



A MAGAZINE THAT GETS RESULTS

### TECHNOLOGY NEWS

TV broadcasters and video professionals throughout South America, Central America and Mexico turn to **TV Technology América Latina** for the most up-to-date technology news, product introductions and equipment reviews.

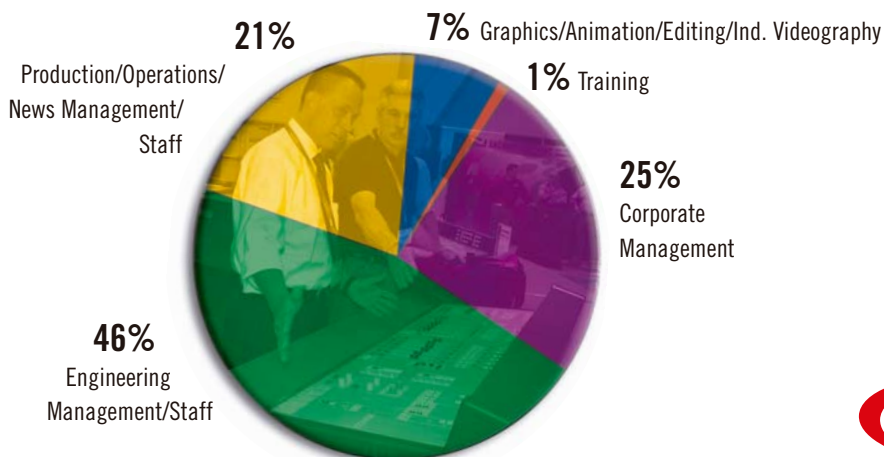
Each issue, with in-depth and balanced technical reporting and analysis, covers subjects including:

- ✓ Digital Television
- ✓ RF Technology
- ✓ Systems Integration
- ✓ Studio Operations
- ✓ Station Automation
- ✓ Production Applications

### REGIONAL FOCUS

Regular columns cover regional issues that affect the broadcasting and production community. The Post-Convergence Column (*Pos-convergencia*) applies developments in converging technologies from around the world to the region. The Broadcaster Profile (*Difusora en la Mira*) examines what local networks, stations and production facilities are doing. The Q&A (*Diálogo*) gives broadcast and video professionals an opportunity to express their views.

### JOB FUNCTION



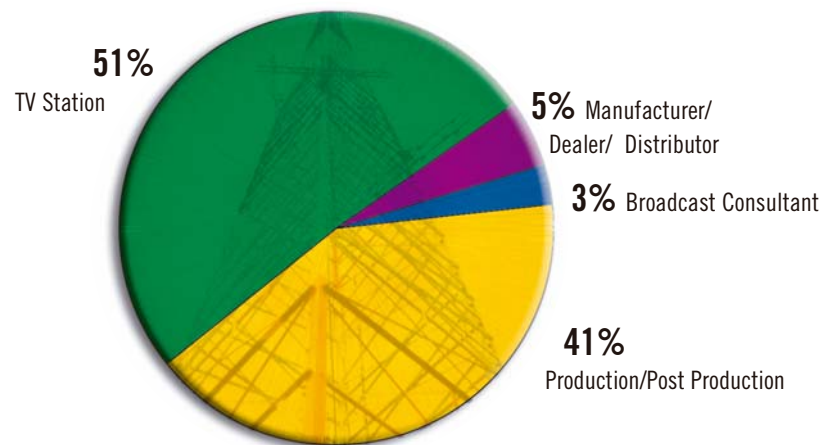
The **TV Technology América Latina** Market Is Your Market too.

- ✓ Television
- ✓ Cable
- ✓ Production
- ✓ Post Production
- ✓ Industrial & Corporate
- ✓ New Media

Reaching 5,000 Decision-makers in 21 Latin American Countries.



### 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: Rogelio Ocampo • Tel: +1-703-852-4634 • FAX: +1-703-852-4585 • Email: rocampo@nbmedia.com

ISSUE	BROADCASTER PROFILE	TECHNICAL FEATURES	SHOWS ★	BUYERS GUIDE	AD SPACE CLOSE	AD MATS DUE
January/ February	Colombia	Lenses; Fiber, Cable and Connectors	Andina Link, Colombia	Transmission Equipment	Jan. 4	Jan. 9
March/April	Peru	NAB 2008 Show Preview; Gear on the Go	NAB, Las Vegas; ARCHI, Chile; Punta Show TV, Uruguay	Editing/Graphics & Animation; Video Servers & Recording/Controllers	Feb. 29	Mar. 5
May/June	Mexico	Specialty Cameras in Sports; Antennas & Towers	CVIR, Venezuela Expo Cine Video y Television (Telemundo), Mexico; TEPAL, Panamá	Station Automation and Digital Content Management	May 9	May 14
July/August	Chile	NAB 2008 Post Show Report; Newsroom Graphics	SET/Broadcast & Cable, Brazil; ABTA, Brazil	Studio Cameras, Lenses and Accessories	July 3	July 9
Sept./October	Brazil	HD News; Transmission	IBC, Amsterdam ATVC, Argentina; CAPER, Argentina CIRT, Mexico	Test Equipment; Production and Routing Switchers/Master Control	Aug. 29	Sep. 3
Nov./Dec.	Argentina	Automation/Digital Content Management; Editing Techniques for Sports		ENG/EFP Cameras, Lenses & Media	Oct. 31	Nov. 5

**Featured Sections  
in every Issue:**

*Post-Convergence  
Column*

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*Broadcaster's  
Profile*

•

*Dealer's  
Profile*

•

*Q&A*

★ Trade shows are subject to change.

## Rate Card #25

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!



**NewBay Media, LLC**  
 55285 Shawnee Rd., Ste 100  
 Alexandria VA 22312 USA  
 703-852-4600 ■ Fax: 703-852-4582

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

#### Latin America

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

#### 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

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

## ADVERTISING MATERIAL SPECIFICATIONS

**TV Technology América Latina** is printed web offset in a tabloid news format, on 70lb. #4, cover gloss paper stock, 40lb. #5, text gloss paper stock, 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 América Latina** 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

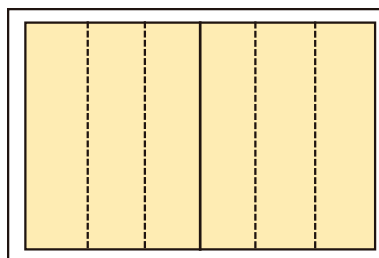
We accept files via:

- 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](mailto:lrichards@nbmedia.com)

## STANDARD AD SIZES AND DIMENSIONS

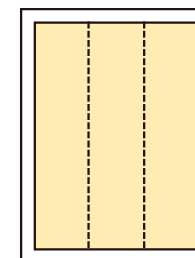
*(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT*



STANDARD PAGE SPREAD

**Bleed:** 16-1/2" x 11-1/8"  
**Trim:** 16-1/4" x 10-7/8"  
**Live Area:** 15-3/4" x 10-3/8"

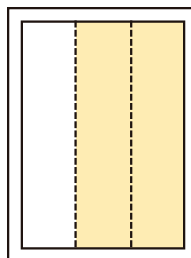
**Bleed:** 419mm x 283mm  
**Trim:** 413mm x 276mm  
**Live Area:** 400mm x 264mm



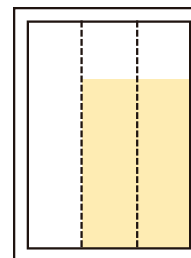
STANDARD PAGE

**Bleed:** 8-3/8" x 11-1/8"  
**Trim:** 8-1/8" x 10-7/8"  
**Live Area:** 7-5/8" x 10-3/8"

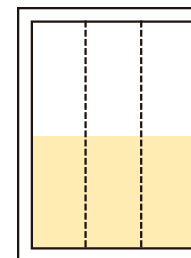
**Bleed:** 213mm x 283mm  
**Trim:** 206mm x 276mm  
**Live Area:** 194mm x 264mm



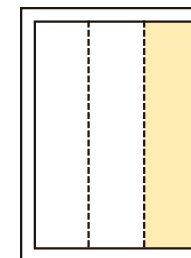
**2/3 PAGE VERT.**  
 4-13/16" x 10"  
 (122mm x 254mm)



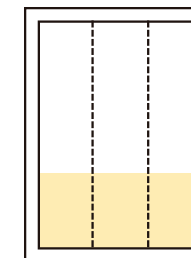
**1/2 PAGE ISLAND**  
 4-13/16" x 7-1/2"  
 (122mm x 191mm)



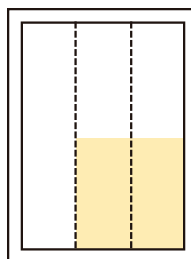
**1/2 PAGE HORIZ.**  
 7-5/16" x 5"  
 (186mm x 127mm)



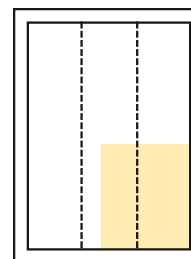
**1/3 PAGE VERT.**  
 2-5/16" x 10"  
 (59mm x 254mm)



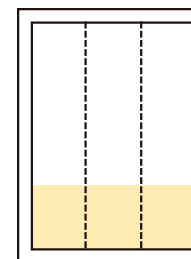
**1/3 PAGE HORIZ.**  
 7-5/16" x 3-1/4"  
 (186mm x 86mm)



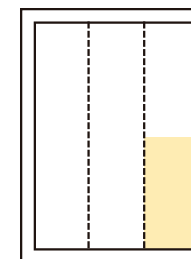
**1/3 PAGE SQUARE**  
 4-13/16" x 5"  
 (122mm x 127mm)



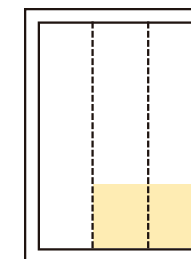
**1/4 PAGE VERT.**  
 3-5/8" x 4-13/16"  
 (92mm x 122mm)



**1/4 PAGE HORIZ.**  
 7-5/16" x 2-1/2"  
 (186mm x 64mm)



**1/6 PAGE VERT.**  
 2-5/16" x 5"  
 (59mm x 127mm)



**1/6 PAGE HORIZ.**  
 4-13/16" x 2-1/2"  
 (122mm x 64mm)

**PRODUCT SHOWCASE**  
 3" x 4"  
 (76mm x 102mm)

**DOUBLE PRODUCT SHOWCASE**  
 6-1/8" x 4"  
 (156mm x 102mm)

**CLASSIFIED COLUMN INCH**  
 2-5/16" wide  
 (59mm wide)

### Please Send Ad Material to:

TV Technology América Latina  
 5285 Shawnee Rd., Ste 100  
 Alexandria VA, 22312 USA

[cfreeland@nbmedia.com](mailto:cfreeland@nbmedia.com)  
 +1-703-852-4610  
 Fax: +1-703-852-4583

**Disposition of materials:** All advertising material will be held by **TV Technology** for two years from date last run.