



A MAGAZINE THAT GETS RESULTS

### TECHNOLOGY NEWS

TV broadcasters and video professionals throughout South America, Central America and Mexico turn to **TV Technology América Latina** for the most up-to-date technology news, product introductions and equipment reviews.

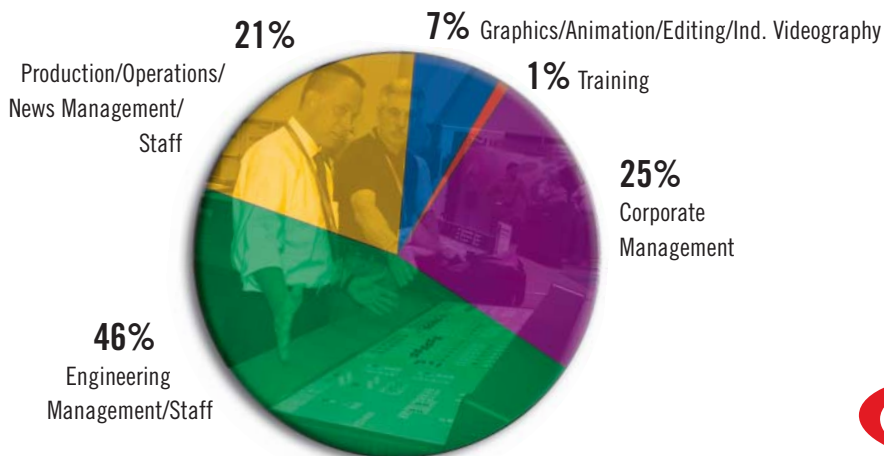
Each issue, with in-depth and balanced technical reporting and analysis, covers subjects including:

- ✓ Digital Television
- ✓ Systems Integration
- ✓ Station Automation
- ✓ RF Technology
- ✓ Studio Operations
- ✓ Production Applications

### REGIONAL FOCUS

Regular columns cover regional issues that affect the broadcasting and production community. The Post-Convergence Column (*Pos-convergencia*) applies developments in converging technologies from around the world to the region. The Broadcaster Profile (*Difusora en la Mira*) examines what local networks, stations and production facilities are doing. The Q&A (*Diálogo*) gives broadcast and video professionals an opportunity to express their views.

### JOB FUNCTION



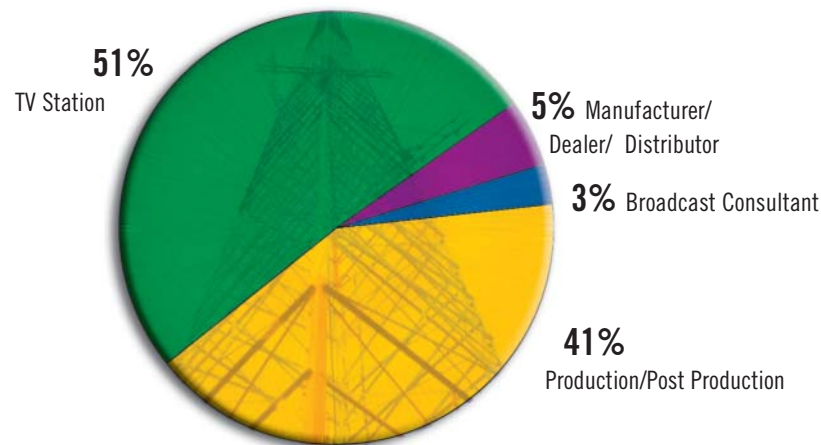
The **TV Technology América Latina** Market Is Your Market too.

- ✓ Television
- ✓ Cable
- ✓ Production
- ✓ Post Production
- ✓ Industrial & Corporate
- ✓ New Media

Reaching 5,000 Decision-makers in 21 Latin American Countries.



### TYPE OF BUSINESS



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.

# 2009 Editorial Calendar

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ISSUE	BROADCASTER PROFILE	TECHNICAL FEATURES	SHOWS ★	BUYERS GUIDE	AD SPACE CLOSE	AD MATS DUE
January/ February	Colombia	Lenses; Fiber, Cable and Connectors	Andina Link, Colombia	Transmission Equipment	02 Jan.	07 Jan.
March/April	Peru	NAB 2009 Show Preview; Gear on the Go	NAB, Las Vegas; ARCHI, Chile; Punta Show TV, Uruguay	Editing/Graphics & Animation Video Servers & Recording/Controllers	06 Mar.	11 Mar.
May/June	Mexico	Specialty Cameras in Sports; Servers	CVIR, Venezuela Expo Cine Video y Television (Telemundo), Mexico; TEPAL, Panamá	Station Automation and Digital Content Management	08 May	13 May
July/August	Chile	NAB 2009 Post Show Report; Newsroom Graphics	SET/Broadcast & Cable, Brazil; ABTA, Brazil	Cameras, Lighting & Batteries	03 Jul.	08 Jul.
September/October	Brazil	HD News; Wireless Mics	IBC, Amsterdam ATVC, Argentina; CAPER, Argentina CIRT, Mexico	Test Equipment/Signal Monitoring Routing & Master Control Switchers/ Intercoms	04 Sep.	09 Sep.
November/December	Argentina	Automation/Digital Content Management; Editing Techniques for Sports		ENG/EFP Cameras, Lenses & Media	06 Nov.	11 Nov.

**Featured Sections  
in every Issue:**

*Post-Convergence  
Column*

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*Broadcaster's  
Profile*

•

*Dealer's  
Profile*

•

*Q&A*

★ Trade shows are subject to change.

## Rate Card #27

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

Standard A4	1x	3x	6x	12x	18x
Page	\$2,420	2370	2300	2205	2150
2/3 page	\$1,815	1775	1725	1655	1620
1/2 page	\$1,450	1420	1380	1325	1290
1/3 page	\$1,090	1065	1030	990	970
1/4 page	\$865	850	815	790	760
1/6 page	\$655	640	620	600	570

### General Column

Inch Rate	\$205				
Product Showcase (net)	\$465	455	440	425	405
4-color	Extra 15%				
Equipment Exchange	\$115	110	105	100	95
Professional Card	\$135	130	125	120	115
Classified Line Ads	\$2 per word				
Blind Box Number	\$17				

4-color	\$1,000
2-color	\$425
4c spread	\$1,300

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



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

## ADVERTISING MATERIAL SPECIFICATIONS

TV Technology América Latina is printed web offset in a tabloid news format, on 70lb. #4, cover glass paper stock, 40lb. #5, text gloss 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
- Adobe Photoshop CS3
- Adobe Illustrator CS3
- PDF - Acrobat v. 4 & 5 only (i.e. v. 1.3 or 1.4)
- TIFF
- JPEG
- EPS

(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:

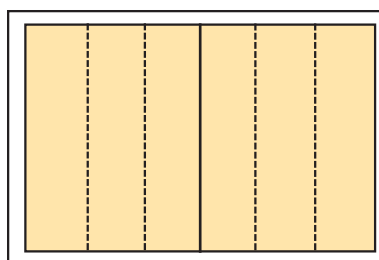
Host: ftp2.nbmedia.com  
User ID: advertiser  
Password: 2advertise

Problems? If you have any additional questions, please contact the production ad traffic manager via e-mail: [lrichards@nbmedia.com](mailto:lrichards@nbmedia.com)



## STANDARD AD SIZES AND DIMENSIONS

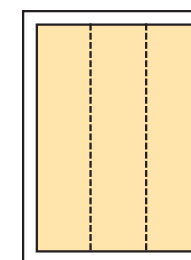
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

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

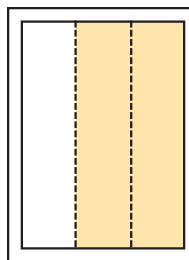
**Bleed:** 419mm x 283mm  
**Trim:** 413mm x 276mm  
**Live Area:** 400mm x 264mm



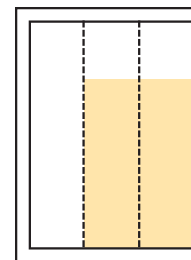
STANDARD PAGE

**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"

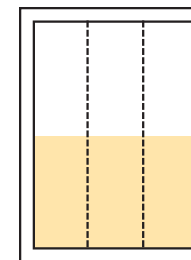
**Bleed:** 213mm x 283mm  
**Trim:** 206mm x 276mm  
**Live Area:** 194mm x 264mm



**2/3 PAGE VERT.**  
4-13/16" x 10"  
(122mm x 254mm)



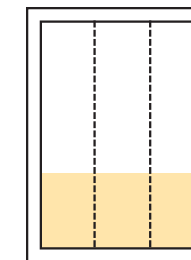
**1/2 PAGE ISLAND**  
4-13/16" x 7-1/2"  
(122mm x 191mm)



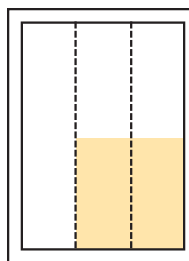
**1/2 PAGE HORIZ.**  
7-5/16" x 5"  
(186mm x 127mm)



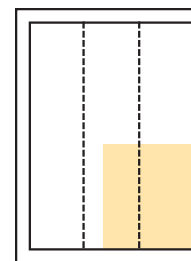
**1/3 PAGE VERT.**  
2-5/16" x 10"  
(59mm x 254mm)



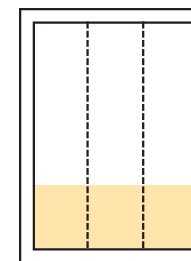
**1/3 PAGE HORIZ.**  
7-5/16" x 3-1/4"  
(186mm x 86mm)



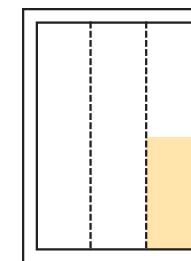
**1/3 PAGE SQUARE**  
4-13/16" x 5"  
(122mm x 127mm)



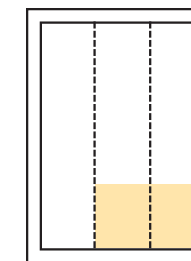
**1/4 PAGE VERT.**  
3-5/8" x 4-13/16"  
(92mm x 122mm)



**1/4 PAGE HORIZ.**  
7-5/16" x 2-1/2"  
(186mm x 64mm)



**1/6 PAGE VERT.**  
2-5/16" x 5"  
(59mm x 127mm)



**1/6 PAGE HORIZ.**  
4-13/16" x 2-1/2"  
(122mm x 64mm)

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

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

**CLASSIFIED COLUMN INCH**  
2-5/16" wide  
(59mm wide)

### Please Send Ad Material to:

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Disposition of materials: All advertising material will be held by TV Technology for two years from date last run.