

**WEDDING & EVENT
VIDEOGRAPHY**
RESOURCE GUIDE

2009 MEDIA KIT



Cover Date	Selling	Marketing	How-To	Features
MARCH/APRIL*	Extending Your Customer Base	Online Video Opportunities	Location Audio	Digital Media Directory (Stock Footage, Stock Imagery, Music Libraries)
JULY/AUGUST	Scheduling and Billing Systems	Bridal Shows and Marketplaces	HD Editing and Postproduction	New Tools for Lighting
SEPTEMBER*	2009 WEVA SHOW GUIDE			
NOVEMBER/DECEMBER	Monetizing Your Media Library	Holiday Season Events	Camera Support and Stabilization	Storage and Data Management

* BONUS DISTRIBUTION

MARCH/APRIL Bonus Distribution at NAB; **SEPTEMBER** Bonus Distribution at 2009 WEVA EXPO

Editorial Deadlines & Mail Dates

Issue	New Products	Mail
March/April	March 23	April 10
July/August	July 17	August 7
September	August 14	August 31
November/December	November 20	December 7

Space & Material Dates

Issue	Space	Ad Materials
March/April	March 30	April 6
July/August	July 24	July 31
September	August 14	August 21
November/December	November 25	November 30

2009 Rate Card



Rates (All Prices Reflect 4/C Materials)

Full Page	\$3,495
1/2 Page	\$2,745
1/3 Page	\$2,245
1/4 Page	\$1,945

Special Placement

Inside Front Cover	\$5,495
Inside Back Cover	\$5,245
Back Cover	\$5,495

Classifieds

1/4 Page	\$550
1/6 Page	\$350

Sales Contact

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Ad Dimensions

Ad Size	Width	Height
Full Page (Non-Bleed)	7"	10"
Full Page (Bleed)*	8 1/4"	11 1/8"
Spread (Non-Bleed)*	14"	10"
Spread (Bleed)*	16 1/2"	11 1/8"
2/3 Page	4 9/16"	10"
1/2 Page Island	4 9/16"	7"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Vertical	2 3/16"	10"
1/3 Page Square	4 9/16"	4 7/8"
1/4 Page	3 3/8"	4 7/8"

*Page trim is 8" wide, 10 7/8" high.

Keep live matter 1/4" inside trim size.

Spreads: provide 1/2" safety in center.

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WEDDING & EVENT VIDEOGRAPHY RESOURCE GUIDE

Material Instructions

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.

Submission Instructions

Send Materials To: Wedding & Event Videography Resource Guide, 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.