

TV TECHNOLOGY ASIA PACIFIC

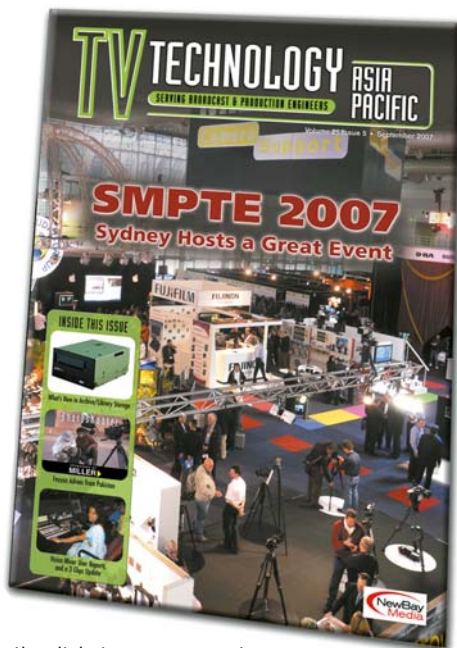
SERVING BROADCASTING & PRODUCTION PROFESSIONALS THROUGHOUT ASIA

TV Technology Asia/Pacific's editorial and circulation is focused directly at broadcast stations and the leading production houses in the region. In 2008, building on its already strong reputation, **TV Technology Asia/Pacific** offers more content tailored to the needs of technical management, engineering and production personnel, including:

LOCAL & GLOBAL CONTENT: With regional offices in Beijing and Tokyo, and editorial representation in Sydney, Singapore, and Hong Kong, **TV Technology Asia/Pacific** publishes the best stories, local and global, to help readers do their jobs better. Hong Kong-based freelance broadcast consultant Craig Norris, who joined our staff in 2006 as Technical Editor, will continue to help the magazine focus its content on issues directly relevant to the regions' broadcasters. And, using NewBay Media's worldwide network of offices, editors and freelancers, **TV Technology Asia/Pacific** also offers the reader a unique global video technology perspective.

TRANSMISSION & TECHNOLOGY: **TV Technology Asia/Pacific** publishes a regular technical DVB transmission column (a must-read for the region's engineers), along with regular columns from experts around the world covering such topics as server technology, video to mobiles, IPTV, audio for broadcast and compression. **TV Technology Asia/Pacific** is the only technical, engineering-based publication serving the region.

NEWS, SPORT & BEIJING OLYMPICS: Our well-established news & sport section will continue to offer unparalleled technology coverage of the overall news market, and focus on several key sporting events as well. From lenses for getting up close and personal on



the pitch, to newsroom systems that get breaking news to air, **TV Technology Asia/Pacific** will continue to blanket this section of our industry.

We'll also cover the run up to the big Beijing Olympics, and **TV Technology Asia/Pacific** editor Mark Hallinger will be on site at the Games to get the inside story of how the world's broadcasters captured and delivered the first truly HD Summer Games.

THE MODERN FACILITY: Written by a consulting engineer, this regular feature will examine the issues faced by facility management and engineering personnel on a variety of issues. We'll consider what it really takes to be a modern facility in terms of IT issues,

Asia-Pacific's Broadcast Technology Magazine
Your Core Market Is Our Core Market: Content and Circulation Focused on Asia's Broadcast and Professional Production Markets
Now Even More News, Sports, IPTV and Video to Mobiles Coverage

news production in a multi-delivery world, archiving, post, and more. We'll also profile the technology behind some of Asia's most compelling facilities.

2009 INTERNATIONAL VENDOR & PRODUCT DIRECTORY: Following the launch of our International Vendor & Product Directory in 2007, **TV Technology Asia/Pacific** will again provide our readership with a keep-all-year definitive source of information for the professional video and television industry. The 2009 Vendor & product Directory provides a wealth of valuable information that buyers need to make purchasing decisions. This vital sourcebook will contain an alphabetical listing of manufacturers, dealer and distributor listings, and a cross-reference by product category.

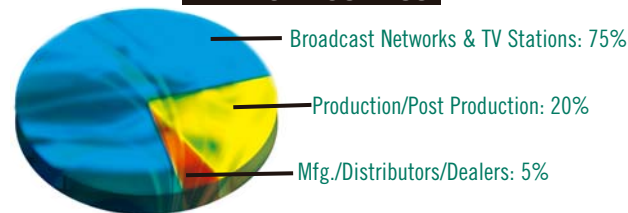
HD PRODUCTION: **TV Technology Asia/Pacific** will feature HD technology in every issue. Content will include case studies from the region and abroad, plus technical columns and product reviews. From the

growing use of HD video in post applications to HD acquisition and manipulation, we'll cover the stories.

CHINA WATCH: The Asia region is watching developments in China, now more than ever before. **TV Technology Asia/Pacific's** 'China Watch' feature draws on its sister Chinese-language magazine, **Broadcast & Production/China** and its staff, to provide up-to-date English language coverage of this important market.

FOCUSED READERSHIP: **TV Technology Asia/Pacific** blankets the region — and the broadcast networks and stations. In addition to delivering readers throughout Southeast Asia, Australia and New Zealand, **TV Technology Asia/Pacific** has increased its circulation in countries such as India, South Korea, Hong Kong and Taiwan in response to favorable market conditions. Our circulation is deep at the broadcast stations and in the countries that are on the move in terms of new equipment projects.

TYPE OF BUSINESS



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.

2008 Editorial Calendar

Editor: Mark Hallinger • Tel: +1-301-581-0387 • Mobile: +1-301-467-4695 • email: TVTAsia@aol.com

ISSUE	TRADE SHOWS & AWARDS	FEATURES	SPORTS & EVENTS	NEWS TECH	VIDEO TO MOBILE	BUYERS GUIDE	AD INFORMATION
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FEB/MARCH	Report: CES (7-10 Jan) Report: INTERBEE (20-22 November) IT-Centric Update: Learning from a Modern Facility	IPTV in HD On-Air Graphics Tech News: HDV	Mics in Sports	Cameras & Accessories Review Trends in Remote Newsgathering	MediaFLO in Hong Kong	Automation, Archiving & Asset Management Video Recording	Ad Close: Jan 18 Ad Due: Jan 23
APRIL	*PREVIEW: NAB (12-17 April) Asia's Most Modern OB Vehicles	Lighting HD Intercom Trends Editing Review	Specialty Cameras	The Tapeless Battle in ASIA/PAC Prompting Evolves	T-DMB	Test & Measure Fibre, Cable & Connectors; Audio	Ad Close: Mar. 21 Ad Due: Mar. 26
MAY/JUNE	Preview: Broadcast Asia (17-20 June) The Most Modern News Facilities for a Multi-Delivery World	Disaster Recovery Video-on-Demand	Beijing Olympics Preview Part I	Camera Support Review Microwave Update	DVB-H Rolls On	Signal Processing Studio Cameras Lenses & Accessories CG & Graphics	Ad Close: May 2 Ad Due: May 7
JULY-AUG	Asia.Pac's Most Modern Studios	Tech News: Signal Conversion 5.1 Audio Systems Integration	Beijing Olympics Preview Part II	Newsroom graphics Uplink Review	Production	Transmission: Terrestrial, IPTV & Video-to-Mobiles Encoding Transmission Monitoring	Ad Close: June 20 Ad Due: June 25
SEPT	PREVIEW: IBC (6-11 Sept) The Modern Archive	HD Test & Measure Tech News: Compression Advances in Lighting Where does HD Stand in Asia?	Specialty RF Cameras	Vision Mixers & Routers Mobile, Remote & Satellite	Monitoring Video-to-Mobiles	Vision Mixers & Routers Mobile, Remote & Satellite	Ad Close: July 18 Ad Due: July 23
OCT /DEC	REVIEW: IBC Top Post Facilities	Closed Captioning/Subtitling HD Editing Tech News: Fibre and cabling	Summer Olympics Recap	Editing EFP & ENG Cameras & Accessories	The Year in Mobile Video	Editing EFP & ENG Cameras & Accessories	Ad Close: Oct. 31 Ad Due: Nov. 5

DEC/JAN	2009 Vendor & Product Directory						Ad Close: Dec. 5 Ad Due: Dec. 10
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★ Denotes Bonus Distribution at Trade Shows

Rate Card #16

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

Standard A4	1x	3x	6x	12x	18x
Page	\$2,420	2370	2300	2205	2150
2/3 page	\$1,815	1775	1725	1655	1620
1/2 page	\$1,450	1420	1380	1325	1290
1/3 page	\$1,090	1065	1030	990	970
1/4 page	\$865	850	815	790	760
1/6 page	\$655	640	620	600	570
General Column					
Inch Rate	\$205				
Product Showcase (net)	\$465	455	440	425	405
4-color	Extra 15%				
Equipment Exchange	\$115	110	105	100	95
Professional Card	\$135	130	125	120	115
Classified Line Ads	\$2 per word				
Blind Box Number	\$17				
4 color	\$1,000				
2-color	\$425				
4c spread	\$1,300				

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

Visit our website at www.nbmedia.com

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

Eric Trabb, Group Publisher

732-845-0004
 Fax: 732-845-3523
etrabb@nbmedia.com

U.S. Central, New England & Canada

Vytas Urbonas, Associate Publisher

708-301-3665
 Fax: 708-301-7444
vurbonas@nbmedia.com

U.S. Northwest

Pete Sembler
 650-238-0324
 Fax: 650-238-0263
psembler@nbmedia.com

U.S. Mid-Atlantic & Southeast

Michele Inderrieden
 301-870-9840
 Fax: 301-645-8090
minderrieden@nbmedia.com

U.S. Southwest

Toby Sali
 310-396-9554
 310-452-7910
tsali@nbmedia.com

Product Showcase/Classified Ads

David Carson
 615 776-1359
 Fax: 615 776-5911
dcarson@nbmedia.com

Europe, Middle East & Africa

Bob Kennedy
 +44-1279-861264
bkennedy@nbmedia.com

Spain/Italy

Raffaella Calabrese
 +39-02-7030-0310
 Fax: +39-02-7030-0211
rcalabrese.imaspub@tin.it

Asia/Pacific

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

Japan

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



NewBay Media
 5285 Shawnee Rd., Ste 100
 Alexandria VA 22312 USA
 703-852-4600 ■ Fax: 703-852-4582

ADVERTISING MATERIAL SPECIFICATIONS

TV Technology Asia/Pacific is printed sheetfed. Paper stock for the cover is 157gsm LWC (gloss). Paper stock for the text pages of the publication is 80gsm art paper (gloss). Binder is saddle stitched and trimmed. 150 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:

TV Technology Asia/Pacific 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.
- **IMAS Publishing'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, IMAS 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

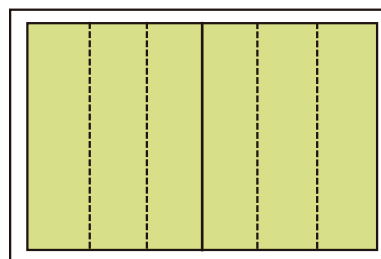
We accept files via:

- FTP – *If using Fetch:* ftp2.nbmedia.com
If using Browser: http://ftp2.nbmedia.com or 65.213.248.84
Login: advertiser
Password: 2advertise
- E-mail – Files 5MB and under can be sent to the sales support person listed below.
- 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 the production ad traffic manager via e-mail: lrichards@nbmedia.com

STANDARD AD SIZES AND DIMENSIONS

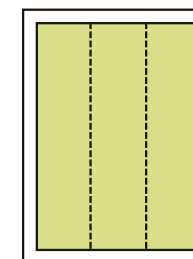
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

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

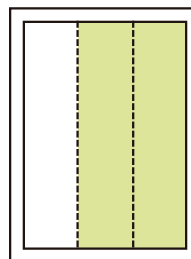
Bleed: (16-3/8" x 11-15/16")
Trim: (16-1/2" x 11-11/16")
Live Area: (15-1/2" x 10-11/16")



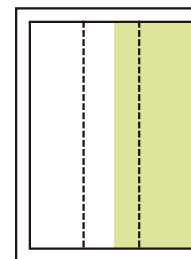
STANDARD PAGE

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

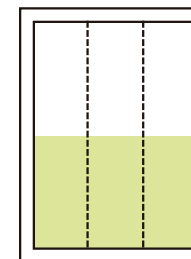
Bleed: (8-1/2" x 11-15/16")
Trim: (8-1/4" x 11-11/16")
Live Area: (7-1/4" x 10-11/16")



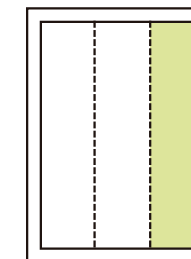
2/3 PAGE VERT.
118mm x 271mm
(4-5/8" x 10-11/16")



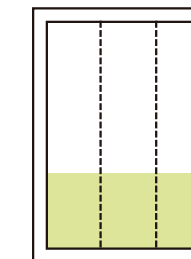
1/2 PAGE VERT.
87mm x 271mm
(3-7/16" x 10-11/16")



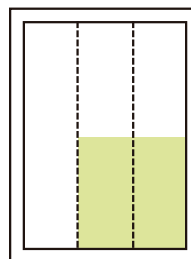
1/2 PAGE HORIZ.
179mm x 135mm
(7-1/16" x 5-5/16")



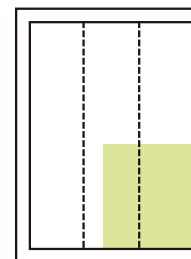
1/3 PAGE VERT.
56mm x 271mm
(2-1/4" x 10-11/16")



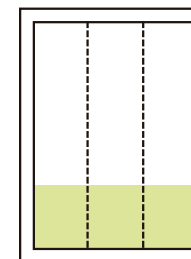
1/3 PAGE HORIZ.
179mm x 90mm
(7-1/16" x 3-9/16")



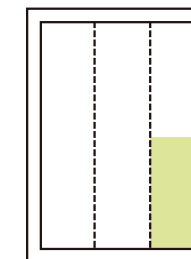
1/3 PAGE SQUARE
118mm x 118mm
(4-5/8" x 4-5/8")



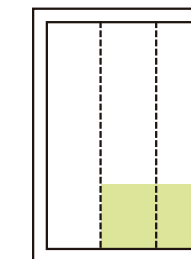
1/4 PAGE VERT.
87mm x 135mm
(3-7/16" x 5-5/16")



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:

TV Technology Asia, c/o Caroline Freeland
5285 Shawnee Rd., Ste 100
Alexandria VA 22312 USA

cfreeland@nbmedia.com
+1-703-852-4610
+1-Fax: 703-852-4583