

# Government

For federal, military, state and local government media professionals **VIDEO**

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## 2010 MEDIA KIT



[WWW.GOVERNMENTVIDEO.COM](http://WWW.GOVERNMENTVIDEO.COM) • [WWW.GVEXPO.COM](http://WWW.GVEXPO.COM) • [WWW.NBMEDIA.COM](http://WWW.NBMEDIA.COM)

# BUILD YOUR BRAND WITH GV

## GV MAKES IT EASY.

Fueled by the power of NewBay Media LLC, GV is your one-stop shop for print, online, events, and more. Whatever your needs, we can help make your marketing efforts more efficient and cost effective.

## LET US BE YOUR MARKETING PARTNER.

We want to do more than sell you an ad. We want to help you establish new customers, stay connected with current clients, and grow your business. When you succeed, we succeed.

## IT'S ALL ABOUT YOU.

Through custom publishing, we can make magazines that highlight your products and services. We combine editorial content that's informative and valuable for readers with layout and design that rival other publications.

## REACH MORE MARKETS.

Need to share your message beyond the government space? No problem. We have publications that cover a number of vertical markets, such as Systems Contractor News, TV Technology, Television Broadcast, DV, and Videography.

## VISIBILITY AT TRADE SHOWS.

GV magazine is part of the same company that produces the annual Government Video & Technology Expo in Washington, DC. We also publish the GVExpo Daily News. You want more trade show exposure?

We also provide bonus distribution at some of the most important shows in our industry, including NAB and InfoComm.

## MORE THAN A MAGAZINE.

Attract new customers with new media. Our updated Web site offers exclusive content and an active forum for video pros in the public service arena. Plus, our e-mail newsletter reaches thousands of subscribers every week.

## READERS VALUE GV.

In a recent survey, readers said GV was one of the top magazines for covering the industry and helping them do their jobs better. We have the content they want — no wonder almost half of our readers spend more than an hour reading an issue of GV.

## VIDEO PROFESSIONALS STILL LOVE MAGAZINES.

According to a recent survey, the majority of our readers continue to rank trade magazines as their favorite source for industry information. And almost half our readers pass along GV to two or more of their colleagues every month.

## NOT ONLY THE MILITARY.

Our stories — and readers — reflect the diversity of the government video market, including state and local government, law enforcement, and federal agencies. Don't worry, we've got the men and women in uniform, too. Let GV help you reach decision makers at every level of government.



## GV IS ONE OF A KIND.

Only GV is dedicated to providing comprehensive coverage of video professionals in the public service each and every month.

**Government**  
For federal, military, state and local government media professionals **VIDEO**

For more information on your customized solution, contact Eric Trabb, VP/Group Publisher, at 732-845-0004 or Email [etrabb@nbmedia.com](mailto:etrabb@nbmedia.com)

# 2010 Editorial Calendar

SANJAY TALWANI, EDITOR | Phone: (703) 852.4640 | Email: stalwani@nbmedia.com



Cover Date	Production (field, studio, post)	AV Systems (multimedia, presentation)	Law Enforcement (security, surveillance)	Buyer's Guide & Audio Report	Show Coverage	Bonus Distribution	Deadlines
<b>JANUARY</b>	Field cameras	GV Salute Awards	In-car cameras	Audio: Monitoring	GV Expo Wrap-up		Ad Close: 12.11.09 Materials Due: 12.18.09
<b>FEBRUARY</b>	Batteries & Power Supplies	Digital Signage	Wireless Video Surveillance	BG: Bags & Cases			Ad Close: 1.08.10 Materials Due: 1.18.10
<b>MARCH</b>	Character Generators/ Graphics	Videoconferencing	Traffic Management	Audio: Handheld Mics	NAB Preview	ISC West (March 23-26), NAB (April 10-15)	Ad Close: 2.12.10 Materials Due: 2.22.10
<b>APRIL</b>	Camera-based storage	Scan Converters	Video Tools on Patrol	BG: In-Car Cameras		GSA Expo (May 4-6)	Ad Close: 3.19.10 Materials Due: 3.29.10
<b>MAY</b>	NLE Plug-Ins	Fiber/Cabling	Remote Surveillance	Audio: Studio speakers	InfoComm Preview, NAB Wrap-up	InfoComm (June 9-11)	Ad Close: 4.16.10 Materials Due: 4.26.10
<b>JUNE</b>	Summer Studio Series: Lighting	Courtroom AV	Video Storage and Management	BG: Camera Support	NAB Wrap-Up		Ad Close: 5.14.10 Materials Due: 5.24.10
<b>JULY</b>	Summer Studio Series: Cameras	Flatpanel Monitors	School Security	Audio: Wireless mics	InfoComm Wrap-up		Ad Close: 6.11.10 Materials Due: 6.21.10
<b>AUGUST</b>	Summer Studio Series: Intercoms	Systems Integration	Video Analytics	BG: Projectors			Ad Close: 7.16.10 Materials Due: 7.26.10
<b>SEPTEMBER</b>	Gear on the Go	Display Systems	Facial Recognition	Audio: Acoustics			Ad Close: 8.13.10 Materials Due: 8.23.10
<b>OCTOBER</b>	Video Switchers	Museum AV	Network Video Recorders	BG: Portable Video Switchers	LEVA Preview	ASIS, IACP	Ad Close: 9.17.10 Materials Due: 9.27.10
<b>NOVEMBER</b>	Multi-image Display Systems	Portable Projectors	Covert Video	Audio: Mixers	GVExpo Preview	LEVA, AES (Dec. 3-7)	Ad Close: 10.15.10 Materials Due: 10.25.10
<b>DECEMBER</b>	Asset Management/ Archiving	AV Furniture	Digital CCTV Update	BG: Prompters			Ad Close: 11.12.10 Materials Due: 11.19.10

# 2010 Advertising Rates & Information



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

## Print Advertising Rates

4C	1x	3x	6x	12x	18x	24x
Full Page	\$4,870	\$4,800	\$4,730	\$4,635	\$4,490	\$4,350
2/3 Page	4,330	4,200	4,100	3,950	3,810	3,700
1/2 Pg	3,400	3,340	3,260	3,190	3,110	3,020
1/3 Pg	2,925	2,760	2,700	2,660	2,575	2,530
1/4 Pg	2,530	2,420	2,370	2,335	2,290	2,220
1/6 Pg	2,080	2,055	2,000	1,960	1,930	1,890

## Classifieds (\$120 per column inch)

4-Color	1x	6x	12x
1 col x 4"	\$480	\$440	\$400
1 col x 3"	\$360	\$330	\$300
1 col x 2"	\$240	\$220	\$200
1 col x 1"	\$120	\$110	\$100

## Covers

(Includes 4/C Process and Bleed)  
Cover II .....\$5,340  
Cover III .....\$5,080  
Cover IV .....\$5,610

## Custom Marketing Solutions

### Reprints

Ordering reprints of articles that appear in **Government Video** 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 for details!

### List Rental

Reach highly responsive industry decision-makers. Demographic and purchasing authority selects are available. For more information, 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.

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

### Sales Contact

ERIC TRABB, GROUP PUBLISHER

Phone: (732) 845.0004 | Fax: (732) 845.3523 | Email: [etrabb@nbmedia.com](mailto:etrabb@nbmedia.com)

VYTAS URBONAS, ASSOCIATE PUBLISHER, CENTRAL, NEW ENGLAND & CANADA

Phone: (708) 301.3665 | Fax: (630) 786.3385 | Email: [vurbonas@nbmedia.com](mailto:vurbonas@nbmedia.com)

PETE SEMBLER, WEST

Phone: (650) 238-0324 | Email: [psembler@nbmedia.com](mailto:psembler@nbmedia.com)

MICHELE INDERRIEDEN, U.S. MID-ATLANTIC & SOUTHEAST

Phone: (301) 870.9840 | Fax: (866) 300.8386 | Email: [minderrieden@nbmedia.com](mailto:minderrieden@nbmedia.com)

JESSICA STRIANO, CLASSIFIED AD SALES

Phone: (212) 378.0467 | Fax: (212) 378.0466 | Email: [jstriano@nbmedia.com](mailto:jstriano@nbmedia.com)

BOB KENNEDY, EUROPE, MIDDLE EAST & AFRICA

Phone: +44-1279-861264 | Email: [bkennedy@nbmedia.com](mailto:bkennedy@nbmedia.com)

RAFFAELLA CALABRESE, SPAIN/ITALY

Phone: +39-02-7030-0310 | Fax: +39-02-7030-0211 | Email: [rcalabrese.nbmedia@tin.it](mailto:rcalabrese.nbmedia@tin.it)

WENGONG WANG, ASIA/PACIFIC

Phone: +86-755-8386-2930 | Fax: +86-755-8386-2920 | Email: [wwg@imaschina.com](mailto:wwg@imaschina.com)

EIJI YOSHIKAWA, JAPAN

Phone: +81-3-3327-5756 | Fax: +81-3-3322-7933 | Email: [callems@world.odn.ne.jp](mailto:callems@world.odn.ne.jp)

### Editorial Contact

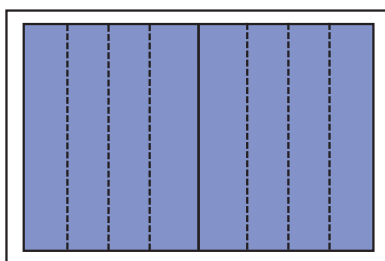
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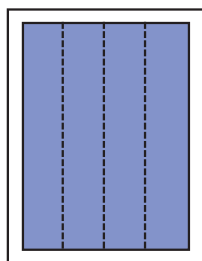
Send Materials To: Government Video, Production Department,  
810 Seventh Avenue, 27th Floor, New York, NY 10019  
Or email Fred Vega at [fvega@nbmedia.com](mailto:fvega@nbmedia.com)

# 2010 Advertising Dimensions

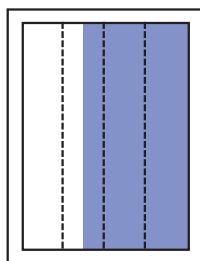
(information in this document is subject to change without notice)



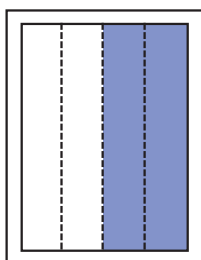
**SPREAD**  
Bleed: 16 3/4" x 11"



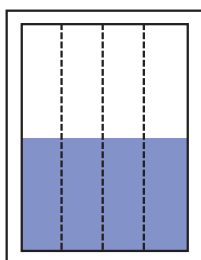
**FULL PAGE**  
Bleed: 8 3/8" x 11"



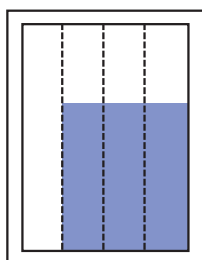
**2/3 PAGE**  
4 9/16" x 10"



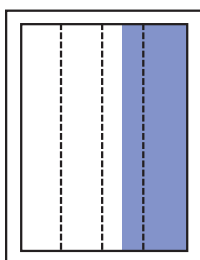
**1/2 PAGE VERTICAL**  
3 3/8" x 10"



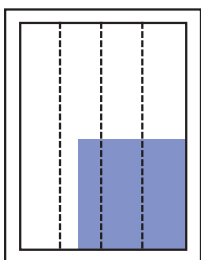
**1/2 PAGE HORIZONTAL**  
7" x 4 7/8"



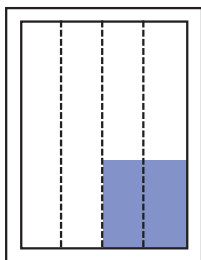
**1/2 ISLAND**  
4 9/16" x 7"



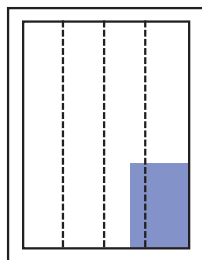
**1/3 PAGE VERTICAL**  
2 3/16" x 10"



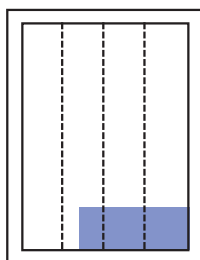
**1/3 PAGE SQUARE**  
4 9/16" x 4 7/8"



**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.

## 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:** Government Video, Production Dept.,  
810 Seventh Avenue, 27th Floor, New York, NY 10019  
Or email Fred Vega at [fvega@nbmedia.com](mailto:fvega@nbmedia.com)

**FTP site:** From any web browser, log onto: [www.ourftpsite.com](http://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.

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Phone: (708) 301.3665 | Fax: (630) 786.3385  
Email: [vurbonas@nbmedia.com](mailto:vurbonas@nbmedia.com)

PETE SEMBLER, WEST  
Phone: (650) 238-0324 | Email: [psembler@nbmedia.com](mailto:psembler@nbmedia.com)

MICHELE INDERRIEDEN, U.S. MID-ATLANTIC & SOUTHEAST  
Phone: (301) 870.9840 | Fax: (866) 300.8386  
Email: [minderrieden@nbmedia.com](mailto:minderrieden@nbmedia.com)

JESSICA STRIANO, CLASSIFIED AD SALES  
Phone: (212) 378.0467 | Fax: (212) 378.0466  
Email: [jstriano@nbmedia.com](mailto:jstriano@nbmedia.com)

BOB KENNEDY, EUROPE, MIDDLE EAST & AFRICA  
Phone: +44-1279-861264 | Email: [bkennedy@nbmedia.com](mailto:bkennedy@nbmedia.com)

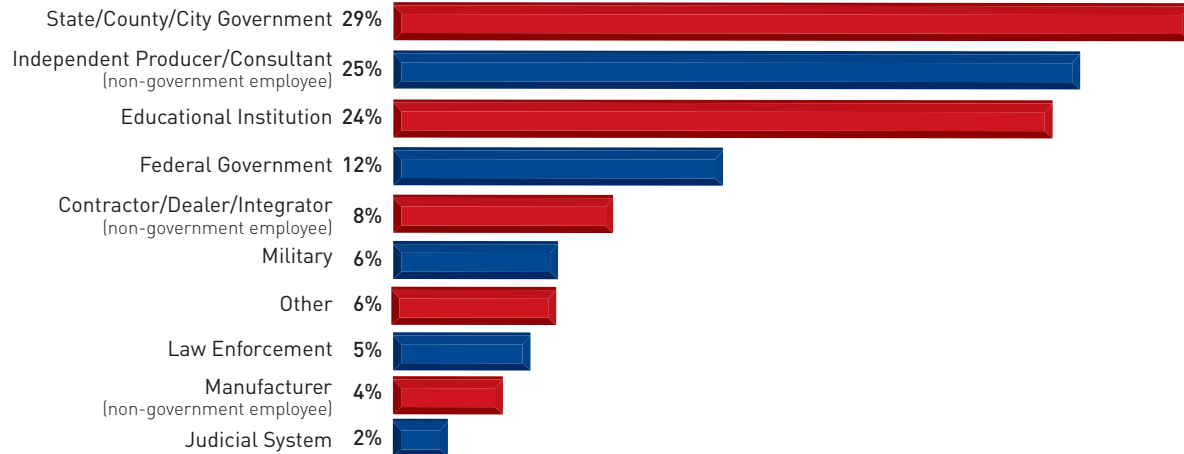
RAFFAELLA CALABRESE, SPAIN/ITALY  
Phone: +39-02-7030-0310 | Fax: +39-02-7030-0211  
Email: [rcalabrese.nbmedia@tin.it](mailto:rcalabrese.nbmedia@tin.it)

WENGONG WANG, ASIA/PACIFIC  
Phone: +86-755-8386-2930 | Fax: +86-755-8386-2920  
Email: [wwg@imaschina.com](mailto:wwg@imaschina.com)

EIJI YOSHIKAWA, JAPAN  
Phone: +81-3-3327-5756 | Fax: +81-3-3322-7933  
Email: [callems@world.odn.ne.jp](mailto:callems@world.odn.ne.jp)

## Editorial Contact

SANJAY TALWANI, EDITOR  
Phone: (703) 852.4640 | Email: [stalwani@nbmedia.com](mailto:stalwani@nbmedia.com)

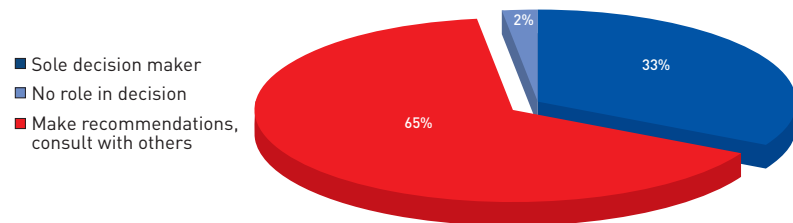
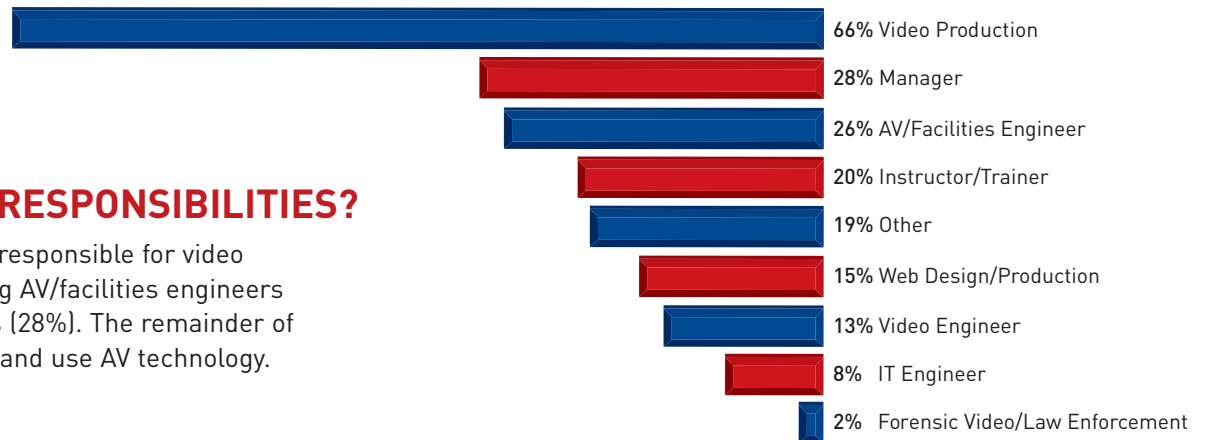


## IN WHAT AREAS OF GOVERNMENT DO GOVERNMENT VIDEO READERS SERVE?

The GV audience is a diverse one, with many readers working in more than one area. The highest concentration, about one-third, is in State/County/City Government. According to InfoComm International, state and local governments account for \$1.2 billion in AV purchases annually.

## WHAT ARE OUR READERS' JOB RESPONSIBILITIES?

More than half (66%) of our readers are directly responsible for video production. With one quarter of them (26%) being AV/facilities engineers and another quarter being managers of facilities (28%). The remainder of the readers are also hands-on users who invest and use AV technology.

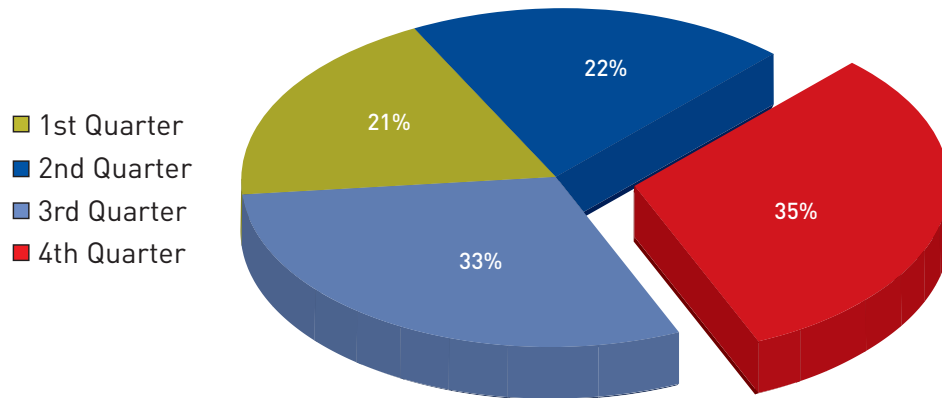
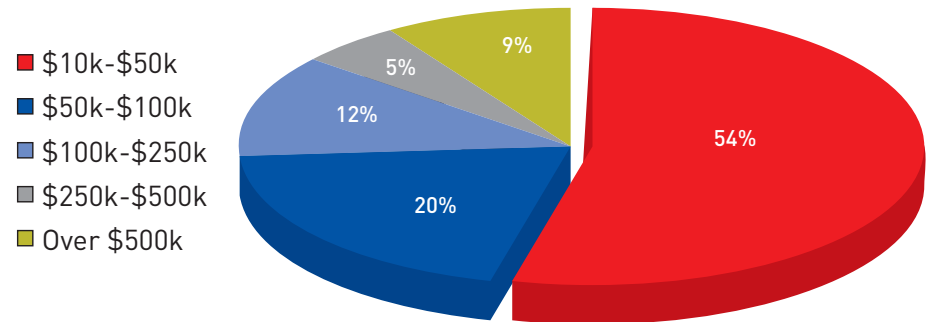


## WHAT IS THEIR ROLE IN THE DECISION PROCESS?

Speaking of investing in your products, one-third (33%) of GV readers control the purse strings, while another 65% have a say in what their facility purchases. Can you afford to miss these people?

## HOW MUCH DO READERS SPEND ANNUALLY ON EQUIPMENT?

How much of the purchases on this graph is your company realizing? Let GV magazine get your message and product information into the hands of the professionals who need it most.



## WHEN DO READERS DO MOST OF THEIR PURCHASING?

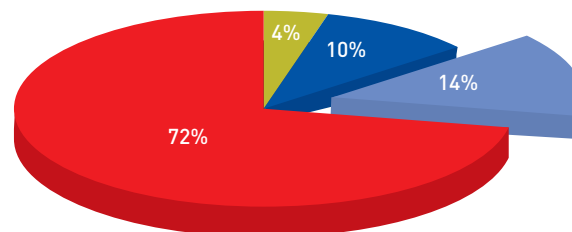
GV readers spend all year long—with a particular interest in the 2nd quarter. It's always a good time to have your message featured in Government Video.

## WHAT TYPES OF GV STORIES DO READERS VALUE THE MOST?

37% found Product Reviews to be the most valuable form of edit in the magazine, followed closely by Product Testing (31%), Product Round-Up/Buyer's Guides (30%), How-To Production Workshops (30%), and Product Introductions (28%).

## WHAT TYPE OF ACTIONS DO READERS TAKE AS A RESULT OF SEEING PRODUCT INFORMATION IN GOVERNMENT VIDEO

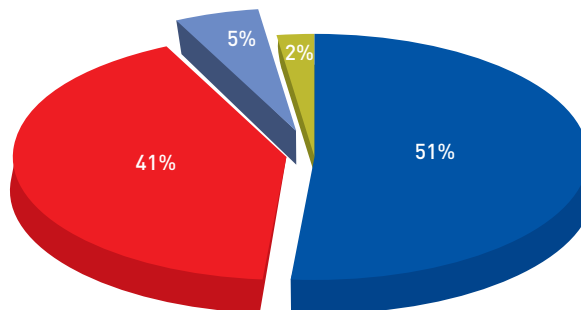
Close to 75% of our readers go to manufacturer/resellers websites for more information.



- Purchase product from manufacturer/reseller
- Share with colleague
- Call manufacturer/reseller for more information
- Go to manufacturer/reseller Website for more information

## HOW MUCH TIME DO YOU SPEND READING GV MAGAZINE?

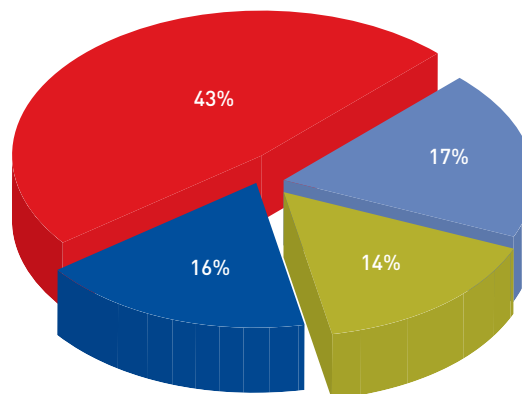
92% spend an hour or more reading GV.



- More than 5 hours
- 3-4 hours
- 1-2 hours
- Up to 1 hour

## WHAT ARE THE READER'S FAVORITE SOURCES FOR INDUSTRY INFORMATION?

Trade magazines still are the most respected and trusted sources of product information and industry news.



- Manufacturer's Website
- Tradeshow
- Referral from a colleague
- Trade magazine, print version