

VIDEOGRAPHY

2009 MEDIA KIT



WWW.VIDEOGRAPHY.COM • WWW.NBMEDIA.COM

2009 Editorial Calendar

CRISTINA CLAPP, EDITOR | Phone: (310) 429.8484 | Email: cclapp@nbmedia.com

VIDEOGRAPHY

Cover Date	FEATURES	SPECIAL REPORTS	PRODUCTION	POST	WEB VIDEO & DISTRIBUTION	DIRECTORIES & RESOURCE GUIDES	DEADLINES
JANUARY*	Trends and Technologies for 2009		HDV and AVCHD Cameras	Workstations	Streaming	Equipment Rental Houses	Ads Close: 1.2.09 Ads Due: 1.9.09
FEBRUARY*	Tapeless Cameras		Tripods, Monopods and Support Systems	3D Postproduction Software	Stock Footage		Ads Close: 2.1.09 Ads Due: 2.9.09
MARCH*	NAB Show Preview	Storage	Lenses and Optics	Tapeless Post	DVD Authoring	Tripods and Lighting	Ads Close: 3.5.09 Ads Due: 3.13.09
APRIL*	NAB Show Preview		Filters	Visual Effects Software	Producing for Mobile Devices		Ads Close: 4.2.09 Ads Due: 4.10.09
MAY	HD Production		LED Lighting	Monitors for the Post Environment	Projection	SAN/LAN	Ads Close: 4.30.09 Ads Due: 5.8.09
NAB 2009 Show Post-Show Highlights Issue (Mails with May issue of Videography and June issue of DV)							
JUNE*	NAB Show Analysis and 2009 Awards	Stock Footage	Camera Accessories	Digital Dailies	Motion Graphics		Ads Close: 6.4.09 Ads Due: 6.12.09
JULY*	3D Production		Location Audio	Mobile and Field Editing	Producing for Multiple Screens	Workstations	Ads Close: 7.3.09 Ads Due: 7.10.09
AUGUST*	IBC Preview		Tripods and Camera Support	Graphic Plug-Ins	DVD Replication	Camera Bags, Batteries and Cases	Ads Close: 8.3.09 Ads Due: 8.7.09
SEPTEMBER*	DV Expo Product Preview	Editing	High-Speed Cameras	Video Capture Cards	Online Film Distribution		Ads Close: 9.4.09 Ads Due: 9.11.09
OCTOBER*	Color Management		Batteries and Power Supplies	Desktop Digital Intermediates	Storage	Motion Graphics Software	Ads Close: 10.1.09 Ads Due: 10.9.09
NOVEMBER*	Lenses and Optics	Camera Support	Lens Adapters	Editing Plug-Ins	Compression Tools		Ads Close: 11.2.09 Ads Due: 11.6.09
DECEMBER	The Year in Gear		2K and 4K Cameras	NLE Software	Stock Footage	Videography Wall Calendar	Ads Close: 12.4.09 Ads Due: 12.11.09
Pro Video Directory (Mails with December issue of Videography)							

*BONUS DISTRIBUTION

JANUARY Sundance Film Festival, HD House at the Sundance and Slamdance Film Festivals, HPA Technology Retreat, **FEBRUARY** South by Southwest, **MARCH** NAB 2009 **APRIL** NAB 2009, **JUNE** Infocomm, Cine Gear Expo, **JULY** SIGGRAPH, **AUGUST** IBC 2009, **SEPTEMBER** DV Expo, HD House at DV Expo **OCTOBER** AES, SMPTE, **NOVEMBER** HD Expo

2009 Advertising Rates & Information

VIDEOGRAPHY

Rate Card #25

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

Print Advertising Rates

B/W	1x	3x	6x	12x	24x
Full Page	\$4,685	\$4,455	\$4,275	\$4,025	\$3,700
2/3 page	3,555	3,375	3,245	3,045	2,730
1/2 Page	2,885	2,775	2,665	2,475	2,235
1/3 Page	2,110	2,015	1,925	1,830	1,700
1/4 Page	1,700	1,625	1,555	1,470	1,390
1/6 Page	1,190	1,140	1,090	1,030	975

Covers (Includes 4/C Process and Bleed)

Cover II	20% Premium
Cover III	10% Premium
Cover IV	20% Premium

Color

4/Color Process	Page	Spread
(Black plus cyan, magenta, yellow)	\$1,500	\$1,800
2 Color PMS Matched	\$1,500	\$1,800

Custom Marketing Solutions

Reprints

Ordering reprints of articles that appear in **Videography** is an inexpensive and effective way to maximize your exposure in the market. PDFs are also available for website posting. Contact your sales rep today for details!

List Rental

Reach highly responsive industry decision-makers. Demographic and purchasing authority selects are available. For more information, contact your sales rep today!

Custom Publishing

Our design team provides a full range of custom publishing services, including print and electronic newsletters, catalogs and advertorials.

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

Sales Contact

ERIC TRABB, GROUP PUBLISHER
Phone: (732) 845.0004 | Fax: (732) 845.3523 | Email: etrabb@nbmedia.com

PAUL DACRUZ, WEST COAST SALES
Phone: (707) 537.7769, Email: pdacruz@nbmedia.com

SUSAN SIMON, EAST COAST SALES MANAGER
Phone: (914) 607.2192 | Email: ssimon@nbmedia.com

JEFF VICTOR, MIDWEST SALES
Phone: (847) 367.4073 | Email: jeffvictor@comcast.net

BOB KENNEDY, EUROPE, MIDDLE EAST & AFRICA
Phone: +44-1279-861264 | Email: bkennedy@nbmedia.com

JESSICA STRIANO, CLASSIFIED AD SALES
Phone: (212) 378.0467 | Fax: (212) 378.0466 | Email: jstriano@nbmedia.com

Editorial Contact

CRISTINA CLAPP, EDITORIAL DIRECTOR
Phone: (310) 429-8484 | Email: cclapp@nbmedia.com

Send Materials To: Videography, Production Department,
810 Seventh Avenue, 27th Floor, New York, NY 10019

2009 Classified/Shopper/Marketplace Rates

VIDEOGRAPHY

Rate Card #25

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

Classifieds (\$120 per column inch)

4-Color	1x	6x	12x
1 col x 4"	\$660	\$580	\$515
1 col x 3"	\$495	\$440	\$390
1 col x 2"	\$330	\$295	\$260
1 col x 1"	\$165	\$145	\$130

Whatever media production professionals are looking for, they will find it in the Videography Classifieds:

Animations • Blank Tape & Discs • Camera Support Gear • Cases • Crews • Duplication • DVD • Editing Equipment • Financial Services • Graphics • Labels • Lens Controls • Music Libraries • Stock Footage • Voice Overs • Production Trucks • Video Sleeves • Professional Tape • Recycled Tapes • Seminars • Tape Restoration • Teleprompters • Training Facilities.

And if a heading is not listed, we will start one for you.

Career Marketplace (\$150 per column inch)

Ad Size	Rate
1 col x 2"	\$310
1 col x 3"	\$465
1 col x 4"	\$620
2 col x 2"	\$620
2 col x 3"	\$930
2 col x 4"	\$1,240

For those looking to hire, Videography offers a convenient forum to reach the right media production professional for the job.

Bring your message each month to more than 44,000 media production professionals who make buying decisions! The Videography Shopper section makes an impact without breaking your budget. Advertisers who need more impact than then classifieds — but don't have the budget for large display ads—belong in the Videography Shopper section.

Shopper Rates (4-Color)

Ad Size	3x	6x	12x
(2 1/4"w x 4 1/2"h)	\$720	\$690	\$660

Conditions & Requirements

Classified Advertising:

There are 7 lines per column inch.
Each line has approximately 30 characters.
A column measures 2 1/4" x 1".

Color Charges per Insert:

- 2nd color-\$100
(Standard 4a red, yellow or blue)
- Screens (red, yellow or blue) 10% extra

Distribution: 40,000

Payment:

All ads must be prepaid. A check, money order, Visa, MasterCard or American Express payment must accompany all new advertisements.

Materials:

Only high-resolution Adobe PDF files are accepted. All electronic files must be accompanied by a laser proof. If a laser is not supplied, we cannot be responsible for reproduction quality. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

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

Sales Contact

ERIC TRABB, GROUP PUBLISHER
Phone: (732) 845.0004 | Fax: (732) 845.3523
Email: etrabb@nbmedia.com

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JESSICA STRIANO, CLASSIFIED AD SALES
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Email: jstriano@nbmedia.com

Editorial Contact

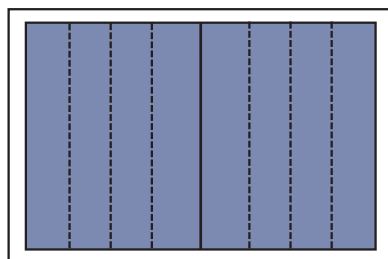
CRISTINA CLAPP, EDITORIAL DIRECTOR
Phone: (310) 429-8484 | Email: cclapp@nbmedia.com

Send Materials To: Videography, Production Department,
810 Seventh Avenue, 27th Floor, New York, NY 10019

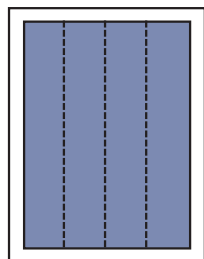
2009 Advertising Dimensions

[information in this document is subject to change without notice]

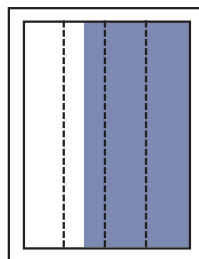
VIDEOGRAPHY



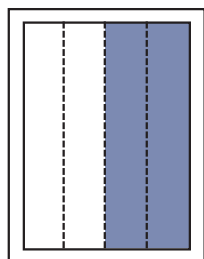
SPREAD
Bleed: 16 3/4" x 11"



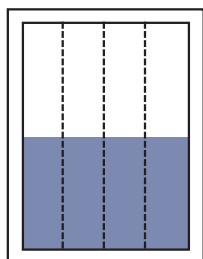
FULL PAGE
Bleed: 8 3/8" x 11"



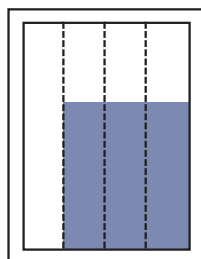
2/3 PAGE
4 9/16" x 10"



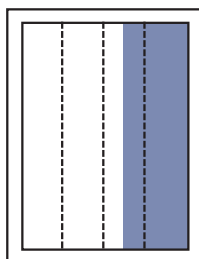
1/2 PAGE VERTICAL
3 3/8" x 10"



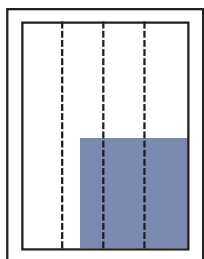
1/2 PAGE HORIZONTAL
7" x 4 7/8"



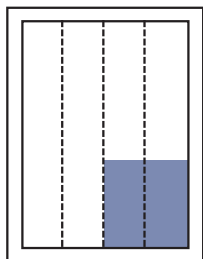
1/2 ISLAND
4 9/16" x 7"



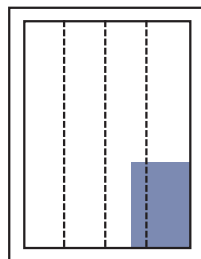
1/3 PAGE VERTICAL
2 3/16" x 10"



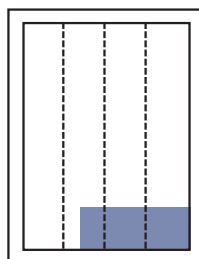
1/3 PAGE SQUARE
4 9/16" x 4 7/8"



1/4 PAGE
3 3/8" x 4 7/8"



1/6 PAGE VERTICAL
2 3/16" x 4 7/8"



1/6 PAGE HORIZONTAL
4 7/8" x 2 3/16"

Keep all essential live matter 1/4" inside trim all around.

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Material Instructions

Method and Paper: Web offset, coated text and cover, perfect bound.

Trim: 8" x 10 3/4"

Bleed: No additional charge. Minimum size 1/2-page horizontal.

Electronically Provided Ads

Only high-resolution Adobe PDF files are accepted.

All electronic files must be accompanied by a laser proof. If a laser is not supplied, we cannot be responsible for reproduction quality. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

Submission Instructions

Send Materials To: Videography, Production Dept.,
810 Seventh Avenue, 27th Floor, New York, NY 10019

FTP site: From any web browser, log onto: www.ourftpsite.com

1. Under the GUEST log in choose your magazine
2. Domain: nbmedia
Password: guest (in lower case)
3. Choose the "ADD" button and search for your document
4. Upload

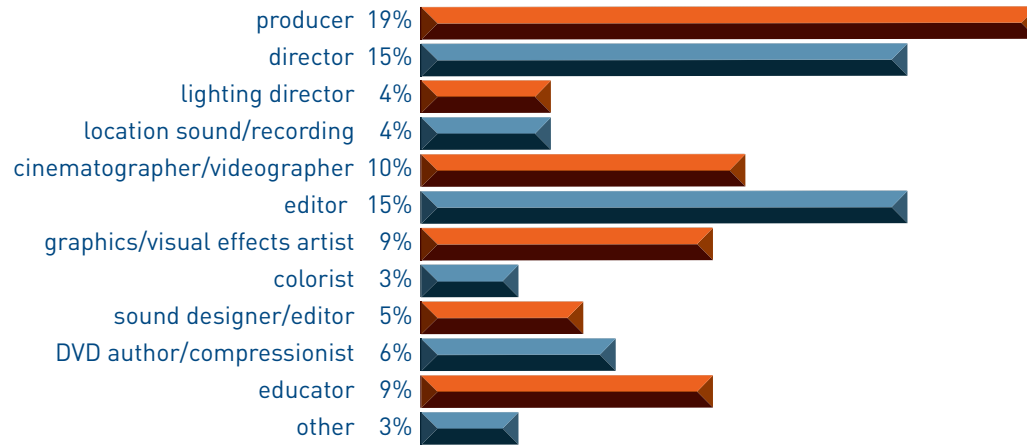
Please make sure the advertiser's name is included in the file name. When uploading ads to the ftp site, please notify your sales representative and provide a color proof.

Additional Artwork: Any work done by publisher will be billed to advertiser or its agency.

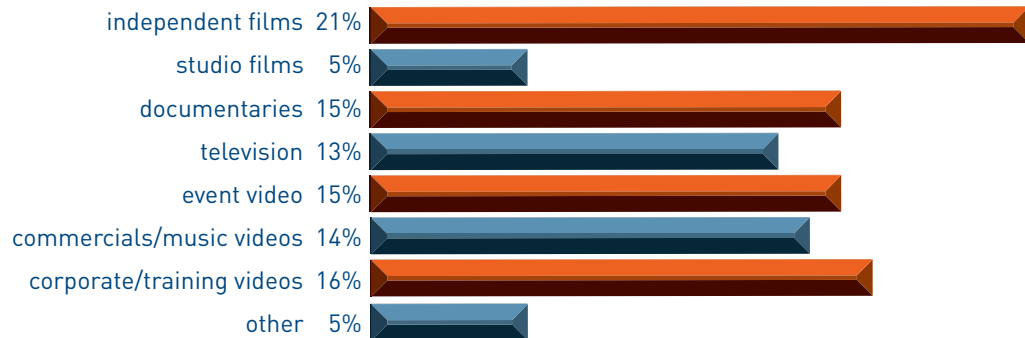
Web Mechanical Specifications

Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified. Our production department will be happy to produce your Web advertising FREE of charge.

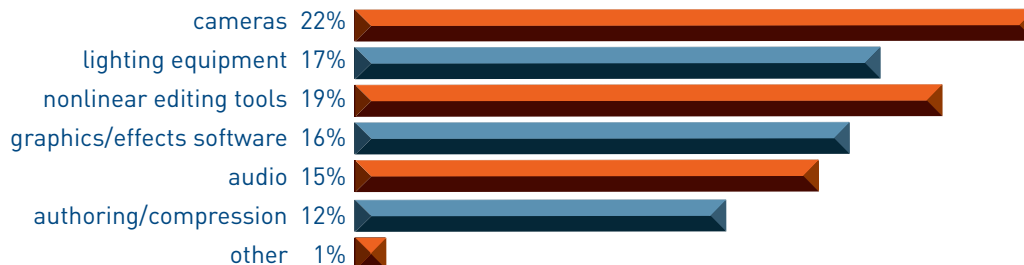
Job Title (some picked more than one)



What types of projects do you work on? (some picked more than one)



What tools do you use? (some picked more than one)



Digital Content Creation Market to Grow to Nearly \$5 Billion in 2012.

The digital content creation market has seen a healthy period of growth. The total DCC market grew 16% from \$2.6 billion to reach more than \$3 billion. The fastest growing segments in the future will be interactive development and video as the web offers new distribution networks and new programming approaches such as AJAX to enable small compelling applications to be developed that extend the power of individual websites.

-Source Jon Peddie Research