



TV Technology's bi-weekly frequency provides readers the most timely news, insightful reporting and product information in the industry. Only **TV Technology** delivers applications-oriented features, information about new technologies affecting the industry, incisive commentary and user reports and equipment reviews spanning the entire professional video market.

In the News/Expanded Show Coverage

From breaking news stories to in-depth features, **TV Technology** offers readers updated news and investigative reports on major topics facing the professional video industry. Each issue includes:

In the News: Topics range from HDTV and mobile TV to regulatory news from Washington.

Show Coverage: **TV Technology's** team of reporters and correspondents blanket all major industry trade shows, including NAB, IBC, SCTE, CES, AES, InfoComm, SMPTE and more. With six issues before, during and after NAB, **TV Technology** covers the most important event in the industry like no other publication. Preview coverage kicks off with the March 24 NAB Preview issue and concludes in May with two dedicated post-show reports: the first featuring the news of the show; the second devoted to product news from the show floor, as well as **TV Technology's** own Mario and STAR awards.

2011 Vendor & Product Directory:

TV Technology's popular year-end directory features an expanded listing section and a recap of the year's biggest news, making it an indispensable resource that readers will refer to all year long, both in print and now, online.

Technology Trends/Special Reports/News Technology

Get an inside look at how emerging technologies are impacting the industry in **TV Technology's**



Technology Trends/Special Reports. This section offers readers a technically detailed look at how specific technologies are being used in real-world applications.

TV Technology's quarterly special section, **News Technology**, offers lively features, profiles and equipment roundups for the fast-changing, technically challenging world of broadcast news.

Sportsview

The **Sportsview** section of **TV Technology** offers a down-on-the field and behind-the-scenes look at how complex sporting events are covered, from acquisition to graphics to transmission and everything in between.

In 2010, **TV Technology** continues its tradition of offering unparalleled technology coverage of the world's premier sporting event, the Winter Olympics. Our staff brings readers the exclusive behind-the-scenes action that makes the Olympics the greatest broadcast spectacle in the world. In the summer, we will provide coverage of the world's most popular sporting event, the 2010 FIFA World Cup.

**26 Issues – In print and online
More NAB News Faster!**

Delivering more frequency, more circulation and more editorial pages than its closest competitor, TV Technology is recognized as the authoritative technology news publication for the professional video industry. The BPA-audited circulation ensures that you reach over 33,000 video equipment buyers in the broadcast, cable, production, post production, corporate and new media markets.

Insider's Look

Want to learn about new technologies and applications from the user's perspective? Readers get the first-person perspective in **Insider's Look**, written by and about industry insiders. **HD Tips and Techniques** offers advice and updates from industry experts on the latest advances in high-definition technology and production.

Buyers Guide/Equipment Review/ Eye on Equipment

Fourteen categories cover the spectrum of professional video gear in the monthly **Buyers Guide** section — encompassing everything from cameras and lenses to switchers and servers. Industry experts test, tweak and review high-end and mid-level products in **TV Technology's** **Equipment Review** section.

Online News/E-Mail Newsletters/ Digital Edition

When breaking news in technology develops, readers will find it first through our weekly e-mail newsletters, **TV Technology Newsbytes**, **Doug Lung's RF Report**, **HD Notebook**, as well as **Sharpshooters Tips** and **Audio Tips**, and prior to the shows, **NAB Sneak Peek** and **IBC Sneak Peek**. The newsletters are available by e-mail or at www.tvtechnology.com.

With the **Digital Edition** of **TV Technology**, readers can get the latest issue of **TV Technology** the day it hits the streets. Featuring the same content as the print edition, the easy-to-browse digital edition of **TV Technology** is delivered straight to your e-mail box every two weeks.

TV Technology Channels

Leveraging the strength of our print and online content, **TV Technology** now offers online **Channels** or micro-sites on a subject of your choice. Your company receives exclusive sponsorship of this site for one year and shares in the content development. The site features a mix of original stories from **TV Technology** editors, as well as your own white papers, user profiles and case studies

Readers find Channels to be an easy-to-access, online destination of well-rounded information on technologies affecting our industry. Sponsors build their brand awareness and loyalty in this targeted educational environment.

WebSeminar Sponsorships

Host your own live educational seminar to pre-registered **TV Technology** subscribers without travel time and the related expense. *Contact Publisher for more details.*










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 in Chief: Tom Butts • Tel: 703-852-4631 • FAX: 703-852-4585 • e-mail: tbutts@nbmedia.com

ISSUE	IN THE NEWS/ SHOW COVERAGE	TECHNOLOGY TRENDS	SPORTSVIEW/ WHAT'S ON TV	INSIDER'S LOOK	BUYER'S GUIDE/ EQUIPMENT REVIEWS	DEADLINES
Jan. 6 	Multiplatform Delivery	News Technology Gear on the Go	Winter X-Games XIV (Jan. 28-31 Aspen, Colorado)	Digital Journal Video Over IP	User Reports Video Servers & Recording/Controllers Reference Guide Recordable Media/ Furniture & Racks	Editorial: Dec. 9 Ad Close: Dec. 11 Ad Due: Dec. 16, 2009
Jan. 20 	Graphics Mobile TV	Studio Consoles	Super Bowl XLIV (Feb. 7, Miami)	Video Profiles & Perspectives Newsroom Automation	Equipment Reviews Cameras & Accessories	Editorial: Dec. 23 Ad Close: Dec. 25 Ad Due: Dec. 30
Feb. 3 	XXI Winter Olympics Preview (Feb. 12-28, Vancouver) CES2010 Post Show Report	Integrated Production Systems	Specialty Cameras at Winter Olympics	Digital Journal Digital Audio	User Reports Signal Converters Reference Guide Video monitors	Editorial: Jan. 6 Ad Close: Jan. 8 Ad Due: Jan. 13
Feb. 17 	NRB2010 Preview (Feb. 27-March 2, Nashville) Facility Design for Faith-Based Broadcasting	Fiber, Cabling & Connectors	Hockey	HD Tips & Techniques Lighting	Eye on Equipment Lenses	Editorial: Jan. 20 Ad Close: Jan. 22 Ad Due: Jan. 27
March 3 	Video Formats Digital Content Management	News Technology Audio/Mics	College Basketball	Digital Journal Routing	User Reports Mobile, Remote & Satellite Reference Guide Microwave Links	Editorial: Feb. 3 Ad Close: Feb. 5 Ad Due: Feb. 10
March 24 	★ THE NAB SHOW (APRIL 10-15) PREVIEW					Editorial: Feb. 10 Ad Close: Feb. 19 Ad Due: Feb. 24
April 1 	The NAB Show Update Special Series: 3 Gbps Update	Special Report Station Automation	Golf	Video Profiles & Perspectives Archiving	User Reports: Cameras, Lenses, Lighting & Batteries Reference Guide Promoters	Editorial: March 3 Ad Close: March 5 Ad Due: March 10
April 7	★ NAB Show: Profiles in Excellence		Baseball	Digital Journal Field Production	Eye on Equipment Video Walls	Editorial: March 10 Ad Close: March 12 Ad Due: March 17
April 12 	3DTV The NAB Show Late-Breaking News	Wireless Mics	XXI Winter Olympics Wrapup	Video Profiles & Perspectives Intercoms	Equipment Reviews Camera Support	Editorial: March 17 Ad Close: March 19 Ad Due: March 24



FEATURED COLUMNS (first issue of every month):

Inside Audio, Inside Production, Let There Be Lighting, Media Server Technology, RF Technology, Technology Corner, ATSC Update*, Video Networking*, SBE Report**

*Appears every other month

**Appears quarterly




FEATURED COLUMNS (second issue of every month):

Audio By Design, Count on IT, Digital TV, Focus on Editing, Inside Broadband, Production Manager, The Big Picture, The Masked Engineer

★ Denotes Bonus Distribution At Trade Shows

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May 5 	The Cable Show Preview (May 11-13, Los Angeles) Video Transport	Special Report HD News	Extreme Sports	HD Tips & Techniques 5.1 Audio	User Reports Test Equipment/ Signal Monitoring Reference Guide Clock Systems	Editorial: April 1 Ad Close: April 2 Ad Due: April 7
May 19 	THE NAB SHOW POST SHOW NEWS					Editorial: April 21 Ad Close: April 23 Ad Due: April 28
May 31	InfoComm Preview ★ (June 5-11, Las Vegas)	THE NAB SHOW POST SHOW PRODUCT REVIEW & AWARDS				Editorial: April 28 Ad Close: April 30 Ad Due: May 5
June 9 	Advances in Video Monitors	Newsroom Graphics	2010 FIFA World Cup Soccer	Digital Journal Station Automation	User Reports Production Switchers Reference Guide Video Delay Gear	Editorial: May 12 Ad Close: May 14 Ad Due: May 19
June 23 	Systems Integration Profile	Prompting	Sports Graphics	Video Profiles & Perspectives Lenses for HD	User Reports Transmitters, Antennas, Towers & Power Tubes Reference Guide Antennas	Editorial: May 26 Ad Close: May 28 Ad Due: June 2
July 7 	Broadcasters & Emergency Preparedness	News Technology Production	Auto Racing	HD Tips & Techniques Test & Measurement	Eye on Equipment Furniture	Editorial: June 9 Ad Close: June 11 Ad Due: June 16
July 21 	SIGGRAPH Preview (July 26-30, Los Angeles) Advances in Lighting Technology	Multi-image Displays	Sports Venues	Digital Journal Mobile DTV	User Reports Routing & Master Control Switchers/Intercoms Reference Guide Power Conditioning	Editorial: June 23 Ad Close: June 25 Ad Due: June 30
Aug. 4 	Satellite Transmission Closed Captioning/ Subtitling	Audio Monitoring	Weather Graphics	Video Profiles & Perspectives Storage	Eye on Equipment Fiber Transport	Editorial: July 7 Ad Close: July 9 Ad Due: July 14



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Aug. 18 	Facility Design: Audio Traffic & Billing	Special Report ENG Trucks	Tennis	DTV Reception	User Reports ENG/EFP Cameras, Lenses & Media Reference Guide Batteries	Editorial: July 21 Ad Close: July 23 Ad Due: July 28
Sept. 1 	IBC2010 Preview (Sept. 9-14, Amsterdam) Broadcast Symposium Preview	News Technology Automation/Digital Content Management	Football	HD Tips & Techniques Editing	User Reports Fiber, Cable & Connectors/Utility Switchers Reference Guide Video Patch Panels	Editorial: August 4 Ad Close: August 6 Ad Due: August 11
Sept. 22 	Mobile TV	Transcoding	Sports Production Trucks	Digital Journal Digital Translators	User Reports Camera Heads, Tripods & Pedestals Reference Guide Shipping/Carrying Cases	Editorial: August 25 Ad Close: August 27 Ad Due: Sept. 1
Oct. 6 	Test & Measurement HD World Preview (Oct. 13-14, New York) SCTE Cable Tec Expo Preview (Oct.10-15, Denver)	Special Report Video over IP	Microphones in Sports	Video Profiles & Perspectives Monitors	Equipment Reviews Storage & Recording	Editorial: Sept. 8 Ad Close: Sept. 10 Ad Due: Sept. 15
Oct. 20 	SMPTE 2010 Preview (Oct. 24-29, Hollywood) AES2010 Preview (Nov. 4-7 San Francisco) IBC2010 Post Show Report	Audio Loudness	Editing Techniques for Sports	Digital Journal Digital Workflow	User Reports Audio Reference Guide Microphones	Editorial: Sept. 22 Ad Close: Sept. 24 Ad Due: Sept. 29
Nov. 3 	Encoding for Ancillary Channels	Lenses	Stadium Update	HD Tips & Techniques Cameras	Eye on Equipment ENG/SNG Trucks	Editorial: Oct. 6 Ad Close: Oct. 8 Ad Due: Oct. 13
Nov. 17 	Beyond Surround Sound	Servers	Sports Audio	Digital Journal Switchers	User Reports Editing/Graphics & Animation Reference Guide Character Generators	Editorial: Oct. 20 Ad Close: Oct. 22 Ad Due: Oct. 27
Dec. 1 	Advances in Microwave The Year in Review	News Technology Production Trucks	Reality TV	Video Profiles & Perspectives Master Control	User Reports Station Automation/ Digital Content Management Reference Guide Newsroom Automation/ Traffic & Billing	Editorial: Nov. 3 Ad Close: Nov. 5 Ad Due: Nov. 10
Dec. 22 	2011 International CES Preview (Jan. 6-9, 2011, Las Vegas)	Production Switchers	Wildlife TV	HD Tips & Techniques Formats	Equipment Reviews Monitors	Editorial: Nov. 24 Ad Close: Nov. 26 Ad Due: Dec. 1
	2011 VENDOR & PRODUCT DIRECTORY (Mailed with Dec. 22 Issue)					Ad Close: Nov. 19 Ad Due: Nov. 24

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Rate Card #28

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

Tabloid Size	1x	3x	6x	12x	18x	26x	52x
1 page	\$7,335.00	7185	7005	6695	6590	6280	6005
1/2 page	\$6,115.00	6010	5790	5565	5390	5280	5025
1/3 page	\$4,945.00	4845	4715	4520	4375	4280	4125
1/4 page	\$3,625.00	3555	3450	3295	3195	3120	2970
1/6 page	\$2,280.00	2240	2175	2085	2025	1975	1900

Junior/Standard

1 page	\$6,600.00	6510	6315	6035	5835	5680	5415
2/3 page	\$5,310.00	5215	5075	4860	4665	4560	4380
1/2 page	\$3,895.00	3820	3710	3560	3435	3365	3200
1/3 page	\$3,090.00	3065	2935	2820	2730	2665	2535
1/4 page	\$2,430.00	2380	2300	2215	2140	2110	1975
1/6 page	\$1,770.00	1720	1715	1605	1545	1515	1445

General Column Inch \$350.00

Product Showcase	\$710.00	690	650	635	625	610	590
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Classifieds

1-9 column inch	\$135.00	130	125	120
Prof card	\$155.00			
Classified Line	\$2.00			

4 color & 2 color PMS match: \$1,200.00

4 color spread: \$1,500.00

2nd color standard (cyan, magenta, yellow): \$450.00

Custom Marketing Solutions

Reprints

Ordering reprints of articles which appear in **TV Technology** is an inexpensive and effective way to maximize your exposure in the market. PDFs are also available for website posting. Contact Caroline Freeland at: 703-852-4610; e-mail: cfreeland@nbmedia.com

List Rental

Reach over 33,000 highly responsive decision-makers in the broadcast, cable, production and professional video marketplace. Demographic and purchasing authority selects are available. Contact Anne Drobish at: 212-378-0455; e-mail: adrobish@nbmedia.com

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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ADVERTISING MATERIAL SPECIFICATIONS

Preferred Format for Electronic Ad Files:

Provide a 100% Ready-To-Print Adobe Acrobat 5 PDF

Checklist:

- CMYK color and grayscale only
No RGB or spot color
- 300 dpi images
- Flatten all transparency
- Embed all fonts
- Exactly center page in PDF
- Include crop marks for all full page ads and partial page ads that bleed off the page.

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.

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%. Recommended ink density is 275%.

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

Digital Media we accept: CD ROM

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

We accept files by:

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

Web Browser:

<http://www.ourftpsite.com>

Login Info:

Use the **Guests** magazine-title drop-downs on the right, choose **TV Technology**.

Password: **guest**

After new screen opens click: **Add**

After you have highlighted your advertisement's zip file in the finder window, click: **Upload**

Notify cfreeland@nbmedia.com that the ad is uploaded.

Fetch or other FTP application:

Hostname: **64.90.181.19**

Username: **TV Technology**

Connect using: **FTP**

Password: **guest**

Send Ad Material to:



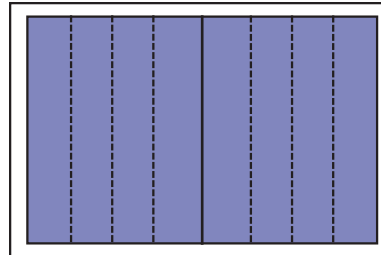
TV Technology, c/o Caroline Freeland
5285 Shawnee Rd, Ste 100
Alexandria, VA 22312 USA

cfreeland@nbmedia.com
703-852-4610
Fax: 703-852-4583

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

STANDARD AD SIZES AND DIMENSIONS

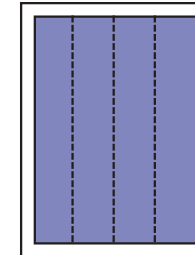
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



TABLOID PAGE SPREAD

Bleed: 19-1/2" x 13-1/4"
Trim: 19-1/4" x 13"
Live Area: 18-1/4" x 12"

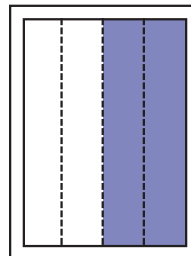
Bleed: 49.5 x 33.7 cm
Trim: 48.9 x 33.0 cm
Live Area: 46.4 x 30.5 cm



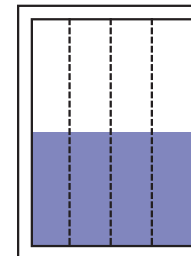
TABLOID PAGE

Bleed: 9-7/8" x 13-1/4"
Trim: 9-5/8" x 13"
Live Area: 8-5/8" x 12"

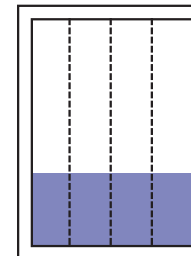
Bleed: 25.1 x 33.7 cm
Trim: 24.4 x 33.0 cm
Live Area: 21.9 x 30.5 cm



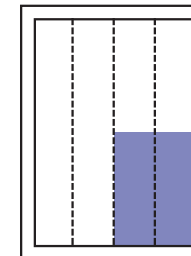
1/2 TAB PAGE VERT.
4-1/4" x 11-5/8"
(10.80cm x 29.53cm)



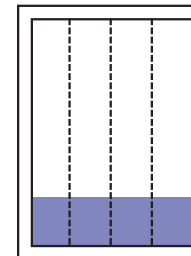
1/2 TAB PAGE HORIZ.
8-5/8" x 5-13/16"
(21.90 cm x 14.76 cm)



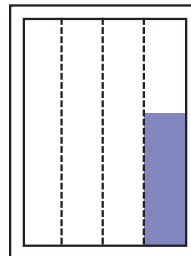
1/3 TAB PAGE HORIZ.
8-5/8" x 3-7/8"
(21.90 cm x 9.84 cm)



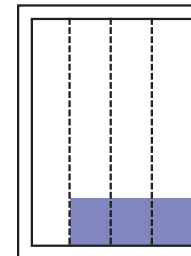
1/4 TAB PAGE VERT.
4-1/4" x 6-3/16"
(10.80 cm x 15.72 cm)



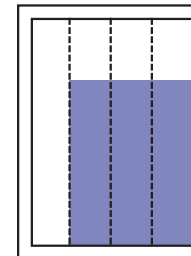
1/4 TAB PAGE HORIZ.
8-5/8" x 2-7/8"
(21.90 cm x 7.30 cm)



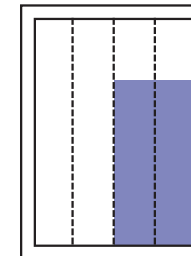
1/6 TAB PAGE VERT.
2" x 7-1/2"
(5.08 cm x 19.05 cm)



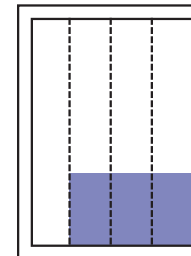
1/6 TAB PAGE HORIZ.
6-7/16" x 2-1/2"
(16.35 cm x 6.35 cm)



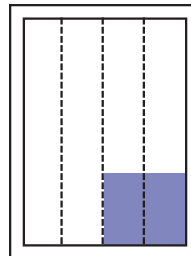
JUNIOR PAGE
6-7/16" x 9-1/2"
(16.35 cm x 24.13 cm)



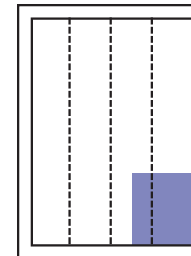
2/3 JR PAGE VERT.
4-1/4" x 9-1/2"
(10.80 cm x 24.13 cm)



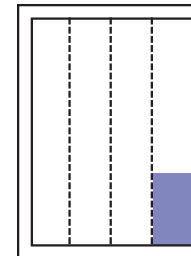
1/2 JR PAGE HORIZ.
6-7/16" x 4-7/16"
(16.35 cm x 11.27 cm)



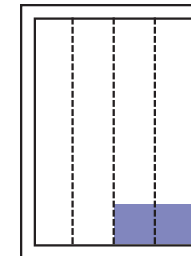
1/3 JR PAGE SQUARE
4-1/4" x 4-5/16"
(10.80 cm x 10.95 cm)



1/4 JR PAGE VERT.
3-3/16" x 4-1/4"
(8.10 cm x 10.80 cm)



1/6 JR PAGE VERT.
2" x 4-5/16"
(5.08 cm x 10.95 cm)



1/6 JR PAGE HORIZ.
4-1/4" x 2-1/4"
(10.80 cm x 5.72 cm)

PRODUCT SHOWCASE
2-5/8" x 3-1/2"
(6.67 cm x 8.89 cm)

DOUBLE PRODUCT SHOWCASE
5-9/16" x 3-1/2"
(14.13 cm x 8.89 cm)

CLASSIFIED COLUMN INCH
5 columns per page
1-1/2" wide (1/8" gutter)