



## 2010 MEDIA KIT



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# 2010 Editorial Calendar

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



Issue Date	In the News/ Show Coverage	Application Focus	Business Focus	Buyers Guide, Equipment Reviews	Deadlines
<b>JANUARY/ FEBRUARY</b>	Rental & Staging/Infocomm Roadshow Dec. '09, Los Angeles	The Digital Signage Market: AV Beyond the Stage	Managing Freelancers vs. Staff Technicians	Plasma Panels and LCD Panels	Editorial: 1.2.10 Ad Reservation: 1.9.10 Ad Materials: 1.17.10
<b>MARCH/APRIL</b>	Rental&Staging Product Awards Ballots	The Stager as Show Producer	Adding Production - Editing Services	Tents, Stages, Drapes	Editorial: 3.1.10 Ad Reservation: 3.8.10 Ad Materials: 3.15.10
<b>MAY/JUNE</b>	InfoComm Product Preview Issue, NAB Review	Broadcasting and Webcasting Live Events	Matrix Switchers	InfoComm Product Preview Issue	Editorial: 5.3.10 Ad Reservation: 5.10.10 Ad Materials: 5.17.10
<b>JULY/AUGUST RESOURCE GUIDE</b>	<b>RENTAL &amp; STAGING RESOURCE GUIDE</b>	Directory of Staging Companies, Rental Companies, Producers, Audio, Video, AV & Lighting,	Transportation: Guide to Providers	Special Section: Rental&Staging - InfoComm New Product Award Winners	Editorial: 7.7.10 Ad Reservation: 7.14.10 Ad Materials: 7.21.10
<b>SEPTEMBER/ OCTOBER</b>	Rental & Staging/InfoComm Roadshow July, New York Survey Results	Incorporating Concerts into Corporate Events	Inventory Tracking Technology	Software: Management & Scheduling	Editorial: 9.15.10 Ad Reservation: 9.22.10 Ad Materials: 9.29.10
<b>NOVEMBER/ DECEMBER</b>	Rental & Staging/InfoComm Roadshow Toronto, LDI Review	The Trade Show Market: Corporate Booth as Stage	Audio, Video, Lighting, AV, Transportation: Guide to Providers	Matrix Switchers, Show Control, Lighting Consoles	Editorial: 11.10.10 Ad Reservation: 11.17.10 Ad Materials: 11.24.10

## BONUS DISTRIBUTION

**JANUARY-FEBRUARY** 2010 Digital Signage Expo, Las Vegas, NV, February 23-25 **MARCH-APRIL** NAB, April 10-15, Las Vegas **MAY-JUNE** Rental & Staging/InfoComm Roadshow #1 New York, July; InfoComm 2010, June 5-11, Las Vegas, NV

**JULY-AUGUST** Rental & Staging/InfoComm Roadshow #2 Chicago; September LDI 2010, Las Vegas; AES 2010, Los Angeles; GV EXPO 2010, Washington, DC; InfoComm 2011, Orlando, NAMM 2011, Anaheim

**SEPTEMBER-OCTOBER** Rental & Staging/InfoComm Roadshow #3, Toronto; AES (Audio Engineering Society), Los Angeles, October; GV EXPO 2010, Washington DC, December

**NOVEMBER-DECEMBER** Rental & Staging/InfoComm Roadshow #4, Los Angeles

# 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	18x	24x	36x	48x	60x
Full Page	\$6,750	\$6,555	\$6,355	\$5,850	\$5,645	\$5,405	\$5,215	\$5,110	\$5,000
Spread	11,725	11,385	11,040	10,040	9,650	9,250	9,025	8,860	8,695
1/2 Spread	10,150	9,860	9,560	8,690	8,360	8,020	7,800	7,670	7,530
1/2 Page	4,370	4,245	4,060	3,800	3,635	3,520	3,385	3,325	3,260
1/3 Page	3,625	3,520	3,420	3,160	3,025	2,950	2,825	2,775	2,709
1/4 Page	3,300	3,200	3,095	2,845	2,700	2,620	2,540	2,480	2,445
1/6 Page	2,650	2,550	2,400	2,265	2,190	2,055	2,015	1,970	1,950

### Black & White Print Advertising Rates

B/W	1x	3x	6x	12x	18x	24x	36x	48x	60x
Full Page	\$5,250	\$5,090	\$4,985	\$4,635	\$4,505	\$4,385	\$4,320	\$4,250	\$4,205
Spread	9,700	9,425	9,240	8,595	8,355	8,140	7,980	7,880	7,780
1/2 Spread	8,130	7,895	7,745	7,200	7,000	6,820	6,695	6,605	6,605
1/2 Page	2,860	2,775	2,695	2,590	2,525	2,470	2,415	2,385	2,355
1/3 Page	2,160	2,100	2,025	1,950	1,900	1,875	1,835	1,800	1,795
1/4 Page	1,800	1,740	1,695	1,625	1,590	1,555	1,525	1,520	1,505
1/6 Page	1,340	1,300	1,245	1,160	1,120	1,035	1,015	1,005	995

### Covers (Includes 4/C Process and Bleed)

Cover II .....	\$6,550
Cover III .....	\$6,300
Cover IV .....	\$6,850



### Custom Marketing Solutions

#### Reprints

Ordering reprints of articles that appear in **Rental & Staging** 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

PHIL HOLTBERG, GROUP PUBLISHER  
Phone: (212) 378.0413 | Fax: (212) 378.0466 | Email: pholtberg@nbmedia.com

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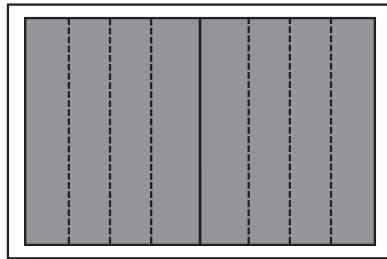
RYAN ABELING, MANAGING EDITOR  
Phone: (212) 378.0414 | Email: rabeling@nbmedia.com

ANTHONY SAVONA, EDITOR  
Phone: (212) 378.0450 | Email: asavona@nbmedia.com

Send Materials To: Rental & Staging Systems, Production Department, 810 Seventh Avenue, 27th Floor, New York, NY 10019

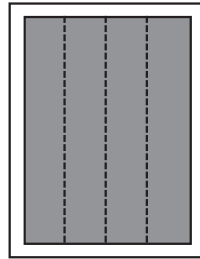
# 2010 Advertising Dimensions

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



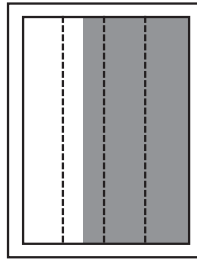
**SPREAD**

Bleed: 16 3/4" x 11"  
Non-Bleed: 14" x 10"



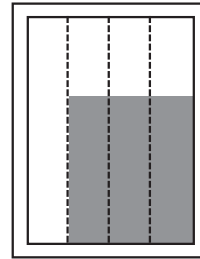
**FULL PAGE**

Bleed: 8 3/8" x 11"  
Non-Bleed: 7" x 10"



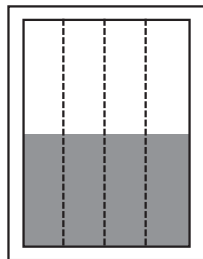
**2/3 PAGE**

4 9/16" x 10"



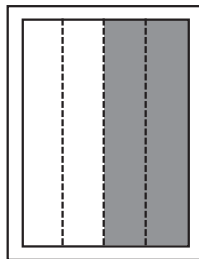
**1/2 ISLAND**

4 9/16" x 7"



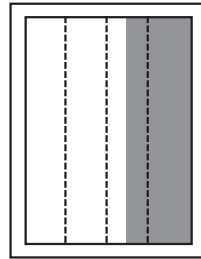
**1/2 PAGE HORIZONTAL**

7" x 4 7/8"



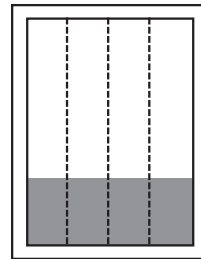
**1/2 PAGE VERTICAL**

3 3/8" x 10"



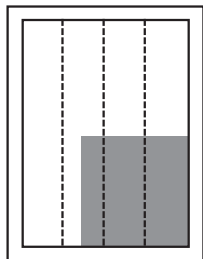
**1/3 PAGE VERTICAL**

2 3/16" x 10"



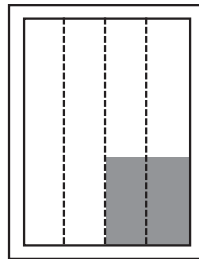
**1/3 PAGE HORIZONTAL**

7" x 2 3/16"



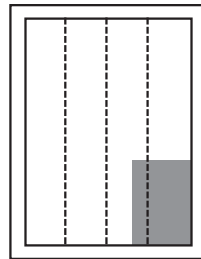
**1/3 PAGE SQUARE**

4 9/16" x 4 7/8"



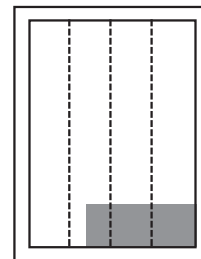
**1/4 PAGE**

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:** Rental & Staging, 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.

## 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.

## Sales Contact

PHIL HOLTBERG, GROUP PUBLISHER  
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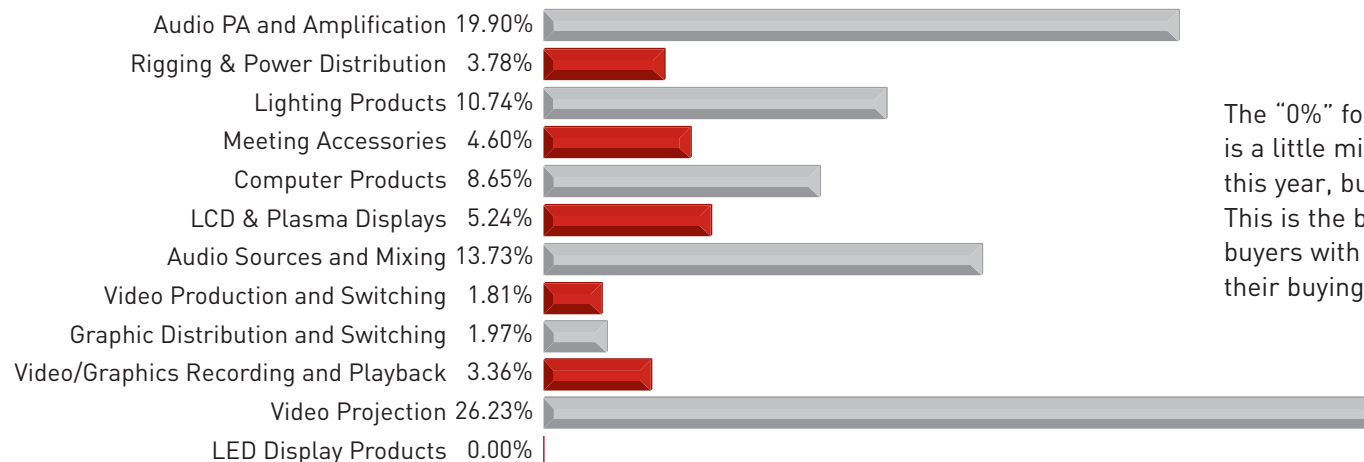
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**Rental & Staging Systems** magazine ([www.rentalandstaging.com](http://www.rentalandstaging.com)) addresses the technology and business/planning issues related to meetings, trade show exhibits, and staged events—events ranging from small hotel meetings to corporate sales or association meetings to the Academy Awards to the Republican and Democratic National Conventions, and everything in-between. Demand is heating up for high-end staging services, as a new generation of audio, video, lighting, and staging technology is now coming online and being increasingly demanded by meeting planners and show producers. Rental & Staging Systems is the only magazine addressing this booming market, and the only magazine that brings NewBay Media's vast experience and vast pool of industry resources to help equipment manufacturers and service providers reach decision makers in the staging and events markets.

Recently, The Stimson Group published a report entitled “2007 Purchasing Managers Survey for US Audio-Visual Rental & Staging Companies” that gives an overview of the Rental & Staging industry and its purchasing plans. Overall, the study shows a healthy industry with big purchasing plans in a number of product categories—and industry you can’t afford not to reach. Here are a few excerpts from the survey:

## AUDIO & VIDEO SPENDING



The “0%” for LED Display Products in this chart is a little misleading. They may not be buying LED this year, but they are interested in learning more. This is the best time to reach these rental & staging buyers with your message—before they have made their buying decision.

# 2010 Rental & Staging Readership



From the figures here, it looks like many rental & staging companies are planning to invest in audio this year—with 34% of the general budget being directed there. Video projection is, as expected, also a big part of the budgets. The total of all video-related products is 33%.

## RIGGING & POWER DISTRIBUTION

Product	Plan to Evaluate	Plan to Purchase
Chain Hoist Products	15%	31%
Truss Products	31%	23%
Electrical Distribution Products - Single Phase 208v	23%	15%
Electrical Distribution Products - Three Phase 208v	23%	38%

## LED DISPLAY PRODUCTS

Product	Plan to Evaluate
Indoor LED 6mm or less	38%
Indoor LED greater than 6mm	38%
Indoor/Outdoor LED up to 10mm	38%
Indoor/Outdoor LED greater than 10mm	31%
Outdoor LED up to 15mm	31%
Outdoor LED greater than 15mm	31%
LED Low Density Curtain, Panel, or Bulb Array	45%

These are the other components that are vying for dollars from the rental & stagers. Overall, this is an industry that continually invests in products. In fact, The Stimson Report reveals that there is no one section of the year where more buying is done over others—the industry makes purchases throughout the year.

## COMPUTER PRODUCTS

Product	Plan to Evaluate	Plan to Purchase
Laptop Computers for Rental	46%	46%
Desktop or Tower Computers for Rental	54%	31%
Networking Routers/Hubs for Rental	54%	31%

## LIGHTING PRODUCTS

Product	Plan to Evaluate	Plan to Purchase
Lighting Console - Preset	46%	0%
Lighting Console - Memory	38%	8%
Lighting Console - Programmable	38%	31%
Dimmer up to 7200 watt	31%	15%
Dimmer 7200 Watt up to 58,000 watt	38%	8%
Dimmer greater than 58,000 watt	38%	15%
Moving Light - Spot or Wash up to 250 watts	31%	8%
Moving Light - Spot or Wash from 250 up to 500 watts	31%	15%
Moving Light - Spot or Wash from 500 up to 1000 watts	23%	15%
Moving Light - Spot or Wash greater than 1000 watts	31%	15%
CMY Color Changer	38%	8%
LED PARlight	15%	15%
LED Striplight	8%	8%
LED Cyclight	31%	31%

## MEETING ACCESSORIES

Product	Plan to Evaluate	Plan to Purchase
Cue Systems	23%	38%
Speaker Timers	31%	15%
Laser Pointers	23%	31%
Equipment Carts & Stands	46%	31%
Flip Charts, Easels, Marker Boards (non-electronic)	31%	31%
Electronic Marker Boards or White Boards	23%	15%
Audience Response Systems	31%	0%
Screens up to 14' wide 4:3 and 16:9	54%	69%
Screens greater than 14' wide 4:3 and 16:9	38%	62%
Custom Screens	46%	23%
Drapery up to 16' high	38%	15%
Drapery greater 16' high	15%	15%