

Digital Signage magazine

2010 MEDIA KIT

 **NewBay Media** | IN PRINT | ONLINE | IN PERSON

WWW.DIGITALSIGNAGEWEEKLY.COM • WWW.SYSTEMSGROUPFORUM.COM/FORUMS/ • WWW.NBMEDIA.COM

2010 Editorial Calendar

DAVID KEENE, EXECUTIVE EDITOR | Phone: (512)480.9473 | Email: scneditor@aol.com

COVER DATE	IN THE NEWS/SHOW COVERAGE	SPECIAL BUYERS SUPPLEMENT	EQUIPMENT FOCUS	BUSINESS FOCUS	DEADLINES
JAN/FEB	National Retail Federation, NRF Big Show, Jan. 2010	Media Players For Digital Signage	Audio Products for Digital Signage	Digital Signage Playlog, Reporting, and Metrics Trends	Ad Reservations: 1.20.10 Ad Materials: 1.27.10
DIGITAL SIGNAGE EXPO SHOW DAILY			Digital Signage Expo Booth and New Product RoadMap	Digital Signage Expo—New Product Introductions, Trends	Ad Reservations: 2.10.10 Ad Materials: 2.13.10
MARCH/APRIL	Digital Signage Expo, February 23-25 Las Vegas, Show Review	Wireless Delivery Solutions for Digital Signage	Interactive Digital Signage— Touch Panels, and SmartPhone Interaction	Digital Signage and the Education Market; lobby, public area, wayfinding, and security/life safety digital signage in the school and university	Ad Reservations: 3.17.10 Ad Materials: 3.24.10
MAY/JUNE	The Digital Signage Show & KioskCom, April 14-15, 2010 Las Vegas, Show Review		Projectors for Digital Signage	Hospitality/Restaurants/ Gaming/Casinos Special Report	Ad Reservations: 5.19.10 Ad Materials: 5.26.10
JULY/AUGUST	InfoComm 2010, June 5-11, 2010, Las Vegas, Show Review	New Generation LCD, Plasma Panels	Software: SaaS vs. Premise-based	Retail: State of the Industry— Retailers Adopt Digital Signage	Ad Reservations: 7.21.10 Ad Materials: 7.28.10
SEPT/OCT (9TH ANNUAL DIGITAL SIGNAGE RESOURCE DIRECTORY)	The 9th Annual Digital Signage Investor Conference - New York (October 2010); The Digital Signage Show/KioskCom, November 10-11, 2010, New York		Annual Guide to All Suppliers	Matching Buyers and Sellers of Digital Signage Services	Ad Reservations: 9.29.10 Ad Materials: 10.6.10
NOV/DEC	2010 Digi Awards Winners	Digital Signage Software Buyers Guide	Flat Panel Display Technology Roundup: Plasma, LCD, LED	Mobile and Digital Signage: The Smartphone as the "Remote Control" for Digital Signage	Ad Reservations: 11.24.10 Ad Materials: 12.1.10

BONUS DISTRIBUTION

JAN/FEB Digital Signage Expo, February 23-25

SHOW DAILY Digital Signage Expo, February 23-25 Las Vegas

MARCH/APRIL NAB Expo, April 12-15, 2010

MAY/JUNE InfoComm Expo 2010, June 9-11

JULY/AUGUST CEDIA

SEPT/OCT KioskCom 2010, GV Expo 2010, Digital Signage Expo 2011, NAB 2011, InfoComm 2011

2010 Advertising Rates & Information

Effective January 2010. All rates are in U.S. dollars and are per insertion.

Display Advertising Rates

4-Color	1x	3x	5x	7x
Full Page	\$5,200	\$4,940	\$4,420	\$4,140
Full Page Spread	9,880	9,620	8,788	8,553
1/2 Page	3,120	2,964	2,652	2,445
1/3 Page	2,080	1,976	1,820	1,765
1/4 Page	1,560	1,482	1,378	1,314
1/6 Page	1,040	988	936	921
Cover II	6,500	6,268	5,831	5,516
Cover III	5,980	6,017	5,592	5,284
Cover IV	6,760	6,050	5,952	5,625

Add to 4-Color Rates

2/Color Process	Page
5th Color (PMS)	\$785
Metallic Ink	\$850
Electronically Provided Ads: Film Output:	
4-Color	\$150

Spotlight Advertising Rates

1x	\$750
3x	\$715
5x	\$625
7x	\$550

Digital Signage magazine

Custom Marketing Solutions

Reprints

Ordering reprints of articles which appear in **Digital Signage** is an inexpensive and effective way to maximize your exposure in the market. PDFs are also available for website posting. Contact your sales rep today to order reprints!

List Rental

Reach over 20,000 highly responsive decision makers in the digital signage marketplace. Demographic and purchasing authority selects are available. For more details, contact your sales rep today!

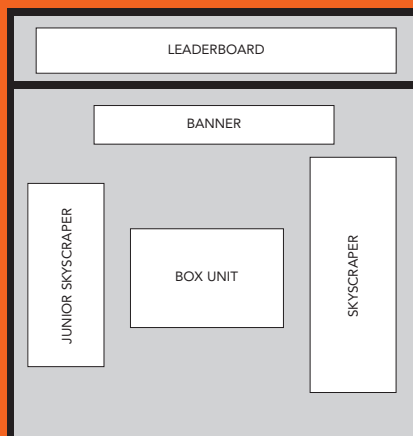
Custom Publishing

Our design team provides a full range of custom publishing services, including print and electronic newsletters, catalogs and advertorials.

Web Specifications

*discounts apply for print and online combination buys.

AD DESCRIPTION	AD SIZE (pixels)	PRICE
LEADERBOARD	728 x 90	\$2650 net/month
BANNER	468 x 60	\$1350 net/month
SKYSCRAPER	160 x 600	\$2250 net/month
JUNIOR SKYSCRAPER	160 x 300	\$1350 net/month
BOX UNIT	336 x 280	\$995 net/month
TEXT LINK	Link	\$495 net/month



REQUIRED FILES	SIZE OR LENGTH	LOOP/TIME	MEDIA TYPES ACCEPTED	AUDIO ACCEPTED	3RD PARTY SERVING
.jpg, .gif, rich media, 3rd party tag, click through URL	50k	3 loop/15 sec	All Rich Media except DHTML	User Enabled Audio Streams Only	Yes

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

Sales Contact

DEBBIE ROSENTHAL, NATIONAL SALES MANAGER,
Phone: (212) 378.0473 | Fax: (212) 378.0466 | Email: drosenthal@nbmedia.com

Editorial Contact

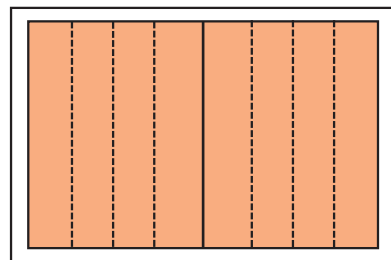
DAVID KEENE, EXECUTIVE EDITOR
Phone: (512) 480.9473 | Fax: (512) 480.9255 | Email: scneditor@aol.com

Send Materials To: Digital Signage Magazine, Production Department,
810 Seventh Avenue, 27th Floor, New York, NY 10019

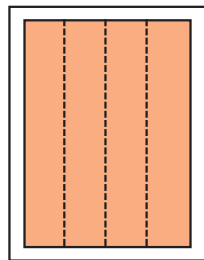
2010 Advertising Dimensions

[information in this document is subject to change without notice]

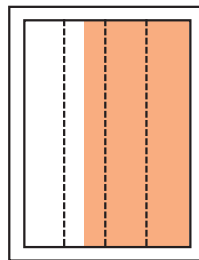
Digital Signage magazine



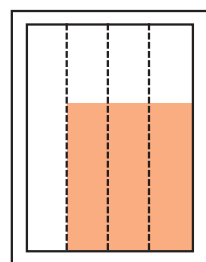
SPREAD
Bleed: 16 3/4" x 11"



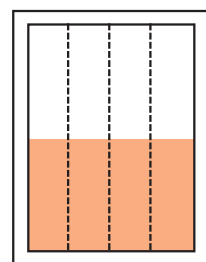
FULL PAGE
Bleed: 8 3/8" x 11"



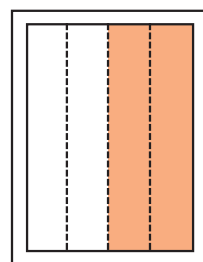
2/3 PAGE
4 9/16" x 10"



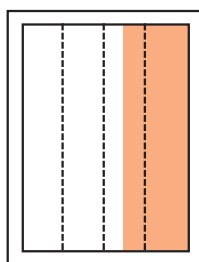
1/2 ISLAND
4 9/16" x 7"



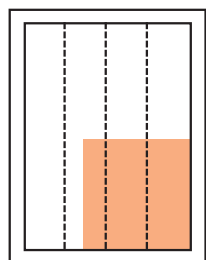
1/2 PAGE HORIZONTAL
7" x 4 7/8"



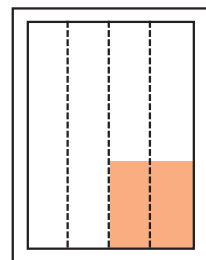
1/2 PAGE VERTICAL
3 3/8" x 10"



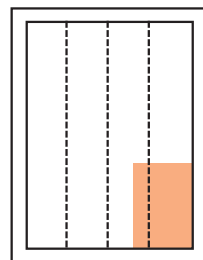
1/3 PAGE VERTICAL
2 3/16" x 10"



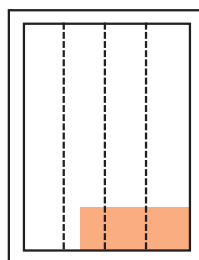
1/3 PAGE SQUARE
4 9/16" x 4 7/8"



1/4 PAGE
3 3/8" x 4 7/8"



1/6 PAGE VERTICAL
2 3/16" x 4 7/8"



1/6 PAGE HORIZONTAL
4 7/8" x 2 3/16"

Keep all essential live matter 1/4" inside trim all around.

Sales Contact

DEBBIE ROSENTHAL, NATIONAL SALES MANAGER,
Phone: (212) 378.0473 | Fax: (212) 378.0466
Email: drosenthal@nbmedia.com

Editorial Contact

DAVID KEENE, EXECUTIVE EDITOR
Phone: (512) 480.9473 | Fax: (512) 480.9255
Email: scneditor@aol.com

Material Instructions

Method and Paper: Web offset, coated text and cover, perfect bound.

Trim: 8" x 10 3/4"

Bleed: No additional charge. Minimum size 1/2-page horizontal.

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. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

Submission Instructions

Send Materials To: Digital Signage Magazine, 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.

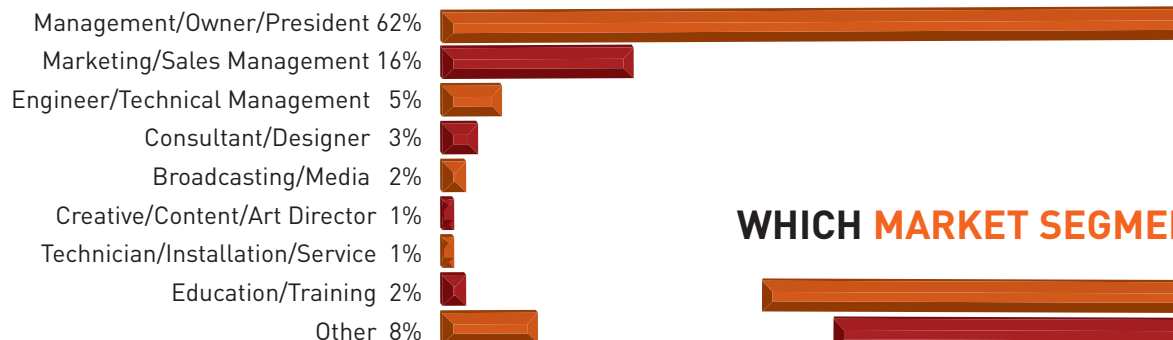
Additional Artwork: Any work done by publisher will be billed to advertiser or its agency.

Web Mechanical Specifications

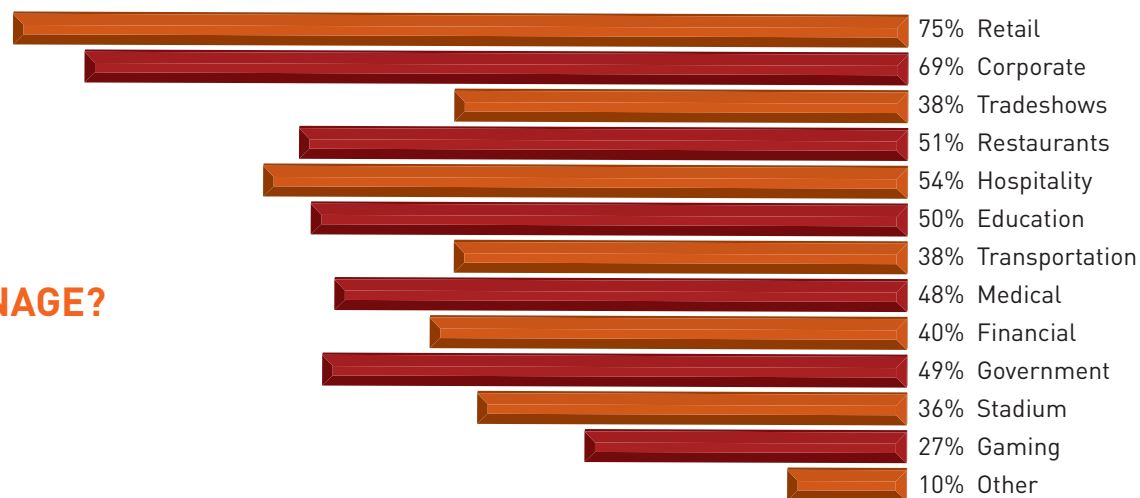
Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified. Our production department will be happy to produce your Web advertising FREE of charge.

Who's reading Digital Signage Magazine?

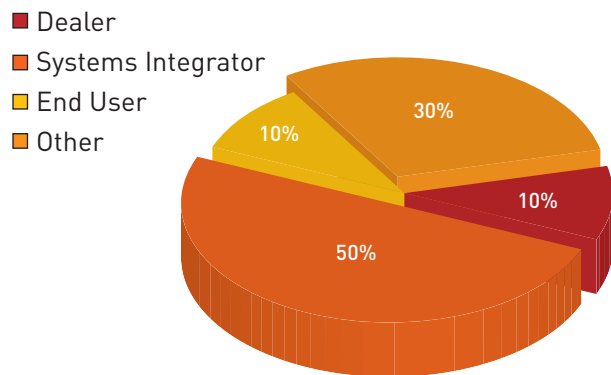
WHAT IS YOUR **JOB TITLE?**



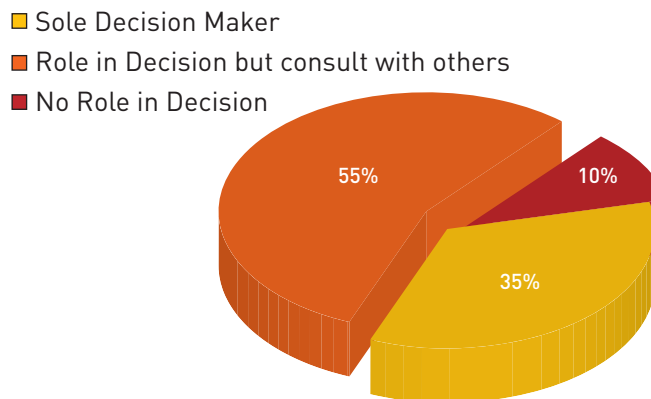
WHICH **MARKET SEGMENT(S)** DO YOU SERVE? (CHOOSE ALL THAT APPLY)



WHAT IS YOUR **INTEREST IN DIGITAL SIGNAGE?**

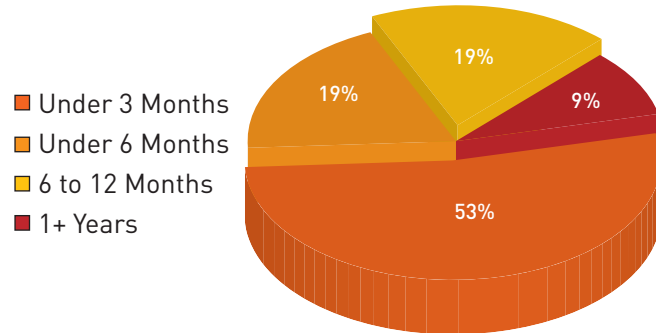


WHAT IS YOUR **ROLE IN THE PURCHASE PROCESS?**

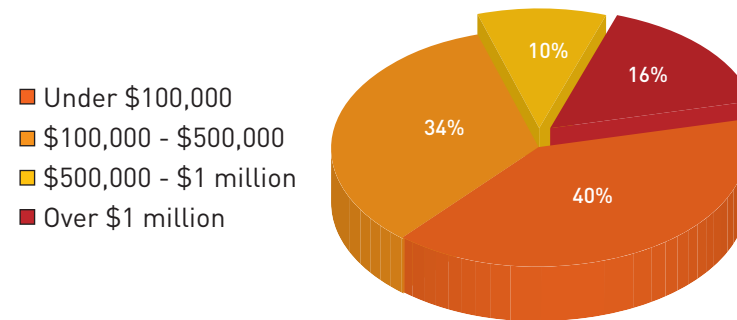


Who's reading Digital Signage Magazine?

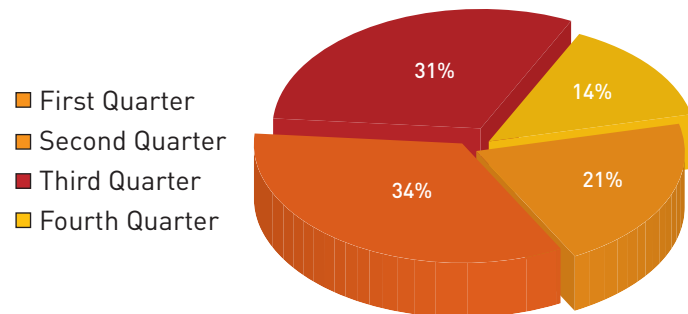
HOW SOON WILL YOU HAVE A DIGITAL SIGNAGE INSTALLATION?



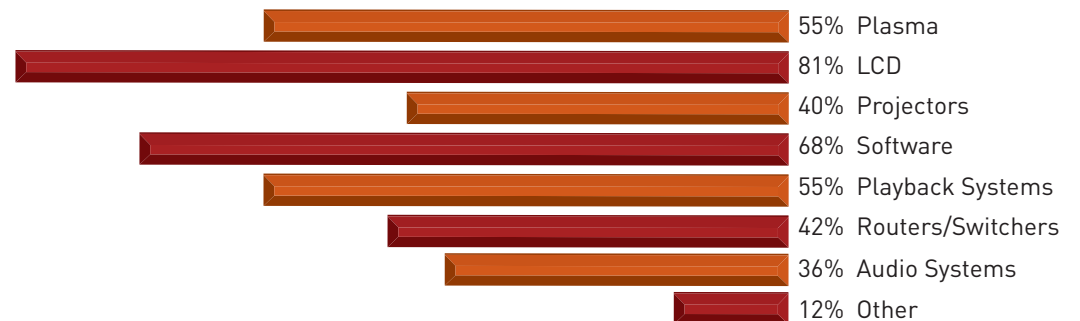
HOW MUCH IS YOUR COMPANY PLANNING ON INVESTING IN DIGITAL SIGNAGE?



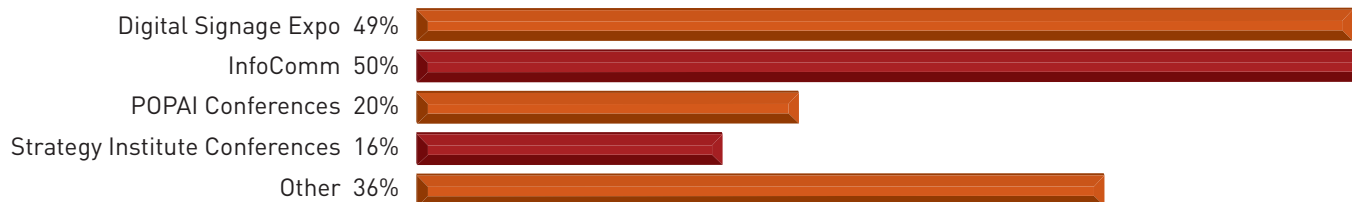
WHEN DO YOU DO MOST OF YOUR DIGITAL SIGNAGE PURCHASING/SELLING?



WHAT PRODUCTS ARE YOU INTERESTED IN PURCHASING/SELLING OVER THE NEXT YEAR?



WHAT TRADE SHOWS/CONFERENCES DO YOU ATTEND?



eRESPONSE ■■■



You told us what you needed and we listened. With our eResponse program for advertisers, you receive trackable ROI on your marketing dollars.

Our e-Response program is a pro-active email program that delivers your latest print advertisement to our readers.

Replacing the reader service card, this electronic reader service provides names, titles, companies, addresses, emails and phone numbers directly to you of the qualified subscribers who are interested in receiving information about your company.

We're in an age when buyers can do their homework on you anonymously, so when readers go public with their interest, they want to be contacted. We provide a profitable traffic stream you can measure. Help quantify your return on investment with us and we can prove that our readers are interested in buying your products

What's the catch? There is no catch; all I need from you is the name and email address for the person at your company that wants to receive the active leads. If you aren't advertising in our publications, here's another reason why you should and how you can justify your ROI.

FOR MORE INFORMATION, CONTACT: Debbie Rosenthal, National Sales Manager, T: 212-378-0473, email: drosenthal@nbmedia.com