



TECHNOLOGY NEWS

TV broadcasters and video professionals throughout South America, Central America and Mexico turn to **TV Technology América Latina** for the most up-to-date technology news, product introductions and equipment reviews.

Each issue, with in-depth and balanced technical reporting and analysis, covers subjects including:

- ✓ Digital Television
- ✓ Systems Integration
- ✓ Station Automation
- ✓ RF Technology
- ✓ Studio Operations
- ✓ Production Applications

REGIONAL FOCUS

Regular columns cover regional issues that affect the broadcasting and production community. The Post-Convergence Column (*Pos-convergencia*) applies developments in converging technologies from around the world to the region. The Broadcaster Profile (*Difusora en la Mira*) examines what local networks, stations and production facilities are doing. The Q&A (*Diálogo*) gives broadcast and video professionals an opportunity to express their views.



2010 Editorial Calendar

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ISSUE	BROADCASTER PROFILE	TECHNICAL FEATURES	SHOWS ★	BUYERS GUIDE	AD SPACE CLOSE	AD MATS DUE
January/ February	Colombia	Lenses; Fiber, Cabling and Connectors	Andina Link, Colombia	Transmitters, Antennas, Towers & Power Tubes	01 Jan.	06 Jan.
March/April	Peru	NAB 2010 Show Preview; Gear on the Go	NAB, Las Vegas; Punta Show TV, Uruguay	Editing/Graphics & Animation Video Servers & Recording/Controllers	05 Mar.	10 Mar.
May/June	Mexico	Specialty Cameras at Winter Olympics; Servers	CVIR, Venezuela Expo Cine Video y Television (Telemundo), Mexico;	Station Automation and Digital Content Management	30 April	05 May
July/August	Chile	NAB 2010 Post Show Report; Newsroom Graphics	SET/Broadcast & Cable, Brazil; ABTA, Brazil TEPAL, Panamá	Cameras, Lenses & Lighting & Batteries	09 Jul.	14 Jul.
September/October	Brazil	HD News; Wireless Mics	IBC, Amsterdam ATVC, Argentina; CAPER, Argentina CIRT, Mexico	Test Equipment/Signal Monitoring Routing & Master Control Switchers/Intercoms	03 Sep.	08 Sep.
November/December	Argentina	Automation/Digital Content Management; Editing Techniques for Sports		ENG/EFP Cameras, Lenses & Media	12 Nov.	17 Nov.

**Featured Sections
in every Issue:**

**Post-Convergence
Column**

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**Broadcaster's
Profile**

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**Dealer's
Profile**

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Q&As

★ Trade shows are subject to change.

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STANDARD AD SIZES AND DIMENSIONS

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

TV Technology América Latina is printed web offset in a tabloid news format, on 70lb. #4, cover glass paper stock, 40lb. #5, text gloss paper stock, saddle stitched and trimmed. It is printed using CTP (Computer-to-Plate) process with 133 line halftone screen. We request that all ad copy be supplied as digital files rather than film.

The preferred format: Provide a 100% Ready-To-Print Adobe Acrobat 5 PDF

NO RGB or SPOT — CMYK color and grayscale only, 300 dpi images, **flatten all transparency**, embed all fonts, page centered in PDF with 3/16" bleed, crop marks at trim size.

Digital File Specifications:

Formats we accept:

- 100% Print-Ready PDF
- Adobe Photoshop CS3
- Adobe Illustrator CS3
- PDF - Acrobat v. 4 & 5 only (i.e. v. 1.3 or 1.4)
- TIFF
- JPEG
- EPS

(We cannot accept v.6, v.7 as they are not compatible with Quark)

All applications must be used in accordance with the manual instructions for 4-color printing. A JPEG version, labeled as **low resolution proof** for internal review is highly recommended.

NewBay Media's production department works in a Macintosh OSX, Quark 6 environment.

If another file format is used, other than one of the above programs indicated, a fee may be charged for additional work time. A file may also be refused if it is not compatible.

Pre-Flight: FLIGHTCHECK® is the recommended program for pre-fighting your files before making the final PDF.

When native files sent, files should be collected with all supporting art in CMYK and all fonts used within the file. Failure to supply all components or supplying incompatible files could result in delays and production fees.

Note: Advertisements that have excessive use of dark colors may print with heavy dot gain, resulting in a darker outcome than represented on the original color proof. Ink density limit is 300%. Color reproduction cannot be guaranteed if ink density exceeds 275%.

Very Important: All transparent artwork needs to be flattened by the advertiser in the native program or during the PDF creation process.

Digital media we accept: CD ROM

Electronic transfer - All files must be compressed (Zip, Stuffit) before sending.

We accept files via:

- Email — Send files to the sales support person listed below. 7MB Limit.
- FTP — Use our web interface.

Web Browser:

<http://ftp2.nbmedia.com>
or
65.213.248.84

Login Info:

Domain: nbmedia
login: advertiser
password: 2advertise

Fetch or other FTP application:

Host: ftp2.nbmedia.com
User ID: advertiser
Password: 2advertise

Problems? If you have any additional questions, please contact the production ad traffic manager via e-mail: cfreeland@nbmedia.com

Please Send Ad Material to:

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Disposition of materials: All advertising material will be held by TV Technology for two years from date last run.