

# Pro*Audio* Review

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**2010** MEDIA KIT

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

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## PRO AUDIO REVIEW

*Pro Audio Review* is the only American audio magazine to focus exclusively on the evaluation of professional-grade studio and sound reinforcement products. PAR provides timely and authoritative peer reviews of pro audio equipment and software. Review coverage is blended with new product information and opinion that focuses on the technology behind creativity and productivity for audio pros working in recording, live sound, post production and broadcast. Since 1995, professionals have relied on Pro Audio Review's objective gear and software reviews to help them make their buying decisions.

## NEWBAY MEDIA PRO AUDIO GROUP

NewBay Media's Pro Audio Group reaches over 100,000 audio professionals worldwide through multiple publications, show dailies, websites, Enewsletters and custom publishing efforts. Serving the professional recording and sound production technology industry for over 40 years, NewBay Media covers the latest developments in Live Sound, Recording and Music Production, Post Production, Broadcast, Audio Technology, and Audio Hardware and Software Retail. While meeting the demands of a global industry, the Pro Audio Group offers a dynamic pro audio online community as well as news reports and analysis, feature stories, gear reviews and product news.

NewBay Media Pro Audio Group's brands include:

prosound NEWS

ProAudio Review

AUDIO MEDIA  
THE WORLD'S LEADING PROFESSIONAL AUDIO TECHNOLOGY MAGAZINE

Guitar Center  
CENTERCHANNEL  
YOUR TRUSTED ADVISOR FOR MUSIC CREATION

# 2010 Editorial Calendar

FRANK WELLS, EDITORIAL DIRECTOR | Phone: (212) 378.0400 ext. 535 | Fax: (615) 246.2683 | Email: fwells@nbmedia.com



Cover Date	Main Issue Themes	Product Focus	Market Update / Gear Guide	Bonus Distribution	Deadlines
<b>JANUARY</b>	PAR Session Trial: Workhorse Dynamic Microphones Studio Sense: You Are Your Microphones On The Road: Pro-Grade Portable PA	Microphones	SR 2008 Report	Winter NAMM International CES	Editorial: 12.21.09 Ad Reservation: 12.28.09 Ad Materials: 1.4.10
<b>FEBRUARY</b>	PAR Facility Review: Music Production Studio Sense: Affordable Acoustics Solutions Worship Audio: Digital Mixing: Why You're Still Not Ready	Acoustics		Digital Signage Expo	Editorial: 1.25.10 Ad Reservation: 2.1.10 Ad Materials: 2.8.10
<b>MARCH</b>	PAR Session Trial: World-Class Channel Strips Studio Sense: Premium Analog — Thriving On The Front End On The Road: Summer Gear Preview	Analog Processing	Gear Guide: SR Consoles	Musikmesse/Pro Light & Sound	Editorial: 2.22.10 Ad Reservation: 3.1.10 Ad Materials: 3.8.10
<b>APRIL</b>	PAR Session Trial: Premium Studio Headphones Studio Sense: Gearing Up: Audio For Broadcast Worship Audio: New Media Gospel	Audio For Broadcast		NAB	Editorial: 3.17.10 Ad Reservation: 3.24.10 Ad Materials: 3.31.10
<b>MAY</b>	PAR Session Trial: In-Ear Monitors Studio Sense: Outside The Box, Part I On The Road: Smaller, Lighter, Better: Hitting The Road With Less	Touring Gear	SR: Summer Touring Season Preview		Editorial: 4.19.10 Ad Reservation: 4.26.10 Ad Materials: 5.3.10
<b>JUNE</b>	PAR Facility Review — House Of Worship Studio Sense: Outside The Box, Part II Worship Audio: Upgrades In 2010	Gear for Theaters & Houses Of Worship	HOW Market Update Gear Guide: Microphones for Live Production	InfoCOMM, Summer NAMM	Editorial: 5.14.10 Ad Reservation: 5.21.10 Ad Materials: 5.27.10
<b>JULY</b>	PAR Session Trial: Portable Digital Recorders Studio Sense: Outside The Box, Part III On The Road: The View From FOH	On-The-Go Gear	Microphone Buyer's Guide		Editorial: 6.21.10 Ad Reservation: 6.28.10 Ad Materials: 7.5.10
<b>AUGUST</b>	PAR Session Trial: Direct Boxes Studio Sense: Microphone Placement: Defining Eras Worship Audio: Upgrades Vs. Learning Curves: On Training	Pro-Grade Peripherals			Editorial: 7.26.10 Ad Reservation: 8.2.10 Ad Materials: 8.9.10
<b>SEPTEMBER</b>	PAR Session Trial: Small Diaphragm Condenser Microphones PAR Facility Review: Music Production On The Road: The Gear Of 'Green' Touring	High-Resolution Audio	Gear Guide: Studio Microphones	CEDIA Expo	Editorial: 8.23.10 Ad Reservation: 8.30.10 Ad Materials: 9.6.10
<b>OCTOBER</b>	Studio Sense: State Of The Art — Crucial DAW Production Tools On The Road: The Best New Digital Desks	Our Digital World	The Countdown to the 129th AES Convention, San Francisco	AES	Editorial: 9.17.10 Ad Reservation: 9.24.10 Ad Materials: 10.1.10
<b>NOVEMBER</b>	Studio Sense: The Whys Of Analog Summing & Mixdown Worship Audio: Having The Best Live Sound In Town	Monitors & Monitoring		AES, LDI Expo, KioskCom Expo, GV Expo	Editorial: 10.8.10 Ad Reservation: 10.15.10 Ad Materials: 10.20.10
<b>DECEMBER</b>	Studio Sense: Anticipating 2011 On The Road: Surpassing Expectations (& Gear That Helps You Do It)	2010 PAR Excellence Awards	Gear Guide: Line Arrays		Editorial: 11.22.10 Ad Reservation: 11.29.10 Ad Materials: 12.6.10

# 2010 Advertising Rates & Information

## Rate Card #25

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

### 4-Color Print Advertising Rates

4-Color	1x	3x	6x	12x	24x
Full Page	\$4550	\$4325	\$4150	\$3905	\$3600
2/3 page	\$3450	\$3275	\$3150	\$2955	\$2650
1/2 page	\$2800	\$2695	\$2590	\$2405	\$2170
1/3 page	\$2050	\$1955	\$1870	\$1775	\$1645
1/4 page	\$1650	\$1575	\$1510	\$1425	\$1350

Add to 4-Color Rates: 5th color (PMS) \$785; 5th color (PMS) metallic ink \$950

### Product Spotlight

4-Color	1x	3x	6x	12x
	\$675	\$655	\$605	\$525

### Classifieds (\$110 per column inch)

Ad Size	1x	3x	6x	12x
1 Col x 4"	\$440	\$400	\$380	\$360
1 Col x 3"	\$330	\$300	\$285	\$270
1 Col x 2"	\$220	\$200	\$190	\$180
1 Col x 1"	\$110	\$100	\$95	\$90

3-month minimum / Combined Frequency Discounts: 6x – 5% less, 12x – 15% less.

### Custom Marketing Solutions

#### Reprints

Ordering reprints of articles that appear in **ProAudio Review** 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:**

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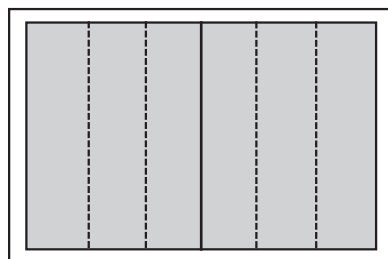
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# 2010 Advertising Dimensions

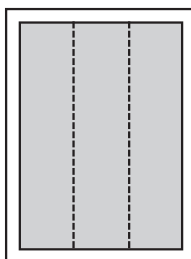
(information in this document is subject to change without notice)



**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"

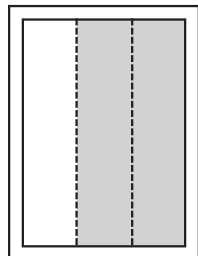
Bleed: 41.91 x 28.26cm  
Trim: 41.28 x 27.62cm  
Live Area: 40 x 26.35cm



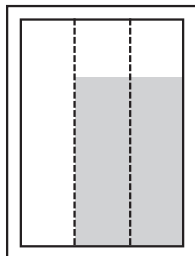
**STANDARD PAGE**

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"

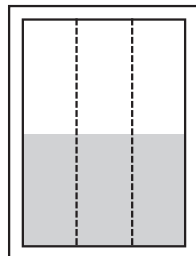
Bleed: 21.27 x 28.26cm  
Trim: 20.64 x 27.62cm  
Live Area: 19.37 x 26.35cm



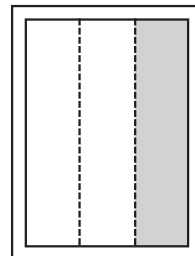
**2/3 PAGE VERT.**  
4-13/16" x 10"  
(12.22cm x 25.4cm)



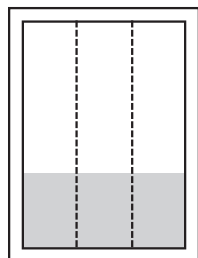
**1/2 PAGE ISLAND**  
4-13/16" x 7-1/2"  
(12.22cm x 19.05cm)



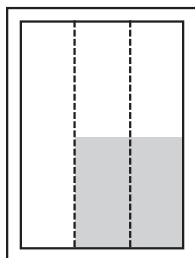
**1/2 PAGE HORIZ.**  
7-5/16" x 5"  
(18.57cm x 12.7cm)



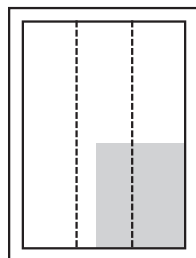
**1/3 PAGE VERT.**  
2-5/16" x 10"  
(5.87cm x 25.4cm)



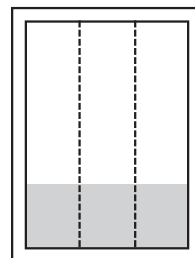
**1/3 PAGE HORIZ.**  
7-5/16" x 3-1/4"  
(18.57cm x 8.26cm)



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



**1/4 PAGE VERT.**  
3-5/8" x 4-13/16"  
(9.2cm x 12.22cm)



**1/4 PAGE HORIZ.**  
7-5/16" x 2-1/2"  
(18.57cm 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**  
2-5/16" wide

## Material Instructions

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

**Trim:** 8 1/8" x 10 7/8"

**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:** ProAudio Review, Production Dept.,  
810 Seventh Avenue, 27th Floor, New York, NY 10019

**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.