

TV TECHNOLOGY ASIA PACIFIC

SERVING BROADCASTING & PRODUCTION PROFESSIONALS THROUGHOUT ASIA

TV Technology Asia/Pacific's editorial and circulation is focused directly at broadcast stations and the leading production houses in the region. In 2010, building on its already strong reputation, **TV Technology Asia/Pacific** offers more content tailored to the needs of technical management, engineering and production personnel, including:

LOCAL & GLOBAL CONTENT: With regional offices in Beijing and Tokyo, and editorial representation in Sydney, Singapore, and Hong Kong, **TV Technology Asia/Pacific** publishes the best stories, local and global, to help readers do their jobs better. Hong Kong-based freelance broadcast consultant Craig Norris, who joined our staff in 2006 as Technical Editor, will continue to help the magazine focus its content on issues directly relevant to the regions' broadcasters. And, using NewBay Media's worldwide network of offices, editors and freelancers, **TV Technology Asia/Pacific** also offers the reader a unique global video technology perspective.

TRANSMISSION & TECHNOLOGY: **TV Technology Asia/Pacific** publishes a regular technical DVB transmission column (a must-read for the region's engineers), along with regular columns from experts around the world covering such topics as 3 Gbps, 3D stereoscopic TV, server technology, video to mobiles, IPTV, audio for broadcast and compression. **TV Technology Asia/Pacific** is the only technical, engineering-based publication serving the region.

NEWS, SPORT, WINTER GAMES & WORLD CUP: Our well-established news & sport section continues to offer unparalleled technology coverage of the overall news market, and focuses on several key sporting events this year. From lenses for getting up close and



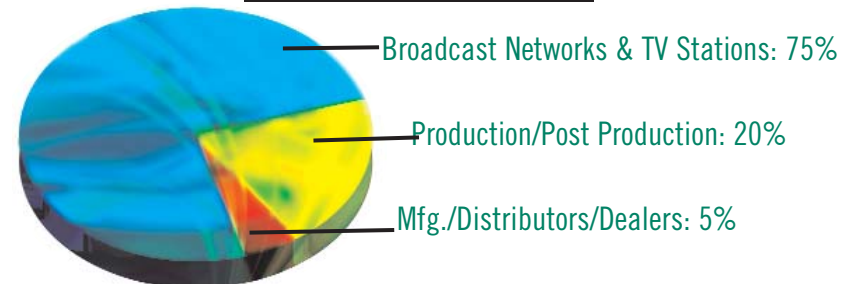
personal on the pitch, to newsroom systems that get breaking news to air, **TV Technology Asia/Pacific** blankets this section of our industry. Editor Mark Hallinger will be on-site at the Winter Olympics in Vancouver, and will produce the most complete pre- and post- coverage of the Olympics. We'll also cover South Africa's World Cup in detail.

Asia/Pacific's Broadcast Technology Magazine
Your Core Market Is Our Core Market: Content and Circulation Focused on Asia's Broadcast and Professional Production Markets
Now Even More News, Sports, IPTV and Video to Mobiles Coverage

2011 INTERNATIONAL VENDOR & PRODUCT DIRECTORY: **TV Technology Asia/Pacific** provides our readership with a keep-all-year definitive source of information for the professional video and television industry. The 2011 Vendor & Product Directory provides a wealth of valuable information that buyers need to make purchasing decisions. This vital sourcebook will contain an alphabetical listing of manufacturers, dealer and distributor listings, and a cross-reference by product category.

FOCUSED READERSHIP: **TV Technology Asia/Pacific** blankets the region — and the broadcast networks and stations. In addition to delivering readers throughout Southeast Asia, Australia and New Zealand, **TV Technology Asia/Pacific** has increased its circulation in countries such as India, South Korea, Hong Kong and Taiwan in response to favorable market conditions. Our circulation is deep at the broadcast stations and in the countries that are on the move in terms of new equipment projects.

TYPE OF BUSINESS



NewBay Media educates professionals in audio, musical instruments, video, broadcast, systems installation, and K-12 Education with the information they need to excel in their business by providing dynamic, inspired, creative, interactive awareness to readers, advertisers, associations and other partners around the world. Built upon an information network of award-winning magazines, online communities, and conferences and events, NewBay Media reaches more professionals worldwide in print, in person and online.

2010 Editorial Calendar

Editor: Mark Hallinger • Tel: +1-301-581-0387 • Mobile: +1-301-467-4695 • email: mhallinger@nbmedia.com

ISSUE	TRADE SHOWS & AWARDS	FEATURES	SPORT & EVENTS	NEW MEDIA	NEWS TECH	BUYERS GUIDE	AD INFORMATION
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FEB/MARCH	Report: CES (7-10 Jan) Report: Inter BEE (18-20 Nov 2009)	The Modern Asia Facility On-Air Graphics Tech News: Transcoding	Vancouver Olympics Preview Accessory Bags	Mobile Video Profile	Cameras & Accessories Reviews Trends in Newsroom Systems	Automation, Archiving & Asset Management Video Recording	Ad Close: Jan 29 Ad Due: Feb 3
APRIL	PREVIEW: NAB (10-15 April) ★ Asia's Most Modern OB Vehicles	Lighting HD Monitors Trends 3 Gig facility Profile	Olympics Facility Review: The Best of Vancouver's Asia/Pacific Facilities	Transcoding for Multiple Deliveries	Tapeless Acquisition Case Study	Test & Measure Fibre, Cable & Connectors Audio	Ad Close: Mar. 19 Ad Due: Mar. 24
MAY/JUNE	Preview: BroadcastAsia (15-18 June) ★ Mario Awards: NAB's Top Products TV Technology STAR Awards from NAB	Disaster Recovery Multiviewers Audio Loudness Issues		Market-to-Market Trends in Asia/Pacific	Camera Support Review Remote Update	Signal Processing Studio Cameras CG & Graphics	Ad Close: May 14 Ad Due: May 19
JULY/AUG	Asia Most Modern Studios	Tech News: Prompters Batteries	HD Lenses	Mobile Video Update	Newsroom Graphics Sattelite Systems for Remotes	Transmission: Terrestrial, IPTV & New Media Encoding Transmission Monitoring	Ad Close: July 2 Ad Due: July 7
SEPT	Preview: IBC (10-14 Sept)	Techs News: A 3 Gbps Update LED in Lighting Where does HD Stand in Asia?	Specialty RF Cameras	IPTV: Past and Present	Remote Production Vehicles	Vision Mixers & Routers Mobile, Remote & Satellite	Ad Close: August 13 Ad Due: August 18
OCT/NOV	Review: IBC TVT STAR Awards from IBC	Closed Captioning/Subtitling DVB-T2: What's New, Whats's Being Done Tech News: Fibre and Cabling	Mics in Sports		Newsroom System: An Asia Profile	Editing EFP & ENG Cameras & Accessories	Ad Close: Oct. 22 Ad Due: Oct. 27
DEC/JAN	2011 Vendor & Product Directory						Ad Close: Dec. 5 Ad Due: Dec. 8

★ Denotes Bonus Distribution at Trade Shows

Rate Card #27

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

Standard A4	1x	3x	6x	12x	18x
4C Page	\$3,420	3370	3300	3205	3150
2/3 page	\$2,815	2775	2725	2655	2620
1/2 page	\$2,450	2420	2380	2325	2290
1/3 page	\$2,090	2065	2030	1990	1970
1/4 page	\$1865	1850	1815	1790	1760
1/6 page	\$1655	1640	1620	1600	1570
General Column					
Inch Rate	\$205				
Product Showcase (net)	\$465	455	440	425	405
4-color	Extra 15%				
Equipment Exchange	\$115	110	105	100	95
Professional Card	\$135	130	125	120	115
Classified Line Ads	\$2 per word				
Blind Box Number	\$17				

Ask your sales representative about discounted rates for combination programs with other NewBay Media Publications!

Visit our website at www.nbmedia.com

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

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ADVERTISING MATERIAL SPECIFICATIONS

TV Technology Asia/Pacific is printed using a CTP (computer-to-plate) process, we therefore require advert copy be supplied as a Print Quality Adobe Acrobat® PDF file. If advertising copy is supplied without a contract proof, reproduction quality cannot be guaranteed.

The appropriate hi-res PDF Profile can be downloaded from:
<http://www1.stephensandgeorge.co.uk/main.php?mode=10001>

In order to ensure the colour fidelity of your advert, the file must be created to our printers specifications. To ensure that all elements in the advert are present, and will reproduce, we must receive a colour/mono proof of the advert. This will then be used by us as the guide for the final checking stage.

If we do not receive this proof we are unable to take responsibility for the final outcome of the advert.

File Resolution:

- Resolution dependent files (bitmap images) must have a resolution of 300dpi at 100%.
- If file resolution is lower than this, NewBay will not be responsible for the printed quality of the image.

Bitmap formats we can accept:

- TIFF - no LZW compression
- EPS - *do not apply JPEG compression*
- JPEG - maximum quality setting

Pre-Flight:

EnFocus PitStop Pro® is the recommended program for pre-flighting PDF files. For precise pre-flighting to Audio Media specification, the production department can supply profiles for pre flighting with either Adobe Acrobat Pro or PitStop Pro. Failure to supply all components or supplying incompatible files could result in delays and/or increased production fees.

Problems or queries?

If any of the above is unclear or additional information is required, please contact the production department.



Contact Details

your contact for any production related enquiries:

John-Paul Shirreffs,
 Design & Production Manager.
 +44(0)1480-461555 •
jp.shirreffs@audiomedia.com

Electronic transfer of advert copy:

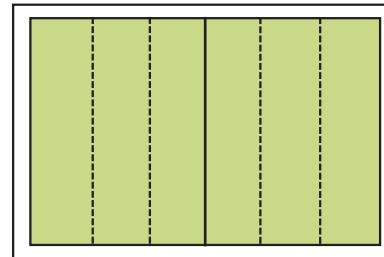
we can accept files created to the correct specification format via:

- E-mail: production@audiomedia.com, or jp.shirreffs@audiomedia.com
- FTP:
<ftp://www.audiomedia.com>
 user name: **outrigger**
 password: **waikiki**

Files must be compressed before sending. If sending via ftp, please email notification of file transfer and supply a hard copy of the file by fax along with a contact name.

STANDARD AD SIZES AND DIMENSIONS

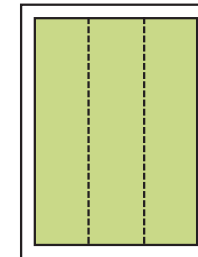
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



A4 PAGE SPREAD

Bleed: 426 x 303mm
Trim: 420 x 297mm
Live Area: 384 x 271mm

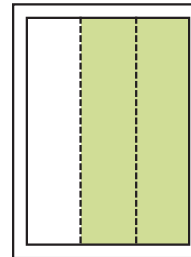
Bleed: (16-3/8" x 11-15/16")
Trim: (16-1/2" x 11-11/16")
Live Area: (15-1/2" x 10-11/16")



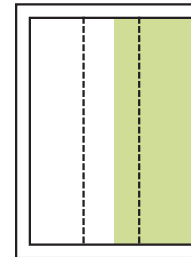
A4 PAGE

Bleed: 216 x 303mm
Trim: 210 x 297mm
Live Area: 179 x 271mm

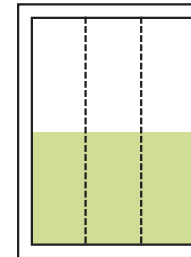
Bleed: (8-1/2" x 11-15/16")
Trim: (8-1/4" x 11-11/16")
Live Area: (7-1/4" x 10-11/16")



2/3 PAGE VERT.
 118mm x 271mm
 (4-5/8" x 10-11/16")



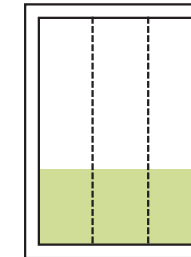
1/2 PAGE VERT.
 87mm x 271mm
 (3-7/16" x 10-11/16")



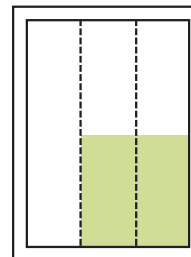
1/2 PAGE HORIZ.
 179mm x 135mm
 (7-1/16" x 5-5/16")



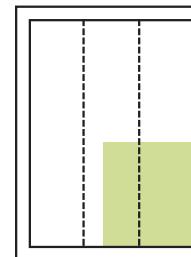
1/3 PAGE VERT.
 56mm x 271mm
 (2-1/4" x 10-11/16")



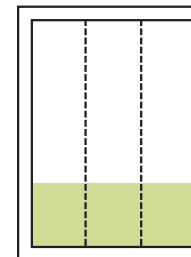
1/3 PAGE HORIZ.
 179mm x 90mm
 (7-1/16" x 3-9/16")



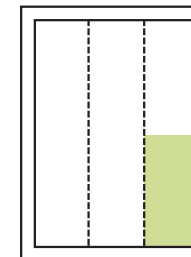
1/3 PAGE SQUARE
 118mm x 118mm
 (4-5/8" x 4-5/8")



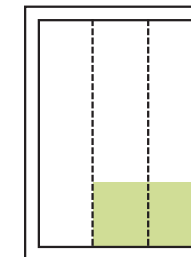
1/4 PAGE VERT.
 87mm x 135mm
 (3-7/16" x 5-5/16")



1/4 PAGE HORIZ.
 179mm x 67mm
 (7-1/16" x 2-5/8")



1/6 PAGE VERT.
 56mm x 135mm
 (2-1/4" x 5-5/16")



1/6 PAGE HORIZ.
 118mm x 68mm
 (4-5/8" x 2-11/16")

PRODUCT SHOWCASE
 76mm x 102mm
 (3" x 4")

DOUBLE PRODUCT SHOWCASE
 156mm x 102mm
 (6-1/8" x 4")

Please Send Ad Material to:
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 St Ives Cambridgeshire PE27 5JL, UK
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Disposition of materials: All advertising material will be held by TV Technology Asia/Pacific for two years from date last run.