 TAB PAGE HORIZ.
9-13/16" x 4-1/2"
(24.92cm x 11.43cm)



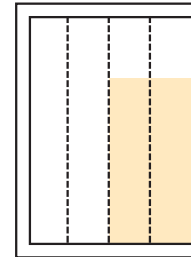
1/4 TAB PAGE VERT.
4-13/16" x 7"
(12.22cm x 17.78cm)



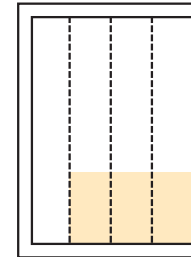
1/4 TAB PAGE HORIZ.
9-13/16" x 3-1/2"
(24.92cm x 8.89cm)



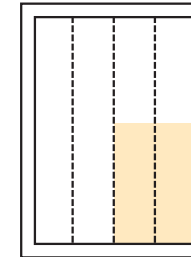
STANDARD PAGE
7-5/16" x 10"
(18.57cm x 25.4cm)



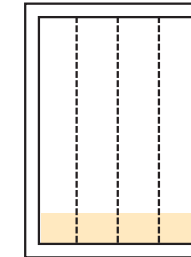
2/3 STD PAGE VERT.
4-13/16" x 10"
(12.22cm x 25.4cm)



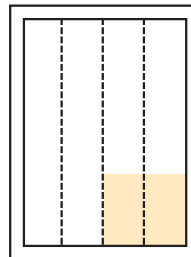
1/2 STD PAGE HORIZ.
7-5/16" x 5"
(18.57cm x 12.7cm)



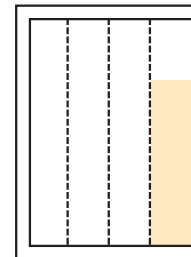
1/2 STD PAGE ISLAND
4-13/16" x 7-1/2"
(12.22cm x 19.05cm)



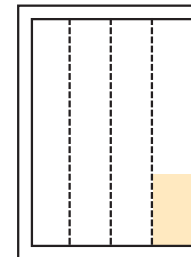
1/6 TAB HORIZ.
9.13/16" x 2"
(24.92cm x 5.08cm)



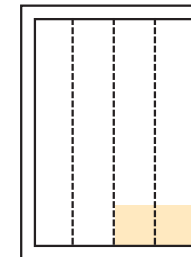
1/3 STD PAGE SQUARE
4-13/16" x 5"
(12.22cm x 12.7cm)



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



1/6 STD PAGE VERT.
2-5/16" x 5"
(5.87cm x 12.7cm)



1/6 STD PAGE HORIZ.
4-13/16" x 2-1/2"
(12.22cm 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
1-1/2" wide (1/8" gutter)