

ISSUE	OPERATIONS & MANAGEMENT	PRODUCTS & INNOVATIONS	EVENTS	DEADLINES
JANUARY	Analog Shutdown! Flash-cutting, lip-sync, Reception, recycling and transitioning translators	PSIP Generators	CES International Jan. 8-11	<i>Ad Close:</i> Tue, Jan 06 <i>Ad Due:</i> Wed, Jan 12
FEBRUARY	Do You Need HDTV? Uncertainty persists among station management	Upconverters Alternatives to native HDTV	NRB Convention Feb. 7-10, Nashville, Tenn. Analog Shutdown Feb. 17 HPA Tech Retreat Feb. 18-20, Palm Springs, Calif.	<i>Ad Close:</i> Tue, Feb 03 <i>Ad Due:</i> Wed, Feb 09
MARCH	Multicasting Checklist Content choices, rights & repurposing	25 NAB Debutantes	NAB Future Summit March 22-24 Pebble Beach, Calif.	<i>Ad Close:</i> Tue, Mar 03 <i>Ad Due:</i> Wed, Mar 09
APRIL	Distribution Strategies	Advanced Compression	NAB Show April 18-23, Las Vegas, Nev. Cable Show April 1-3, Washington, D.C.	<i>Ad Close:</i> Tue, Mar 31 <i>Ad Due:</i> Wed, Apr 6
MAY	Top 10 TVB Innovators Broadcasters who broke ground	25 Things You May Have Missed at NAB	PBS Showcase Conference May 11-14, Baltimore	<i>Ad Close:</i> Tue, Apr 28 <i>Ad Due:</i> Wed, May 04
JUNE	Capital Procurement A snapshot of capital markets and what broadcasters most need, post-DTV transition	Green Equipment	NAB Service to America Awards June 8, Washington, D.C. InfoCOMM June 13-19, Orlando, Fla.	<i>Ad Close:</i> Tue, Jun 02,09 <i>Ad Due:</i> Wed, Jun 08
JULY	All Things ENG BAS, HD, tapeless workflows and VoIP video	ENG Gear		<i>Ad Close:</i> Tue, Jun 30 <i>Ad Due:</i> Wed, Jul 06
AUGUST	Hubbing Up Whither local centralcasting, and what replaced it...	Traffic & Billing Systems	Siggraph Aug. 3-7, New Orleans	<i>Ad Close:</i> Tue, Jul 28 <i>Ad Due:</i> Wed, Aug 03
SEPTEMBER	Online Operations How stations are adapting their online approaches	Repurposers	IBC2009 Sept. 10-15, Amsterdam	<i>Ad Close:</i> Tue, Sep 01 <i>Ad Due:</i> Wed, Sep 07
OCTOBER	Quick Recoveries Considering most crucial elements of disaster planning	Master Control	Digital Hollywood Hollywood, Calif.	<i>Ad Close:</i> Tue, Sep 29 <i>Ad Due:</i> Wed, Oct 05
NOVEMBER	Pictures at 11 Update on how stations are handling local news, HD and otherwise...	Graphics	DV Expo Los Angeles	<i>Ad Close:</i> Tue, Oct 27 <i>Ad Due:</i> Wed, Nov 02
DECEMBER	The Sporting Life Innovations generated by sports coverage	Mobile Production	Government Video Expo Washington, D.C.	<i>Ad Close:</i> Tue, Dec 01 <i>Ad Due:</i> Wed, Dec 07

REGULAR FEATURES

*REVIEW AND ANALYSIS
OF ONGOING EVENTS*

Financial Focus Station & vendor quarterlies, M&A, video PE, outlook, analyst notes

Evolving Enterprise How companies in the broadcast technology sector have changed with the times.

HD News Map Provides the latest data on what stations across the country have launched local news in high definition.

Remote Redux Highlights the latest in mobile broadcast units.

Capital Current Contributor David Oxenford, veteran media attorney with Davis Wright Tremaine LLP in Washington, D.C. provides updates and insights on regulatory and legislative developments on Capitol Hill.

View From the Couch Contributor and veteran TV journalist Pete Putman details the consumer perspective of the DTV transition.

The Biz Contributor Jeffrey Ulrich reports from his vantage point as local sales manager at WGCL in Atlanta.

It's in the Details Neal Weinstock, chairman and CEO of Kerner New York, riffs on trends across all media platforms.

From the Trenches TV expert Mark Schubin tells it like it is or otherwise ought to be.

Executive Profile A who's who in the television industry, and how they came to be there.

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1/3 Page	2,765	2,700	2,490	2,380	2,320	2,220	2,170
1/4 Page	2,150	2,080	1,910	1,820	1,775	1,715	1,245
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Cover III	\$6,654
Cover IV	\$7,004

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4/Color Process	\$1,000	\$1,500

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