

# 2008

# Radio World

A M É R I C A L A T I N A

The Newspaper for Radio Managers and Engineers

Call any radio engineer and ask,  
"If you had to choose, what one industry publication could you not do without?"

### Radio World América Latina— #1 in Latin America

Radio World América Latina is the #1 professional trade newsmagazine covering radio broadcasting and sound engineering in South America, Central America and Mexico. Radio and audio engineers and managers turn to **Radio World América Latina** for the latest technology news, product introductions, equipment reviews and application features.

### #1 for Results

Published 12 times a year, with a circulation of more than 5,000, **Radio World América Latina** reaches the most important radio and audio facilities. **Radio World América Latina** readers are the buyers you want to reach with your advertising: radio managers, station engineers, studio producers and audio engineers.

### The **Radio World América Latina**

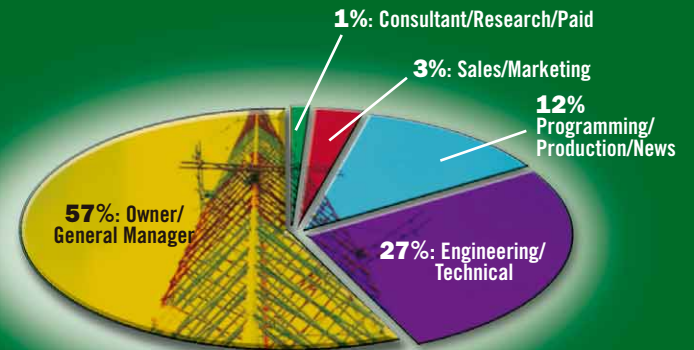
Market is Your Market, too.

- Radio Stations: AM, FM & Shortwave • Public & Private
- Networks Recording Studios • Project Studios • Contract Engineers
- Delivery Services • Equipment & Service Suppliers

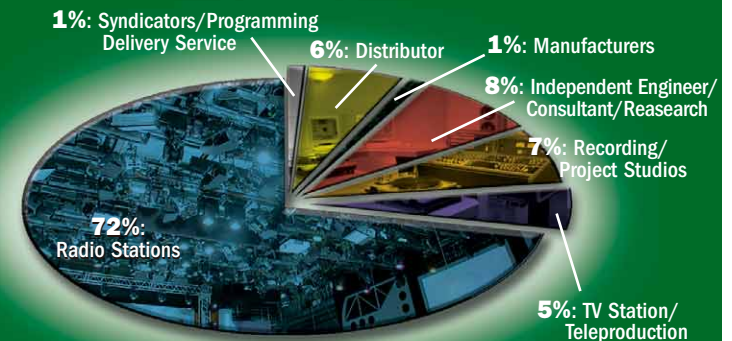


No one covers the Latin American radio & audio industry like **Radio World América Latina**, with a circulation of over 5,000.

### JOB FUNCTION



### FIRM TYPE



NewBay Media educates professionals in audio, musical instruments, video, broadcast, systems installation, and K-12 Education with the information they need to excel in their business by providing dynamic, inspired, creative, interactive awareness to readers, advertisers, associations and other partners around the world. Built upon an information network of award-winning magazines, online communities, and conferences and events, NewBay Media reaches more professionals worldwide in print, in person and online.

Special advertising opportunities inside

Editor: Rogelio Ocampo • Tel: +1-703-998-7600 x121 • FAX: +1-703-998-2966 • email: rocampo@nbmedia.com

ISSUE	MARKET FOCUS		SHOW FOCUS*	BUYERS GUIDE	AD SPACE CLOSE	AD MATS DUE	
January	Mexico	<b>In Every Issue</b> <hr/> <i>Q&amp;As</i> <hr/> <i>HIT PARADE</i> <hr/> <i>TECHNICAL FEATURES</i> <hr/> <i>STATION PROFILES</i> <hr/> <i>STUDIO SESSIONS</i> <hr/> <i>NEWS</i>		Studio Playback/Recording Hardware, Accessories & Acoustics	09 Nov.	14 Nov.	
February	Germany				Signal Monitoring, Remote Control & Test Equipment	07 Dec.	12 Dec.
March	Ecuador				Antennas, Power Protection & Transmission Support	18 Jan.	23 Jan.
April	Chile			NAB, Las Vegas ARCHI, Chile; Punta Show, Uruguay	Verification, Logging, Delays & Timeshifting	15 Feb.	20 Feb.
May	U.K. & Ireland			AES, Brazil; CVIR, Venezuela	Portable/ENG & Studio Audio	14 Mar.	19 Mar.
June	Uruguay				Audio Production & Creation	25 Apr.	30 Apr.
July	Peru			Post NAB; SET/Broadcast & Cable, Brazil	Microphones, & Audio Monitors	23 May	28 May
August	Brazil				Transmitters	20 Jun.	25 Jun.
September	Argentina			Preview IBC	Audio Processing	18 Jul.	23 Jul.
October	France			NAB Radio Show, Charlotte; Semana Nacional de Radio y Television (CIRT), Mexico; CAPER, Argentina	Consoles, Mixers & Routers	15 Aug.	20 Aug.
November	Italy & Malta				Audio Transport: Codecs, Telco, Internet, Satellite & STL	12 Sep.	17 Sep.
December	Spain & Portugal			Post IBC, Amsterdam; Post NAB Radio Show	Automation & Content Management	10 Oct.	15 Oct.

★ Trade shows are subject to change.

## Rate Card #34

Effective January 2008. All rates are in U.S. dollars and are per insertion.

Tabloid Size	1x	6x	13x	26x	36x
1 page	\$3,515	3,450	3,340	3,190	3,040
1/2 page	2,650	2,605	2,525	2,415	2,290
1/3 page	2,205	2,170	2,095	2,005	1,910
1/4 page	1,750	1,720	1,680	1,655	1,520
1/6 page	1,400	1,375	1,370	1,330	1,300
2 col x 4"	1,245	1,215	1,200	1,175	1,105
2 col x 3"	1,020	1,000	970	925	885
2 col x 2"					

### Standard (Junior) Size

1 page	\$2,910	2,850	2,765	2,650	2,525
2/3 page	2,430	2,370	2,345	2,205	2,140
1/2 page	1,865	1,795	1,730	1,665	1,590
1/3 page	1,475	1,450	1,405	1,345	1,270
1/6 page	850	835	815	760	725

<b>Product Showcase (4C/net rates only)</b>	\$530	515	500	480	460
<b>General Column Inch Rate</b>	\$260				

### Broadcast Equipment Exchange (4-color)

1-9 column inches (per inch)	\$110	105	100	95	90
10-19 column inches (per inch)	95	85	75	65	60
Distributor Directory	135	130	125	120	115
Professional Card	105	100	95	90	85
Station/Studio Services	200				
Classified Line Ad	\$2 per word				
Blind Box Number	\$16 additional				

4 color & PMS match charge \$975 / spreads \$1,290 / 2nd house color \$540

Preliminary Rates - Subject to Change

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

**Carmel King**  
Executive Vice President,  
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+1-703-998-7600, x157  
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cking@nbmedia.com

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Product Showcase/  
Classified Ads  
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Visit our website at [www.imaspub.com](http://www.imaspub.com)

## ADVERTISING MATERIAL SPECIFICATIONS

**Radio World América latina** is printed web offset in a tabloid news format, on 35lb. Mando Supreme #5 uncoated paper stock, saddle stitched and trimmed. 133 halftone line screen is recommended for best results. Color reproduction cannot be guaranteed if color density exceeds 280%. Color proof must be supplied with all advertisements to ensure quality control.

**Note:** Advertisements that have excessive use of dark colors may print with heavy dot gain, resulting in a darker outcome than represented on the original color proof.

### Digital File Specifications:

**Radio World** 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.7.0  
 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.

### Digital Media we accept:

CD ROM  
 ZIP 100MB/250MB

### Graphic file formats:

- Resolution must be 300dpi. If resolution is lower than this, NewBay will not be responsible for the printed quality of the image. (Images above 300dpi 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)*

- TIFF
- EPS
- 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.

### Electronic transfer—we accept files via:

- Email — Send files to the sales support person listed below.
- FTP — Contact your sales representative for address, username and password.
- All files must be compressed (i.e. Stuffit, Zip) 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 the production ad traffic manager via e-mail: [lbehr@nbmedia.com](mailto:lbehr@nbmedia.com)

### Please Send Ad Material to

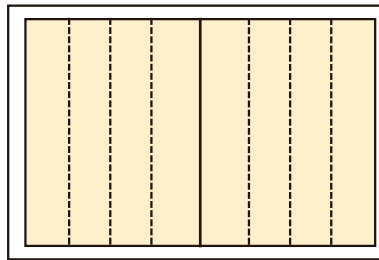
Radio World América Latina,  
 c/o Claudia Van Veen  
 5827 Columbia Pike, Third Floor  
 Falls Church, VA 22041 USA

[cvanveen@nbmedia.com](mailto:cvanveen@nbmedia.com)  
 +1-703-998-7600 x154  
 Fax: +1-703-671-7409

**Disposition of materials:** All advertising material will be held by **Radio World América Latina** for two years from date last run.

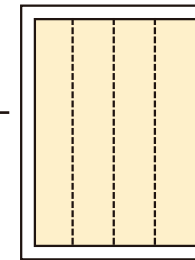
## Standard Ad Sizes and Dimensions

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



TABLOID PAGE SPREAD

**Bleed:** 22" x 15"  
**Trim:** 21-1/2" x 14-1/2"  
**Live Area:** 20-1/2" x 13-1/2"

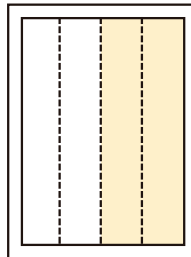


TABLOID PAGE

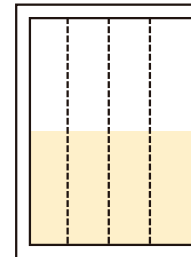
**Bleed:** 55.88 x 38.1cm  
**Trim:** 54.61 x 36.83cm  
**Live Area:** 52.07 x 34.29cm

**Bleed:** 11-1/4" x 15"  
**Trim:** 10-3/4" x 14-1/2"  
**Live Area:** 9-3/4" x 13-1/2"

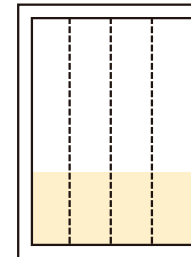
**Bleed:** 28.58 x 38.1cm  
**Trim:** 27.31 x 36.83cm  
**Live Area:** 24.77 x 34.29cm



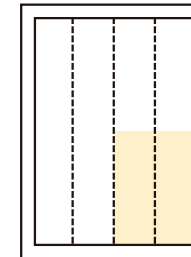
**1/2 TAB PAGE VERT.**  
 4-13/16" x 13-1/4"  
 (12.22cm x 33.66cm)



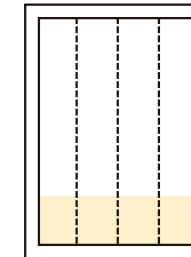
**1/2 TAB PAGE HORIZ.**  
 9-13/16" x 7"  
 (24.92cm x 17.78cm)



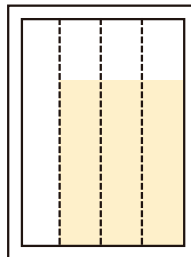
**1/3 TAB PAGE HORIZ.**  
 9-13/16" x 4-1/2"  
 (24.92cm x 11.43cm)



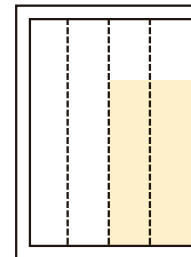
**1/4 TAB PAGE VERT.**  
 4-13/16" x 7"  
 (12.22cm x 17.78cm)



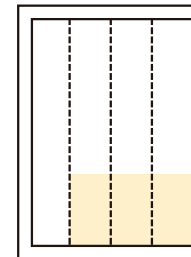
**1/4 TAB PAGE HORIZ.**  
 9-13/16" x 3-1/2"  
 (24.92cm x 8.89cm)



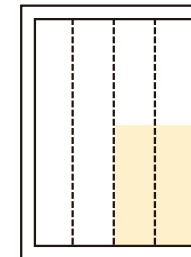
**STANDARD PAGE**  
 7-5/16" x 10"  
 (18.57cm x 25.4cm)



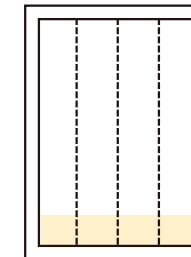
**2/3 STD PAGE VERT.**  
 4-13/16" x 10"  
 (12.22cm x 25.4cm)



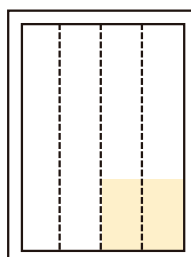
**1/2 STD PAGE HORIZ.**  
 7-5/16" x 5"  
 (18.57cm x 12.7cm)



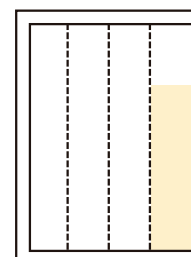
**1/2 STD PAGE ISLAND**  
 4-13/16" x 7-1/2"  
 (12.22cm x 19.05cm)



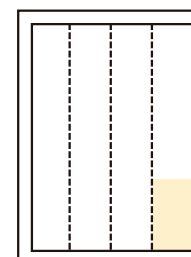
**1/6 TAB HORIZ.**  
 9.13/16" x 2"  
 (24.92cm x 5.08cm)



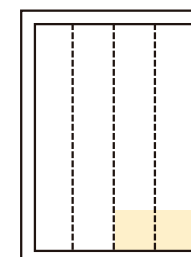
**1/3 STD PAGE SQUARE**  
 4-13/16" x 5"  
 (12.22cm x 12.7cm)



**1/3 STD PAGE VERT.**  
 2-5/16" x 10"  
 (5.87cm x 25.4cm)



**1/6 STD PAGE VERT.**  
 2-5/16" x 5"  
 (5.87cm x 12.7cm)



**1/6 STD PAGE HORIZ.**  
 4-13/16" x 2-1/2"  
 (12.22cm x 6.35cm)

**PRODUCT SHOWCASE**  
 3" x 4"  
 (7.62cm x 10.16cm)

**DOUBLE PRODUCT SHOWCASE**  
 6-1/8" x 4"  
 (15.56cm x 10.16cm)

**CLASSIFIED COLUMN INCH**  
 1-1/2" wide (1/8" gutter)