

COVERING THE HD CONTENT CREATION COMMUNITY
videography

2010 MEDIA KIT

 **NewBayMedia** | IN PRINT | ONLINE | IN PERSON

WWW.VIDEOGRAPHY.COM • WWW.NBMEDIA.COM

2010 Editorial Calendar

CRISTINA CLAPP, EDITOR | Phone: (310) 429.8484 | Email: cclapp@nbmedia.com



COVER DATE	COVER STORY	INDEPENDENT FILM & VIDEO	EPISODIC TELEVISION	ADVERTISING	EVENT VIDEO	CORPORATE VIDEO	WEB VIDEO	TECHNOLOGY FOCUS	AD CLOSE DATES
JANUARY	Independent Film & Video	Solid State Shooting	Location Audio	Mobile and Field Editing	Producing for Multiple Screens	Tripods, Monopods and Support Systems	NLE Software	DSLR Video Production	Ad Close: 12.23.09 Ad Due: 12.30.09
FEBRUARY	Episodic Television	Storage	Lenses and Optics	3D Animation and Effects	Camera Support	Editing Plug-Ins	Lighting Equipment	Location Audio	Ad Close: 1.29.10 Ad Due: 2.3.10
MARCH	NAB Preview	Tapeless Cameras	RED Camera Accessories	2K and 4K Cameras	Music Libraries	Video Capture Cards	Workstations	NAB 2010 Preview	Ad Close: 2.26.10 Ad Due: 3.3.10
APRIL	Event Video	Monitors for Production	Projection	Location Audio	Lenses and Optics	Media and Tape	Camera Support	LED Lighting	Ad Close: 3.26.10 Ad Due: 3.31.10
MAY	Web Video	Camera Bags, Batteries and Cases	NLE Software	Camera Accessories	Lighting Equipment	Tapeless Cameras	Stock Footage	Storage	Ad Close: 4.30.10 Ad Due: 5.5.10
JUNE	"Vidy Awards NAB in Review"	Storage	Stock Footage	Tripods, Monopods and Support Systems	Filters	Video Installations	Compression Tools	2010 Vidy Awards	Ad Close: 5.28.10 Ad Due: 6.2.10
JULY	Independent Film & Video	LED Lighting	3D Animation & Effects	Monitors for the Post Environment	DSLR Video Production	Storage	Camera Bags, Batteries and Cases	Teleprompters	Ad Close: 6.25.10 Ad Due: 6.30.10
AUGUST	Episodic Television	3D Camera Equipment	Tripods and Camera Support	Graphics Plug-Ins	DVD Production	Projection	Music Libraries	Lenses and Optics	Ad Close: 7.30.10 Ad Due: 8.4.10
SEPTEMBER	Advertising	Editing Software	Tapeless Cameras	Color Management	Camera Accessories	Mobile and Field Editing	iPhone Apps for Production	2K and 4K Cameras	Ad Close: 8.27.10 Ad Due: 9.1.10
OCTOBER	Event Video	Monitors for the Post Environment	Mobile Storage	RED Camera Accessories	Media and Tape	DVD Software	Producing for Multiple Screens	Tripods, Monopods and Support Systems	Ad Close: 9.24.10 Ad Due: 9.29.10
NOVEMBER	Corporate Video	Lens Adapters	Graphics Plug-Ins	Workstations	Compression Tools	LED Lighting	Editing Plug-Ins	iPhone Apps for Production	Ad Close: 10.29.10 Ad Due: 11.3.10
DECEMBER	"Special Report: Pro Video Directory Web Video"	Specialty Lenses	2K and 4K Cameras	NLE Software	Stock Footage	Music Libraries	Storage	2011 Technology Preview	Ad Close: 11.26.10 Ad Due: 12.01.10

BONUS DISTRIBUTION

MARCH NAB 2010; **APRIL** NAB 2010; **AUGUST** Digital Video Expo 2010

2010 Advertising Rates & Information

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



Print Advertising Rates

4C	1x	3x	6x	12x	24x
Full Page	\$5,685	\$5,455	\$5,275	\$5,025	\$4,700
2/3 page	4,555	4,375	4,245	4,045	3,730
1/2 Page	3,885	3,775	3,665	3,475	3,235
1/3 Page	3,110	3,015	2,925	2,830	2,700
1/4 Page	2,700	2,625	2,555	2,470	2,390
1/6 Page	2,190	2,140	2,090	2,030	1,975

Covers (Includes 4/C Process and Bleed)

Cover II20% Premium
Cover III10% Premium
Cover IV20% Premium

Custom Marketing Solutions

Reprints

Ordering reprints of articles that appear in **Videography** 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

ERIC TRABB, VP/GROUP PUBLISHER VIDEO/BROADCAST
Phone: (732) 845.0004 | Email: etrabb@nbmedia.com

SUSAN SHORES, EAST COAST SALES
Phone: (212) 378.0400, ext. 528 | Email: sshores@nbmedia.com

JEFF VICTOR, WEST COAST/CENTRAL SALES
Phone: (847) 367.4073 | Email: jeffvictor@comcast.net

JESSICA STRIANO, SPECIALTY SALES
Phone: (212) 378.0467 | Email: jstriano@nbmedia.com

BOB KENNEDY, EUROPE, MIDDLE EAST & AFRICA
Phone: +44-1279-861264 | Email: bkennedy@nbmedia.com

Editorial Contact

CRISTINA CLAPP, EDITORIAL DIRECTOR
Phone: (310) 429-8484 | Email: cclapp@nbmedia.com

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

2010 Classified/Shopper/Marketplace Rates



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

Classifieds (\$120 per column inch)

4-Color	1x	6x	12x
1 col x 4"	\$660	\$580	\$515
1 col x 3"	\$495	\$440	\$390
1 col x 2"	\$330	\$295	\$260
1 col x 1"	\$165	\$145	\$130

Whatever media production professionals are looking for, they will find it in the Videography Classifieds:

Animations • Blank Tape & Discs • Camera Support Gear • Cases • Crews • Duplication • DVD • Editing Equipment • Financial Services • Graphics • Labels • Lens Controls • Music Libraries • Stock Footage • Voice Overs • Production Trucks • Video Sleeves • Professional Tape • Recycled Tapes • Seminars • Tape Restoration • Teleprompters • Training Facilities.

And if a heading is not listed, we will start one for you.

Career Marketplace (\$150 per column inch)

Ad Size	Rate
1 col x 2"	\$310
1 col x 3"	\$465
1 col x 4"	\$620
2 col x 2"	\$620
2 col x 3"	\$930
2 col x 4"	\$1,240

For those looking to hire, Videography offers a convenient forum to reach the right media production professional for the job.

Bring your message each month to more than 44,000 media production professionals who make buying decisions! The Videography Shopper section makes an impact without breaking your budget. Advertisers who need more impact than then classifieds — but don't have the budget for large display ads—belong in the Videography Shopper section.

Shopper Rates (4-Color)

Ad Size	3x	6x	12x
(2 1/4"w x 4 1/2"h)	\$720	\$690	\$660

Conditions & Requirements

Classified Advertising:

There are 7 lines per column inch.

Each line has approximately 30 characters.

A column measures 2 1/4" x 1".

Color Charges per Insert:

- 2nd color-\$100
(Standard 4a red, yellow or blue)
- Screens (red, yellow or blue) 10% extra

Distribution: 40,000

Payment:

All ads must be prepaid. A check, money order, Visa, MasterCard or American Express payment must accompany all new advertisements.

Materials:

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.

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

Sales Contact

JESSICA STRIANO, SPECIALTY SALES | Phone: (212) 378.0467 | Email: jstriano@nbmedia.com

Editorial Contact

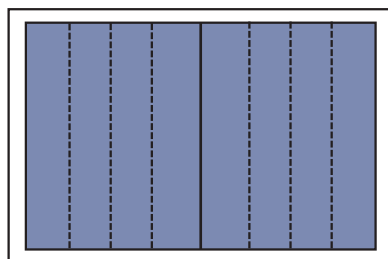
CRISTINA CLAPP, EDITORIAL DIRECTOR | Phone: (310) 429-8484 | Email: cclapp@nbmedia.com

Send Materials To:

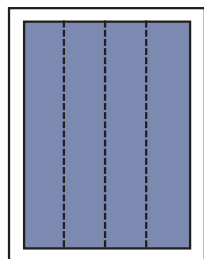
Videography
Production Department,
810 Seventh Avenue, 27th Floor
New York, NY 10019

2010 Advertising Dimensions

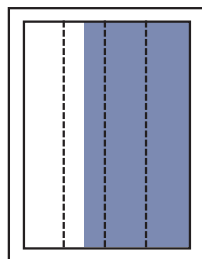
[information in this document is subject to change without notice]



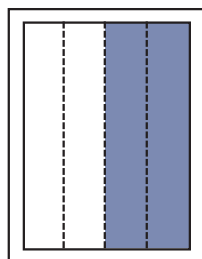
SPREAD
Bleed: 16 3/4" x 11"



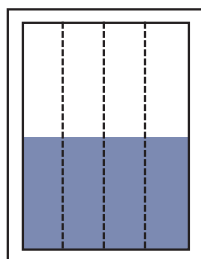
FULL PAGE
Bleed: 8 3/8" x 11"



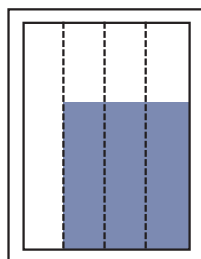
2/3 PAGE
4 9/16" x 10"



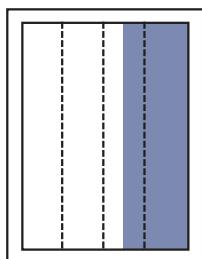
1/2 PAGE VERTICAL
3 3/8" x 10"



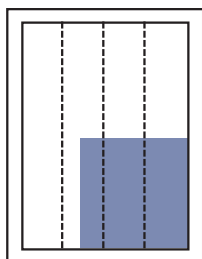
1/2 PAGE HORIZONTAL
7" x 4 7/8"



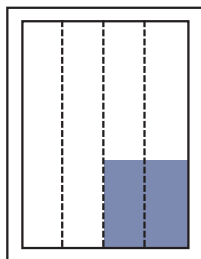
1/2 ISLAND
4 9/16" x 7"



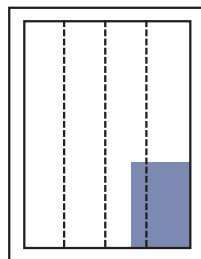
1/3 PAGE VERTICAL
2 3/16" x 10"



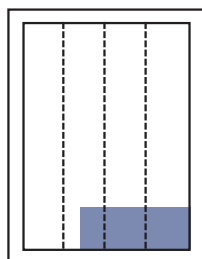
1/3 PAGE SQUARE
4 9/16" x 4 7/8"



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.

Sales Contact

ERIC TRABB, VP/GROUP PUBLISHER VIDEO/BROADCAST
Phone: (732) 845.0004 | Email: etrabb@nbmedia.com

SUSAN SHORES, EAST COAST SALES
Phone: (212) 378.0400, ext. 528
Email: sshores@nbmedia.com

JEFF VICTOR, WEST COAST/CENTRAL SALES
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Email: bkennedy@nbmedia.com

Editorial Contact

CRISTINA CLAPP, EDITORIAL DIRECTOR
Phone: (310) 429-8484 | Email: cclapp@nbmedia.com

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: Videography, Production Dept.,
810 Seventh Avenue, 27th Floor, New York, NY 10019

FTP site: From any web browser, log onto: 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

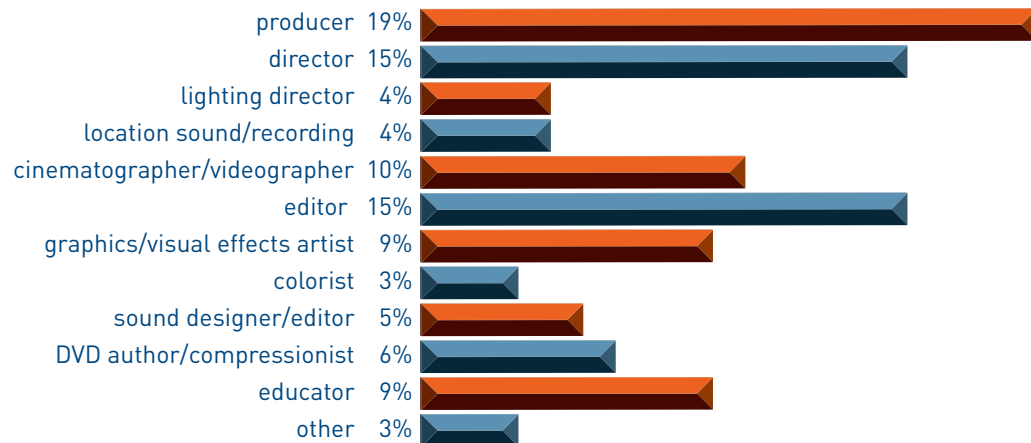
Please make sure the advertiser's name is included in the file name. When uploading ads to the ftp site, please notify your sales representative and provide a color proof.

Additional Artwork: Any work done by publisher will be billed to advertiser or its agency.

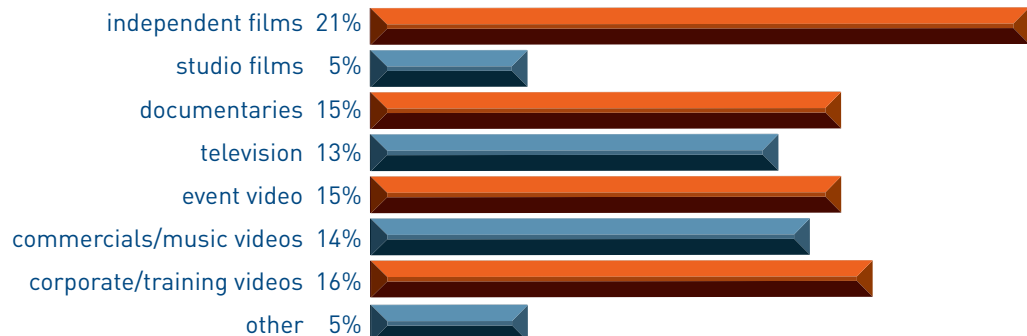
Web Mechanical Specifications

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.

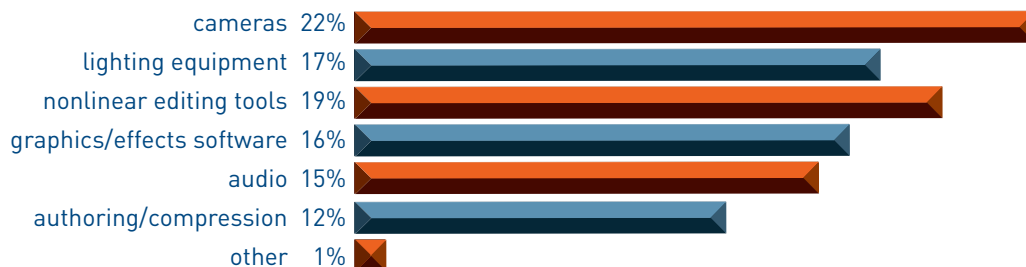
Job Title (some picked more than one)



What types of projects do you work on? (some picked more than one)



What tools do you use? (some picked more than one)



Digital Content Creation Market to Grow to Nearly \$5 Billion in 2012.

The digital content creation market has seen a healthy period of growth. The total DCC market grew 16% from \$2.6 billion to reach more than \$3 billion. The fastest growing segments in the future will be interactive development and video as the web offers new distribution networks and new programming approaches such as AJAX to enable small compelling applications to be developed that extend the power of individual websites.

—Source Jon Peddie Research