

TV TECHNOLOGY ASIA PACIFIC

SERVING BROADCASTING & PRODUCTION PROFESSIONALS THROUGHOUT ASIA

TV Technology Asia/Pacific's editorial and circulation is focused directly at broadcast stations and the leading production houses in the region. In 2009, building on its already strong reputation, **TV Technology Asia/Pacific** offers more content tailored to the needs of technical management, engineering and production personnel, including:

LOCAL & GLOBAL CONTENT: With regional offices in Beijing and Tokyo, and editorial representation in Sydney, Singapore, and Hong Kong, **TV Technology Asia/Pacific** publishes the best stories, local and global, to help readers do their jobs better. Hong Kong-based freelance broadcast consultant Craig Norris, who joined our staff in 2006 as Technical Editor, will continue to help the magazine focus its content on issues directly relevant to the regions' broadcasters. And, using NewBay Media's worldwide network of offices, editors and freelancers, **TV Technology Asia/Pacific** also offers the reader a unique global video technology perspective.

TRANSMISSION & TECHNOLOGY: **TV Technology Asia/Pacific** publishes a regular technical DVB transmission column (a must-read for the region's engineers), along with regular columns from experts around the world covering such topics as server technology, video to mobiles, IPTV, audio for broadcast and compression. **TV Technology Asia/Pacific** is the only technical, engineering-based publication serving the region.

NEWS & SPORT: Our well-established news & sport section will continue to offer unparalleled technology coverage of the overall news market, and focus on several key sporting events as well. From lenses for getting up close and personal on the pitch, to



newsroom systems that get breaking news to air, **TV Technology Asia/Pacific** will continue to blanket this section of our industry.

THE MODERN FACILITY: Written by a consulting engineer, this regular feature will examine the issues faced by facility management and engineering personnel on a variety of issues. We'll consider what it really takes to be a modern facility in terms of IT issues, news production in a multi-delivery world, archiving, post, and more. We'll also profile the technology behind some of Asia's most compelling facilities.

Asia-Pacific's Broadcast Technology Magazine
Your Core Market Is Our Core Market: Content and Circulation Focused on Asia's Broadcast and Professional Production Markets
Now Even More News, Sports, IPTV and Video to Mobiles Coverage

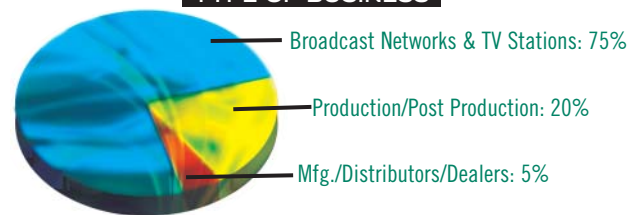
2010 INTERNATIONAL VENDOR & PRODUCT DIRECTORY: Following the launch of our International Vendor & Product Directory in 2007, **TV Technology Asia/Pacific** will again provide our readership with a keep-all-year definitive source of information for the professional video and television industry. The 2010 Vendor & Product Directory provides a wealth of valuable information that buyers need to make purchasing decisions. This vital sourcebook will contain an alphabetical listing of manufacturers, dealer and distributor listings, and a cross-reference by product category.

HD PRODUCTION: **TV Technology Asia/Pacific** will feature HD technology in every issue. Content will include case studies from the region and abroad, plus technical columns and product reviews. From the growing use of HD video in post applications to HD acquisition and manipulation, we'll cover the stories.

CHINA WATCH: The Asia region is watching developments in China, now more than ever before. **TV Technology Asia/Pacific's** 'China Watch' feature draws on its sister Chinese-language magazine, **Broadcast & Production China** and its staff, to provide up-to-date English language coverage of this important market.

FOCUSED READERSHIP: **TV Technology Asia/Pacific** blankets the region — and the broadcast networks and stations. In addition to delivering readers throughout Southeast Asia, Australia and New Zealand, **TV Technology Asia/Pacific** has increased its circulation in countries such as India, South Korea, Hong Kong and Taiwan in response to favorable market conditions. Our circulation is deep at the broadcast stations and in the countries that are on the move in terms of new equipment projects.

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

Editor: Mark Hallinger • Tel: +1-301-581-0387 • Mobile: +1-301-467-4695 • email: mhallinger@nbmedia.com

ISSUE	TRADE SHOWS & AWARDS	FEATURES	SPORT & EVENTS	NEWS TECH	VIDEO TO MOBILE	BUYERS GUIDE	AD INFORMATION
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FEB/MARCH	Report: CES (8-11 Jan) Report: INTERBEE (19-21 November) IT-Centric Update: Learning from a Modern Facility	IPTV in HD On-Air Graphics Tech News: HDV	Mics in Sport	Cameras & Accessories Review Trends in Remote Newsgathering	MediaFLO in Hong Kong	Automation, Archiving & Asset Management Video Recording	Ad Close: Jan 23 Ad Due: Jan 28
APRIL	*PREVIEW: NAB (18-23 April) Asia's Most Modern OB Vehicles	Lighting HD Intercom Trends Editing Review	Specialty Cameras	The Tapeless Battle in ASIA/PAC Prompting Evolves	T-DMB	Test & Measure Fibre, Cable & Connectors; Audio	Ad Close: Mar. 20 Ad Due: Mar. 25
MAY/JUNE	Preview: Broadcast Asia (16-19 June) ★ The Most Modern News Facilities for a Multi-Delivery World	Disaster Recovery Video-on-Demand		Camera Support Review Microwave Update	DVB-H Rolls On	Signal Processing Studio Cameras Lenses & Accessories CG & Graphics	Ad Close: May 1 Ad Due: May 6
JULY/AUG	Asia/Pac's Most Modern Studios	Tech News: Signal Conversion 5.1 Audio Systems Integration		Newsroom Graphics Uplink Review	Production	Transmission: Terrestrial, IPTV & Video-to-Mobiles Encoding Transmission Monitoring	Ad Close: June 19 Ad Due: June 24
SEPT	PREVIEW: IBC (11-15 Sept) The Modern Archive	HD Test & Measure Tech News: Compression Advances in Lighting Where does HD Stand in Asia?	Specialty RF Cameras	Vision Mixers & Routers Mobile, Remote & Satellite	Monitoring Video-to-Mobiles	Vision Mixers & Routers Mobile, Remote & Satellite	Ad Close: July 17 Ad Due: July 22
OCT/NOV	REVIEW: IBC Top Post Facilities	Closed Captioning/Subtitling HD Editing Tech News: Fibre and Cabling		Editing EFP & ENG Cameras & Accessories	The Year in Mobile Video	Editing EFP & ENG Cameras & Accessories	Ad Close: Oct. 23 Ad Due: Oct. 28
DEC/JAN	2010 Vendor & Product Directory						Ad Close: Dec. 4 Ad Due: Dec. 9

★ Denotes Bonus Distribution at Trade Shows

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!

Visit our website at www.nbmedia.com

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

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ADVERTISING MATERIAL SPECIFICATIONS

TV Technology Asia/Pacific is printed sheetfed, Paper stock for the cover is 157gsm LWC (gloss). Paper stock for the text pages of the publication is 80gsm art paper (gloss). Binder is 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
- TIFF
- JPEG
- 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: lrichards@nbmedia.com

STANDARD AD SIZES AND DIMENSIONS

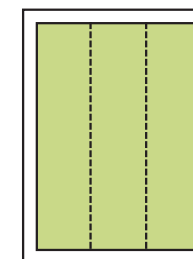
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

Bleed: 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")



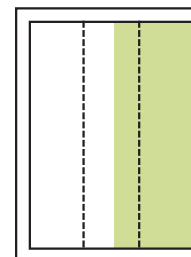
STANDARD PAGE

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

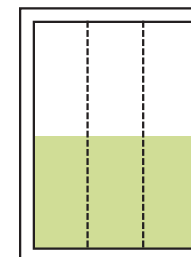
Bleed: (8-1/2" x 11-15/16")
Trim: (8-1/4" x 11-11/16")
Live Area: (7-1/4" x 10-11/16")



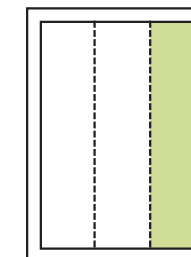
2/3 PAGE VERT.
118mm x 271mm
(4-5/8" x 10-11/16")



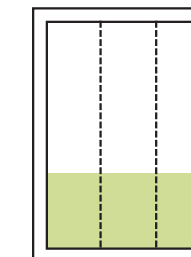
1/2 PAGE VERT.
87mm x 271mm
(3-7/16" x 10-11/16")



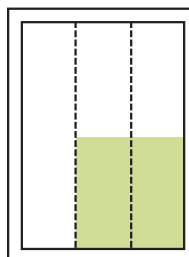
1/2 PAGE HORIZ.
179mm x 135mm
(7-1/16" x 5-5/16")



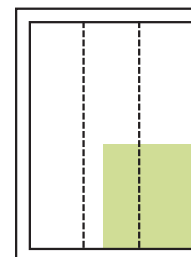
1/3 PAGE VERT.
56mm x 271mm
(2-1/4" x 10-11/16")



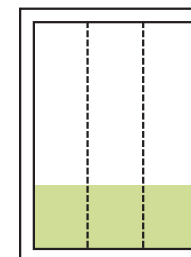
1/3 PAGE HORIZ.
179mm x 90mm
(7-1/16" x 3-9/16")



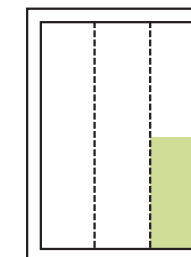
1/3 PAGE SQUARE
118mm x 118mm
(4-5/8" x 4-5/8")



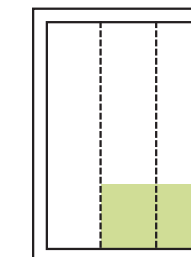
1/4 PAGE VERT.
87mm x 135mm
(3-7/16" x 5-5/16")



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")

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