

TV TECHNOLOGY EUROPE

SERVING BROADCASTING IN EUROPE, MIDDLE EAST AND AFRICA

TV Technology Europe continues its focus on your core market for 2009, with editorial and circulation targeted directly to broadcasters throughout Europe, the Middle East and Africa.

Building on its already strong reputation with readers and its position as a technology leader, **TV Technology Europe** will continue to offer content tailored to the specific needs of technical management, engineering and production personnel at broadcast facilities.

Here's what's coming:

Transmission, IPTV & Video to Mobiles

We'll continue to cover all aspects of digital transmission as analogue switch-off looms in some markets, with a column in every issue on important DVB issues such as DVB-T2 and DVB-SH. We'll also continue to focus on IPTV installations and the technologies that make this up-and-coming market work. **TV Technology Europe** has also been covering the video-to-mobiles arena since the technologies were just starting to appear, and we'll continue to cover this evolving market.

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 Europe** 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 Europe's most compelling facilities.

We Deliver to Your Core Market
with Content and Circulation
Focused on the European Market
**More Broadcasting
More Technology
in 2009**

2010 International Vendor & Product Directory

Following the launch of our International Vendor & Product Directory in 2007, **TV Technology Europe** 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.

And More ...

Look for technical columns on server technology, audio for broadcast, lighting, compression and more; the popular Buyer's Guide and equipment

sections that allow real engineers and end users to comment on equipment they have used; and enough content on all types of video production to keep a broad segment of readers informed.

Reaching every TV Station and Network in Europe, the Middle East and Africa

TV Technology Europe's circulation list has been refined, country by country, reader by reader, to deliver 100% coverage and in-depth penetration across all European, Middle Eastern and African TV stations and networks. More than 60% of its 5,000 qualified readers work in broadcast. If your core market is broadcast, **TV Technology Europe** is the most focused advertising vehicle you can buy.



NewBay Media is the leading publisher of magazines for the broadcast and professional video/audio industries, serving more than 200,000 subscribers in six languages worldwide.

Wherever you are doing business, NewBay Media magazines are there to support you.



2009 Editorial Calendar

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ISSUE	TRADE SHOWS & AWARDS	SPORTS & EVENTS	FEATURES	NEW MEDIA	NEWS TECH	BUYERS GUIDE	AD INFORMATION
FEB/MARCH	Report: CES (8-11 Jan.) Preview: CABSAT (3-5 March) Preview: Broadcast Video Expo 2008 (17-19 Feb) IT-Centric Update: Learning from a Modern European Facility	Winter Sports Accessory Bags	IPTV in HD On-Air Graphics Tech News: Solid-State Camcorders	European Mobile Video Profile Production for Multiple Platforms	Cameras & Accessories Reviews Trends in Remote Newsgathering	Automation, Archiving & Asset Management Video Recording	Ad Close: 23 Jan. Ad Due: 28 Jan.
APRIL	*PREVIEW: NAB (18-23 April) REVIEW: CABSAT AES (7-10 May, Munich) Europe's Most Modern OB Vehicles	Specialty Cameras	Lighting HD Talkback Trends 3 Gig: What's new and why you should care	Transcoding for Multiple Deliveries European Streaming Profile	The Tapeless Battle in EMEA Prompting Evolves	Test & Measure; Fibre, Cable & Connectors; Audio	Ad Close: 13 March Ad Due: 18 March
MAY/JUNE	Mario Awards: NAB's Top Products The Modern News Facility in a Multi-Delivery World	Covering Cycling 2009 FIFA Confederations Cup South Africa 14-28 June	Disaster Recovery Video-on-Demand Monitors Audio Loudness Issues	Mobile Standards Status Getting the Content Right	Camera Support Review Microwave Update	Signal Processing Studio Cameras CG & Graphics Lenses & Accessories	Ad Close: 1 May Ad Due: 6 May
JULY-AUG	Europe's Most Modern Studios	Wimbledon Preview HD Lenses	Tech News: Signal Conversion Upmixing for 5.1 Multiviewers	Automating a System T-DMB in Europe	Newsroom graphics Uplink Review	Transmission: Terrestrial, IPTV & New Media; Encoding; Transmission Monitoring	Ad Close: 26 June Ad Due: 1 July
SEPT	PREVIEW: IBC 10-15 Sept The Modern Archive	Specialty RF Cameras	HD Test & Measure Tech News: Compression Advances in Lighting Where does HD Stand in Europe?	Monitoring New Media	Remote Production Vehicles	Vision Mixers & Routers Mobile, Remote & Satellite	Ad Close: 7 August Ad Due: 12 August
OCT/NOV	REVIEW: IBC Top Post Facilities	Mics in Sports Vancouver Olympics Loom	Closed Captioning/Subtitling HD Editing Tech News: Fibre and cabling	Overview: The Year in Mobile Video	Newsroom Systems	Editing EFP & ENG Cameras & Accessories	Ad Close: 9 October Ad Due: 14 October
DEC	2010 International Vendor & Product Directory						Ad Close: 27 November Ad Due: 2 December

★ Denotes Bonus Distribution at Trade Shows

Rate Card #16

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				

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ADVERTISING MATERIAL SPECIFICATIONS

TV Technology Europe is printed using a CTP (computer to plate) process, we therefore require advert copy to be supplied as a Print Quality Adobe Acrobat® PDF file. If advertising copy is supplied without a contract proof, reproduction quality cannot be guaranteed.

The appropriate hi-res PDF Profile can be downloaded from:
<http://www1.stephensandgeorge.co.uk/main.php?mode=10001>

In order to ensure the colour fidelity of your advert, the file must be created to our printers specifications. To ensure that all elements in the advert are present, and will reproduce, we must receive a colour/mono proof of the advert. This will then be used by us as the guide for the final checking stage.

If we do not receive this proof we are unable to take responsibility for the final outcome of the advert.

File Resolution:

- Resolution dependent files (bitmap images) must have a resolution of 300dpi at 100%.
- If file resolution is lower than this, NewBay will not be responsible for the printed quality of the image.

Bitmap formats we can accept:

- TIFF - no LZW compression
- EPS - *do not apply JPEG compression*
- JPEG - maximum quality setting

Pre-Flight:

EnFocus PitStop Pro® is the recommended program for pre-flighting PDF files. For precise pre-flighting to Audio Media specification, the production department can supply profiles for pre flighting with either Adobe Acrobat Pro or PitStop Pro. Failure to supply all components or supplying incompatible files could result in delays and/or increased production fees.

Problems or queries?

If any of the above is unclear or additional information is required, please contact the production department.

Contact Details

your contact for any production related enquiries:

John-Paul Shirreffs,
 Design & Production Manager.
 +44 (0)1480 461555 •
jp.shirreffs@audiomedia.com

electronic transfer of advert copy:

we can accept files created to the correct specification format via:

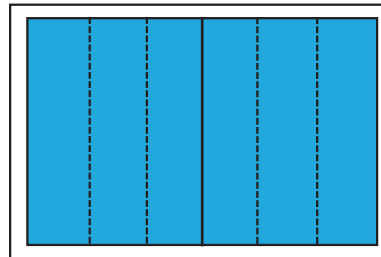
- E-mail: production@audiomedia.com, or jp.shirreffs@audiomedia.com
- FTP:
<ftp://www.audiomedia.com>
 user name: **outrigger**
 password: **waikiki**

Files must be compressed before sending. If sending via ftp, please email notification of file transfer and supply a hard copy of the file by fax along with a contact name.



STANDARD AD SIZES AND DIMENSIONS

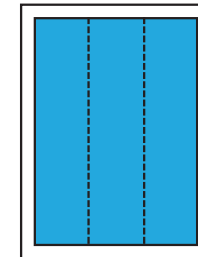
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

Bleed: 426 x 303mm
Trim: 420 x 297mm
Live Area: 384 x 271mm

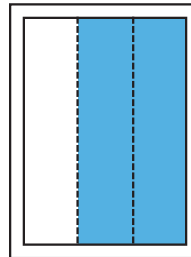
Bleed: (16-3/8" x 11-15/16")
Trim: (16-1/2" x 11-11/16")
Live Area: (15-1/2" x 10-11/16")



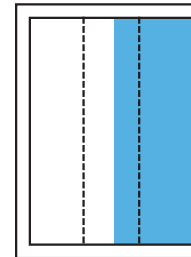
STANDARD PAGE

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

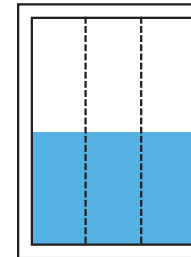
Bleed: (8-1/2" x 11-15/16")
Trim: (8-1/4" x 11-11/16")
Live Area: (7-1/4" x 10-11/16")



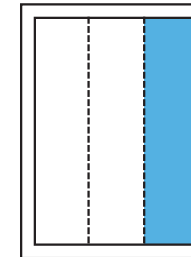
2/3 PAGE VERT.
 118mm x 271mm
 (4-5/8" x 10-11/16")



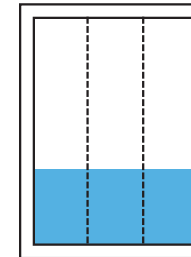
1/2 PAGE VERT.
 87mm x 271mm
 (3-7/16" x 10-11/16")



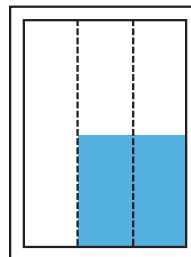
1/2 PAGE HORIZ.
 179mm x 135mm
 (7-1/16" x 5-5/16")



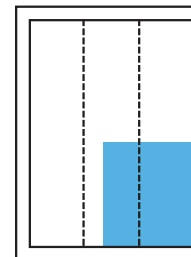
1/3 PAGE VERT.
 56mm x 271mm
 (2-1/4" x 10-11/16")



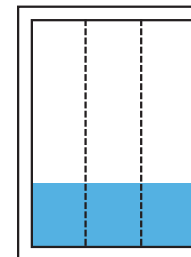
1/3 PAGE HORIZ.
 179mm x 90mm
 (7-1/16" x 3-9/16")



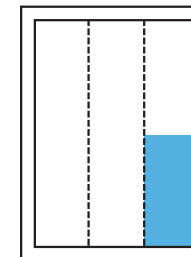
1/3 PAGE SQUARE
 118mm x 118mm
 (4-5/8" x 4-5/8")



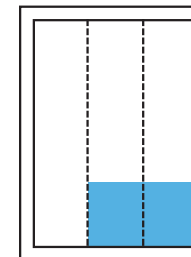
1/4 PAGE VERT.
 87mm x 135mm
 (3-7/16" x 5-5/16")



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")

Please Send Ad Material to:

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