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## 2010 MEDIA KIT



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# 2010 Editorial Calendar

KIRSTEN NELSON, EDITOR | Phone: (212) 378.0400 x522 | Email: knelson@nbmedia.com



Cover Date	Business Focus	Applications	Equipment Emphasis	Show Coverage	Deadlines
<b>JANUARY*</b>	Digital Cinema and Boutique Cinemas	Audio Distribution and Digital Signage in Transit	- Equipment Racks - Subwoofers	Winter NAMM January 14-17 SCN InfoComm Installation Product Awards Entries Due March 2, 2010.	Editorial: 12.4.09 Ad Reservation: 12.11.09 Ad Materials: 12.18.09
<b>FEBRUARY*</b>	Software Design Tools; Which AV Manufacturers Are Building Information Modeling/Revit-Ready	Videoconferencing	- Fiber Optic Transmitters - Audio Amplifiers		Editorial: 1.1.10 Ad Reservation: 1.8.10 Ad Materials: 1.15.10
<b>MARCH</b>	3D Projection and Display	New Tools and iPhone Apps in Acoustical Measurement	- Audio Consoles and Stageboxes - Wiring and Cable Accessories	NAB April 12-15	Editorial: 1.29.10 Ad Reservation: 2.5.10 Ad Materials: 2.12.10
<b>APRIL*†</b>	Digital Video Format Tips for Survival	Lighting and Acoustics for Telepresence and Videoconferencing	- Assistive Listening, VoiceLift, Tour Guide Systems - Touchpanels		Editorial: 2.26.10 Ad Reservation: 3.5.10 Ad Materials: 3.12.10
<b>MAY†</b>	Active Learning Spaces in Higher Education	Hardcore AV: Protecting AV Equipment Against Heat, Earthquakes, Voltage Spikes, Surges, and Theft	- Acoustical Treatments - Table and Floor Boxes	InfoComm Preview	Editorial: 4.2.10 Ad Reservation: 4.9.10 Ad Materials: 4.16.10
<b>INFOCOMM DAILY SERVING INFOCOMM 2010</b>					
<b>JUNE*†</b>	Videoconferencing, Paging, Sound Masking, and Audio Distribution in Healthcare	Video Switchers for Houses of Worship	- Display and Projector Mounts - AV Furniture	InfoComm June 9-11	Editorial: 5.1.10 Ad Reservation: 5.8.10 Ad Materials: 5.15.10
<b>JULY</b>	LED Rear-Projection Video Walls and New Trends in Command and Control	Sports Arenas and Stadiums	- Flat Panel Displays - Audio Signal Processing and Distribution		Editorial: 5.28.10 Ad Reservation: 6.4.10 Ad Materials: 6.11.10
<b>SCN PRODUCT NEWS YEARLY PRODUCT GUIDE FOR SYSTEMS CONTRACTORS AND CONSULTANTS with Analysis of Audio, Video, and Integration Technology Trends</b>					
<b>AUGUST†</b>	Courtroom and Government AV	Video Projection in Museums	- Video Switchers - Fiber Optic Switching	CEDIA EXPO September 22-26	Editorial: 7.2.10 Ad Reservation: 7.9.10 Ad Materials: 7.16.10
<b>SEPTEMBER*</b>	New Aspect Ratios in Commercial Video Projection and Displays	Networked Audio and Video Distribution	- Projectors - Commercial AV Grade Surge Protection and UPS		Editorial: 7.30.10 Ad Reservation: 8.6.10 Ad Materials: 8.13.10
<b>OCTOBER*†</b>	Control Systems and User Interface Design	Auditorium Sound and Electro-Acoustic Enhancement	- Large-Venue Projectors - Video Test & Measurement	AES Convention	Editorial: 9.3.10 Ad Reservation: 9.10.10 Ad Materials: 9.17.10
<b>NOVEMBER*†</b>	Wiring, Cable, and Fiber Optic Trends	Digital Signage	- Lighting Control - Video Streaming		Editorial: 10.1.10 Ad Reservation: 10.8.10 Ad Materials: 10.15.10
<b>DECEMBER*†</b>	Top Trends for 2011	Top 50 Systems Integrators	- Projection Screens - Microphone Conference Systems		Editorial: 10.29.10 Ad Reservation: 11.5.10 Ad Materials: 11.12.10

## COLUMNISTS

- Scott Walker, GreenAV
- Paul Chavez, Ubiquitous AV
- Joey D'Angelo, Technology Applications
- Mike Bradley, Marketing Sense
- Ted Leamy, Audio Insights
- Michael Heiss, Video Technology
- Alan Brawn, Video Technology and Reviews
- Randy Riebe, Videoconferencing

## MONTHLY DEPARTMENTS

- The Way They See It — Profiles of Industry Gurus
- Inventor Profile
- Contractor Profile
- Executive Q&A
- People and Rep News
- Tech Tales
- Fiber Optics Fundamentals
- Systems Snapshots
- Product News
- In The Trenches — Market Trends

## SPECIAL SUPPLEMENT

FEBRUARY Digital Healthcare

## \*BONUS DISTRIBUTION

**JANUARY** (CES, LAS VEGAS, NV, JANUARY 2010; NAMM, ANAHEIM, CA, JANUARY 14-17); **FEBRUARY** (DIGITAL SIGNAGE EXPO, LAS VEGAS, NV, FEBRUARY 23-25); **APRIL** (NAB, LAS VEGAS, NV, APRIL 12-15); **JUNE** (INFOCOMM, LAS VEGAS, NV, JUNE 9-11); **SEPTEMBER** (CEDIA EXPO, ATLANTA, GA, SEPTEMBER 22-26); **NOVEMBER** (AES CONVENTION, SAN FRANCISCO, CA, NOVEMBER 4-7; CET WORLD, NEW YORK, NY, NOVEMBER 10-11; GV EXPO, WASHINGTON DC, NOVEMBER 30-DECEMBER 2)

## †INTEGRATION SUPPLEMENTS

**FEBRUARY** (Loudspeakers); **APRIL** (Projectors and Screens); **MAY** (Control Systems); **JUNE** (Wireless Mics and Conference Systems); **AUGUST** (Distributor Guide); **SEPTEMBER** (Green AV); **NOVEMBER** (Digital Media Distribution)

# 2010 Advertising Rates & Information



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
Tab	\$6,906	\$6,705	\$6,545	\$6,025	\$5,815	\$5,565	\$5,370	\$5,265	\$5,150
Tab Spread	12,075	11,725	11,370	10,340	9,940	9,530	9,295	9,125	8,955
Junior	6,015	5,840	5,655	5,140	4,950	4,755	4,625	4,540	4,460
Jr. Sprd 1/2 Tab	10,450	10,150	9,845	8,950	8,610	8,260	8,035	7,900	7,755
1/2 Pg Jr.	4,500	4,370	4,180	3,915	3,745	3,625	3,485	3,425	3,360
1/3 Pg Jr.	3,730	3,625	3,525	3,255	3,115	3,040	2,910	2,860	2,790
1/4 Pg Jr.	3,390	3,295	3,190	2,930	2,780	2,700	2,615	2,555	2,520
1/6 Pg Jr.	2,700	2,625	2,470	2,335	2,255	2,115	2,075	2,030	2,010

## Add to 4-Color Rates

2/Color Process	Page
5th Color (PMS)	\$785
Metallic Ink	\$950

## Black & White Print Advertising Rates

B/W	1x	3x	6x	12x	18x	24x	36x	48x	60x
Tab	\$5,400	\$5,245	\$5,135	\$4,775	\$4,650	\$4,515	\$4,450	\$4,380	\$4,330
Tab Spread	10,000	9,710	9,515	8,855	8,650	8,385	8,220	8,115	8,015
Junior	4,450	4,315	4,120	3,940	3,835	3,725	3,660	3,615	3,570
Jr. Sprd 1/2 Tab	8,370	8,130	7,975	7,415	7,210	7,025	6,895	6,805	6,805
1/2 Pg Jr.	2,950	2,860	2,775	2,670	2,600	2,545	2,485	2,455	2,425
1/3 Pg Jr.	2,230	2,165	2,085	2,010	1,955	1,930	1,890	1,855	1,850
1/4 Pg Jr.	1,850	1,790	1,745	1,675	1,640	1,600	1,570	1,565	1,550
1/6 Pg Jr.	1,380	1,340	1,280	1,195	1,155	1,065	1,045	1,035	1,025

## Add to Black & White Rates

2/Color Process	Page
(Black plus cyan, magenta, yellow)	\$400
Matched 2nd Color	\$500
PMS 2nd Color	\$785
Metallic Ink	\$953

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

Front Cover Banner	\$5,500
Cover II	\$6,800
Cover III	\$6,500
Cover IV	\$7,000

## Custom Marketing Solutions

### Reprints

Ordering reprints of articles that appear in **Systems Contractor News** 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

DEBBIE ROSENTHAL, NATIONAL SALES MANAGER  
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GENE KINSELLA, MID WEST SALES (VIDEO)  
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TARA PRESTON, MID WEST SALES (AUDIO)  
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KIRSTEN NELSON, EDITOR  
Phone: (212) 378.0400 x522 | Email: knelson@nbmedia.com

Send Materials To: Systems Contractor News, Production Department, 810 Seventh Avenue, 27th Floor, New York, NY 10019

# 2010 Advertising Dimensions

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



## Material Instructions

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

**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:** Systems Contractor News, 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  
Phone: (212) 378.0413 | Fax: (212) 378.0466  
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Send Materials To: Systems Contractor News,  
Production Department,  
810 Seventh Avenue, 27th Floor, New York, NY 10019

## Advertising Dimensions

Ad Size	Width	Height
Trim:	10 3/8"	14 1/4"
Tabloid (non-bleed):	10"	13 1/2"
Tabloid (bleed):	10 3/4"	14 1/2"
Tabloid Spread (non-bleed):	20"	13 1/2"
Tabloid Spread (bleed):	21 1/2"	14 1/2"
Standard Page-Junior (non-bleed):	7"	10"
Standard Page-Junior (bleed):	7 1/2"	10 7/8"
Standard Spread (non-bleed):	14"	10"
Standard Spread (bleed):	15"	10 7/8"
1/2 Tabloid Page-Horizontal (non-bleed):	10"	7"
1/2 Tabloid Page-Horizontal (bleed):	10 7/8"	7 1/2"
1/2 Tabloid Spread-Horizontal (non-bleed):	20"	7"
1/2 Tabloid Spread-Horizontal (bleed):	21 3/4"	7 1/2"
1/2 Tabloid Page-Vertical (non-bleed):	4 5/8"	13 1/2"
1/2 Tabloid Page-Vertical (bleed):	5 1/4"	14 1/4"
2/3 Junior Page:	4 5/8"	10"
1/2 Junior Spread (non-bleed):	14"	4 7/8"
1/2 Junior Page-Island:	4 5/8"	7 3/8"
1/2 Junior Page-Horizontal:	7"	4 7/8"
1/3 Junior Page-Square:	4 5/8"	4 7/8"
1/3 Junior Page-Vertical:	2 3/8"	10"
1/3 Junior Page-Horizontal (non-bleed):	10"	3"
1/3 Junior Page-Horizontal (bleed):	10 3/4"	3 1/2"
1/4 Junior Page-Vertical:	3 1/2"	4 3/8"
1/4 Junior Page-Horizontal:	4 3/8"	3 1/2"
1/6 Junior Page-Vertical:	2 3/8"	4 7/8"
1/6 Junior Page-Horizontal:	4 7/8"	2 3/8"

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

Here is a look at the survey results, and what they mean for your business.

## The #1 Marketing Tool for the Systems Integration Industry

- ▶ Build new customers
- ▶ Increase brand awareness throughout the industry
- ▶ Reach existing customers

For more than a decade, **Systems Contractor News (SCN)** has been leading the systems integration industry through news analysis, trend reports, and by being the authoritative source for the latest product and technology information. And, according to an independent survey conducted by Stiernberg Consulting, it is the place where your existing customers and potential customers look first for the tools they need to better run their businesses.

### WHAT ARE THE TOP THREE INDUSTRY PUBLICATIONS YOU READ REGULARLY?

INDUSTRY PUBLICATION	RANKING	WEIGHTED SCORE
Systems Contractor News .....	1 .....	.128
Pro AV .....	2 .....	.93
Sound & Video Contractor .....	3 .....	.87
Sound & Communications .....	4 .....	.59

Respondents were asked blindly – no magazines were listed for them to select from –to list their top three magazines. System Contractor News led the pack, and was listed more often than any other print or Web publication.

### PLEASE RATE THE FOLLOWING TRADE MAGAZINES, ONLINE NEWSLETTERS, AND WEB SITES BY THE RELEVANCE OF THEIR CONTENT (TOP THREE TITLES LISTED):

INDUSTRY PUBLICATION	RANKING	SCORE (INDEX)
Systems Contractor News .....	1 .....	.383
Pro AV .....	2 .....	.376
Sound & Video Contractor .....	3 .....	.369

In this question respondents had a list to choose from where publications were listed in alphabetical order. Systems Contractor News received highest marks, proving that SCN continues to lead the industry with relevant content and the information vital to your customers' businesses.

### PLEASE RATE THE FOLLOWING INFORMATION IN TERMS OF ITS USEFULNESS TO YOU (TOP THREE LISTED):

INFORMATION	SCORE (INDEX)
New Technologies and their applications .....	.336
New Product information .....	.335
Product Reviews .....	.305

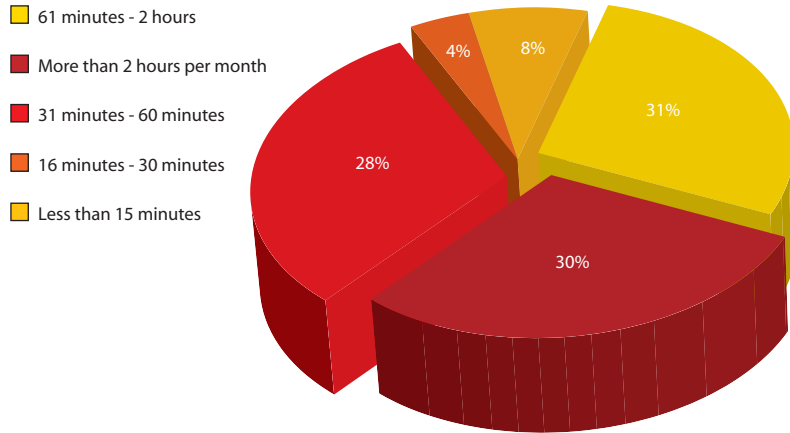
It's no surprise to the editors of Systems Contractor News that readers want product information and lots of it. That's why each issue of Systems Contractor News carries a huge number of product announcements in addition to detailed product technology features, analysis, and real-world application stories that show products at work in the field. All of this is presented in a way that helps businesses build higher margins and achieve a greater level of success.

# SCN Demographics



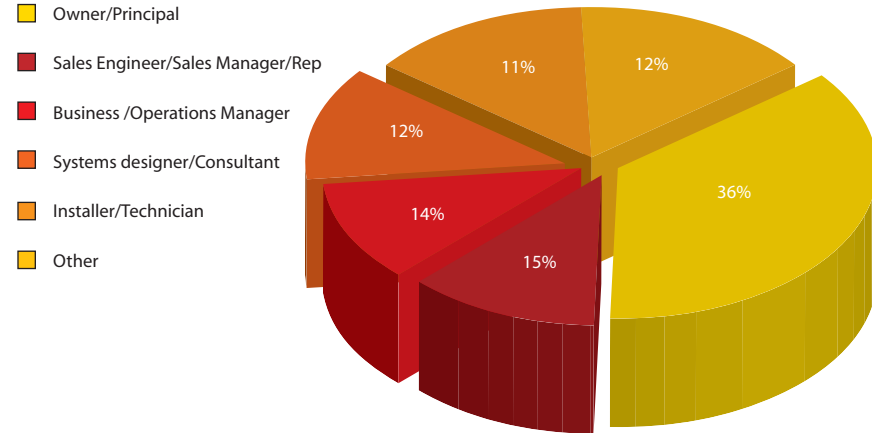
## Approximately how much total time per month do you spend reading any and all trade magazines?

Time reading publications % Responses



Yes, That's right – more than 60% spend over one hour reading trade magazines each month. And half of those people spend more than two hours reading. This proves that your advertisement isn't skimmed over, but absorbed by the reader.

## Which of the following best describes your job function or title?



The majority of those industry pros surveyed are the decision makers who are in charge of their companies' purchases. When combined with the previous data of more than an hour spent reading trade magazines, you know your ad in Systems Contractor News yields quality time with customers.

### IN ADDITION TO CONTRACTORS AND CONSULTANTS, STIERNBERG CONSULTING ALSO POLLED INDUSTRY MANUFACTURERS, WHICH REVEALED EXTREMELY INTERESTING MARKETING TRENDS.

Please rate the following promotional methods in terms of their effectiveness for your company in the past year (top three listed):

PROMOTIONAL METHOD	SCORE (INDEX)
Key influencer/specifier relations	3.29
Sales literature and collateral	2.91
Headquarters events	2.91

Each of the above items is very good for servicing your existing client base, but not good for reaching new business. That's where Systems Contractor News comes in – our editors, contributors, and columnists are some of the best-known influencers and specifiers in the industry. Getting coverage in the pages of SCN goes a long way in reaching those potential customers.

Number 2 on the list is sales literature and collateral. Our custom publishing division can make unforgettable collateral pieces for you and use or leverage with printers to get you the best printing deal. We can do anything you imagine – from eye-catching 4-page brochures to full custom magazines. SCN is your full marketing partner.

In your experience, what are the factors that influence your company's decisions about advertising in trade publications (top three listed):

FACTOR	SCORE (INDEX)
Editorial relevance to our products	3.25
Image of magazine in the industry	2.94
Price	2.88

According to the survey, editorial relevance is by far the most important factor to marketers, which is fine by us as Systems Contractor News is the leading business publication for the systems integration industry. Every issue includes a wealth of application and product technology features that are vital to our readers. As far as image goes, check the earlier results from the reader survey – SCN is the industry's top read.

**No other trade publication – print or online – has the respect and the reach of Systems Contractor News. SCN IS THE IDEAL MARKETING PARTNER TO HELP YOU GROW YOUR BUSINESS.**

# TOP 10 REASONS TO BUILD YOUR BRAND WITH SYSTEMS CONTRACTOR NEWS

10. People like us. As the results from a recent independent survey states, Systems Contractor News is the most read publication in the industry, and the top rated in terms of relevance. The survey respondents were asked to write the name of their favorite industry magazine — not choose it from a list — which shows how much SCN is part of our readers' business days.
9. Reach new customers. Go beyond your own mailing lists and reach out to Systems Contractor News' influential readers — the vast majority of which are the decision makers for their respective companies.
8. Hold their attention. The survey reveals that 60% of the customers and potential customers in Reason #9 spend over one hour reading trade magazines each month — and half of those people spend over two hours! Plus, we are the only tabloid-size magazine available, which not only gives us more room for edit, but also makes us stand out on readers' desks.
7. You want electronic, we've got electronic. Attract new customers by starting a marketing program on [www.systemscontractor.com](http://www.systemscontractor.com) — home of the industry's only professional forum — or advertise in SCN's weekly newsletter.
6. Tradeshow exposure. SCN is also the publisher of the NSCA Expo Daily, InfoComm Daily, InfoComm Show Guide, CEDIA Daily, and AES Daily. In addition, we offer electronic dailies in the form of [LivefromInfoComm.com](http://LivefromInfoComm.com) and [LivefromNSCA.com](http://LivefromNSCA.com).

5. Vertical markets. Need to reach out into other markets — chances are SCN has a sister publication in that area. Let the team you know take you into the markets you don't using such magazines as Residential Systems, Government Video, Digital Signage Quarterly, AV Worship, and many more.
4. Custom publishing. Custom publications stand out better — and have a longer shelf life — than any other piece of marketing collateral. Let SCN make your company the star of its own magazine.
3. Marketshare leader. We've been the industry's #1 title since 1998. We're trusted and respected, and our customers know that we deliver.
2. We are your true marketing partner. Tell us what you need to accomplish and we will come up with the best, most cost-effective way to get it done.
1. We make it easy. Like we said in the introduction — we know you're busy — which is why Systems Contractor News is your one-stop marketing buy. We'll take care of your print, Web, events, and marketing collateral, leaving you free to handle the numerous other tasks your job demands.



★ **EXTRA CREDIT.** We know what's important to you, so Systems Contractor News has implemented systems that will track ROI on both print and electronic ads. Ask your sales rep about how the e-response system can help generate leads from your ads.

For more information on your customized solution,  
contact Phil Holtberg, Group Publisher,  
at 212-378-0413 or Email [pholtberg@nbmedia.com](mailto:pholtberg@nbmedia.com)

**scn**  
SYSTEMS CONTRACTOR NEWS