

# 2008

# Broadcast & Production

ITALIAN EDITION OF RADIO WORLD, TV TECHNOLOGY & AUDIO MEDIA

The Italian edition of **Broadcast & Production** provides comprehensive coverage of the everchanging audio and video technology industry. Topics include a lively mix of technology news, application-oriented engineering and production articles, trade show coverage, user-written equipment reviews, and new product introductions - all tailored to audio and video engineering and production professionals at broadcast, cable, production, post-production and corporate audio and video facilities.

### BUYERS GUIDES

The Buyers Guides—translated from Radio World and TV Technology—cover such topics as transmission systems, non-linear editing systems, cameras, microphones, and radio automation systems. Professional audio and video equipment buyers look to the User Reports and Product Reviews contained in **Broadcast & Production's** Buyers Guides for the latest information on new products.

In addition to the Buyers Guides, taken as we have seen from the group's "historic" publications, **Broadcast & Production** often also carries articles translated from Audio Media, the prestigious British magazine.

### OTHER FEATURES

In every issue, the **Special Feature** section provides an in-depth analysis of a given particular aspect or event of the Italian broadcasting world. In addition to that, every issue contains two regular **columns**, one a rich compilation of industry **News**, the other, called **Digital Media**, dedicated, in addition to the new digital techniques of Radio & TV transmission, to all the technologies now converging with A&V systems, from IT to Internet, to satellites, etc. Finally, a comprehensive show coverage includes previews—with distribution from the NewBay Media booth—and reports on all major international trade shows, as well as several local Italian ones.

Visit our website at [www.nbmedia.com](http://www.nbmedia.com)

**NewBay Media Italy Srl**  
S. Felice, Strada Anulare  
Torre 3  
IT-20090 Segrate - MI  
+39-02-7030-0310  
Fax +39-02-7030-0211



**NewBay Media**  
5827 Columbia Pike, Third Floor  
Falls Church, VA  
22041 USA  
+1-703-998-7600  
Fax +1-703-998-2966

### Rate Card #10

Effective January 2008. All rates are in U.S. Dollars / Euro and are per insertion.

	A4 SIZE		B&W		2C		4C	
	\$	€	\$	€	\$	€	\$	€
2 Page Spread	3,625	3,010	4,285	3,555	5,460	4,530		
Page	1,895	1,575	2,245	1,865	2,955	2,450		
2/3 Page	1,575	1,310	1,835	1,525	2,370	1,965		
1/2 Page	1,235	1,030	1,450	1,205	1,835	1,525		
1/3 Page	915	760	1,110	925	1,380	1,145		
1/4 Page	720	595	915	760	1,175	980		
1/6 Page	535	445	680	565	865	720		
Pr. Showcase	465	380	585	485	740	620		
Front Page Violator					2,235	1,855		
Front Page Bottom Strip					2,730	2,265		
Violator & Strip Combination					4,470	3,710		
Inside Front Cover					3,595	2,985		
Inside Back Cover					3,285	2,730		
Outside Back Cover					4,345	3,605		

### Frequency Discounts (on number of ads in a year):

- 2 ads	3 %	- 3 ads	5 %	- 4 ads	8 %	- 5 ads	10 %	- 6 ads	15 %
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### Inserts on application

Classifieds: \$ 2.30 (€1.90) / word

### Website Advertising (www.broadcast.it)

Home Page "Latest News"	(468 x 62 px)	\$590 (€490) / mo.
	(140 x 147 px)	\$445 (€370) / mo.
Other Pages	(468 x 62 px)	\$195 (€165) / mo.
Voucher for 10 News Items		\$1,200 (€1,000)
		Note: Banner 15 kb max.

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

**Europe, Middle East & Africa**  
**Raffaella Calabrese**  
+39-02-7030-0310  
Fax: +39-02-7030-0211  
rcalabrese.nbmedia@tin.it

**Latin America**  
**J.O. Lima e Castro**  
+55-11-3726-8206  
Fax: +55-11-3726-8206  
limcas@uol.com.br

**Japan**  
**Eiji Yoshikawa**  
+81-3-3327-5756  
Fax: +81-3-3322-7933  
callems@world.odn.ne.jp

**U.S. & Canada**  
**Eric Trabb**  
+1-732-845-0004  
Fax: +1-732-845-3523  
etrabb@nbmedia.com

**Asia/Pacific**  
**Wengong Wang**  
+86-755-8386-2930  
Fax: +86-755-8386-2920  
wwg@imaschina.com

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.

Ask your sales representative about discounted rates for combination programs with other NewBay Media!

Publisher & Editor in Chief: Andrea Rivetta • Tel: +39-02-7030-0310 • FAX: +39-02-7030-0211 • email: bpitalia@tin.it

#	ISSUE	SHOW PREVIEW & DISTRIBUTION	SPECIAL FEATURE	SHOW REPORT	BUYERS GUIDE	EDITORIAL DEADLINE	AD CLOSE	AD DUE
1	Feb/Mar	Satexpo, Rome, Mar. 27-29 Photoshow, Rome, Apr. 5-7 SIB, Rimini, Apr. 5-8	SPORT PRODUCTIONS	NAB European Radio Conference	<b>Radio:</b> Consoles, Mixers & Routers <b>Tv:</b> Production (Vision Mixers) & Routing Switchers <b>EVERYTHING FOR THE CONTROL ROOM</b>	Dec 21	Jan 18	Jan 25
2	Apr/May	NAB, Las Vegas, Apr. 11-17 AES, Amsterdam, May 17-20	ALL ABOUT SATELLITE		<b>Radio:</b> Codecs, STL and On Field Equipment <b>Tv:</b> ENG/EFP Cameras & Accessories <b>EVERYTHING FOR FIELD PRODUCTION</b>	Feb 5	Feb 29	Mar 7
	<i>Special Preview Issue</i>	RadioTV Forum, Rome, July 1-2	<b>RADIOTV FORUM PREVIEW: Exhibition and Conference</b>			Apr 10	Apr 24	May 9
3	Jun/Jul	RadioTV Forum, Rome, July 1-2	ALL ABOUT MOBILE	PHOTOSHOW SIB - SATEXPO NAB	<b>Radio:</b> Automation & Digital Archiving <b>Tv:</b> Automation & Digital Newsroom <b>EVERYTHING FOR DIGITAL MANAGEMENT</b>	Apr 29	May 23	May 30
4	Aug/Sep	IBC, Amsterdam, Sept. 11-16	SPECIAL FEATURE ITALIAN SUPPLIERS DIRECTORY 2008/09	AES Amsterdam RadioTV Forum Rome	<b>Radio:</b> Test & Control Equipment <b>Tv:</b> Test, Mobile & Satellite Equipment <b>EVERYTHING FOR TEST &amp; MEASUREMENT</b>	June 17	July 4	July 18
5	Oct/Nov	RadioTV Forum Workshops, Milan, Nov.	ALL ABOUT WEB	RTVF Milan PREVIEW IBC report, 1st part	<b>Radio:</b> Microphones, Monitors & Amplifiers <b>Tv:</b> Studio Cameras, Accessories & Graphics <b>EVERYTHING FOR STUDIO PRODUCTION</b>	Sep 17	Oct 3	Oct 10
	<i>Special Sourcelist</i>		<b>THE BEST OF BROADCAST&amp;PRODUCTION EQUIPMENT 2008/09 SPECIAL PUBLICATION IN ITALIAN FOR THE ITALIAN MARKET WORLD PRODUCT &amp; VENDOR SOURCELIST</b>			Oct 5	Oct 17	Nov 7
6	Dec/Jan		HD WORLD: Lenses, Cameras, Lighting and Editing	IBC report, 2nd part RTVF Milan	<b>Radio TV:</b> Transmitters & Antennas <b>EVERYTHING FOR TRANSMISSION</b>	Nov 10	Nov 28	Dec 5

## ADVERTISING MATERIAL SPECIFICATIONS

### Digital File Specifications:

**Broadcast and Production** is printed using CTP (Computer-to-Plate) process. We request that all ad copy be supplied as digital files rather than film. The following specifications are to be followed.

### Formats we accept:

QuarkXpress – up to v.6.5  
 Adobe Photoshop – up to v.10.0  
 Adobe Illustrator – up to v.10.0

- All applications must be used in accordance with the manual instructions for 4-color printing. A hard copy or low resolution pdf is required with all files.
- NewBay Media's production department works in a Macintosh environment, therefore PC fonts are not compatible and cannot be accepted.
- If any file format is used other than the programs indicated above, a fee will be charged for additional work time. A file may be refused if it is not compatible.

### Graphic file formats:

- Resolution must be 300 dpi. If resolution is lower than this, NewBay Media will not be responsible for the printed quality of the image. (Images above 300 dpi will not improve image quality in print, it will only make the file larger.)
- Graphics taken from the Internet must be used at their original size – enlarging dimensions or increasing resolution will result in bitmapped images.

### Graphic formats we accept

**in CMYK, high-resolution 300dpi:**

- PDF - Acrobat v. 4 & 5 only (i.e. v. 1.3 or 1.4) (We cannot accept v.6, as it is not compatible with Quark) **Embed all fonts**
- TIFF
- EPS (**Embed all fonts**)
- JPEG

### Pre-Flight:

FLIGHTCHECK® is the recommended program for pre-flighting all files. Files should be collected with all supporting art in CMYK format and all fonts used within the file. Failure to supply all components or supplying incompatible files could result in delays and production fees.

### Digital Media we accept:

CD ROM/DVD ROM  
 ZIP 100MB

### Electronic transfer – we accept files via:

- Email – Send files to the sales support person listed below.
  - FTP – Contact your sales representative for instructions.
- If using Fetch:**  
 ftp.imaspub.com *or* 207.101.109.219

**User Name:** Advertiser

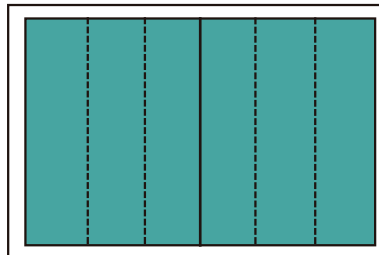
**Password:** 2advertise

• All files must be compressed (i.e. Zip, Stuffit) before sending. Please supply a hard copy of the file by fax with complete file specifications along with a contact name.

**Problems?** If you have any additional questions, please contact Eleonora Grando, tel +39 02-7030-0310/e-mail: [production.nbmedia@tin.it](mailto:production.nbmedia@tin.it)

## STANDARD AD SIZES AND DIMENSIONS

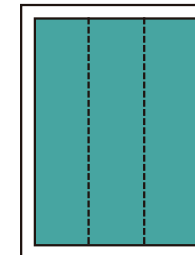
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

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

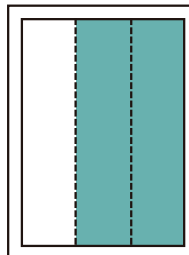
**Bleed:** (16-3/8" x 11-15/16")  
**Trim:** (16-1/2" x 11-11/16")  
**Live Area:** (15-1/2" x 10-11/16")



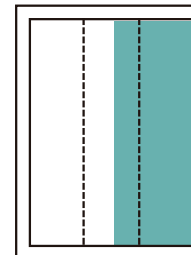
STANDARD PAGE

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

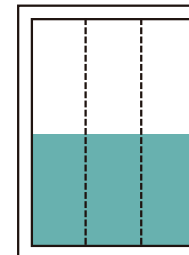
**Bleed:** (8-1/2" x 11-15/16")  
**Trim:** (8-1/4" x 11-11/16")  
**Live Area:** (7-1/4" x 10-11/16")



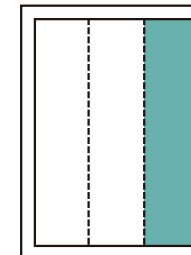
**2/3 PAGE VERT.**  
 118mm x 271mm  
 (4-5/8" x 10-11/16")



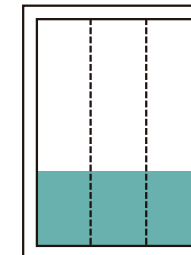
**1/2 PAGE VERT.**  
 87mm x 271mm  
 (3-7/16" x 10-11/16")



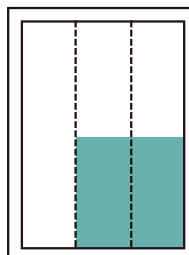
**1/2 PAGE HORIZ.**  
 179mm x 135mm  
 (7-1/16" x 5-5/16")



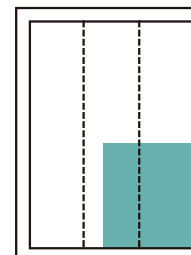
**1/3 PAGE VERT.**  
 56mm x 271mm  
 (2-1/4" x 10-11/16")



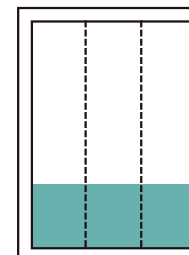
**1/3 PAGE HORIZ.**  
 179mm x 90mm  
 (7-1/16" x 3-9/16")



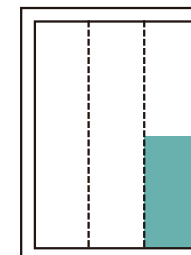
**1/3 PAGE SQUARE**  
 118mm x 118mm  
 (4-5/8" x 4-5/8")



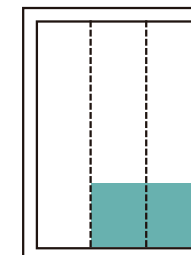
**1/4 PAGE VERT.**  
 87mm x 135mm  
 (3-7/16" x 5-5/16")



**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:

**NewBay Media Italy Srl**

att. Eleonora Grando  
 San Felice, Strada Anulare, Torre 3  
 20090 Segrate-MI Italy

Tel.: +39 02-7030-0310  
 Fax: +32 02-7030-0211  
[production.nbmedia@tin.it](mailto:production.nbmedia@tin.it)