

event DVLIVE

THE LIVE **PRODUCTION & DELIVERY RESOURCE**



2011
MEDIA KIT

WWW.EVENTDVLIVE.COM

INTRODUCTION

ABOUT EVENTDVLIVE

EventDVLIVE is the authoritative digital magazine for live event video producers and A/V crews. Each quarterly issue, published in digital NxtBook format, includes feature articles, reviews, and case studies focused on key live event production verticals—including sports, worship, music and theatrical performance, conference, corporate, education, and broadcast—with an emphasis on live-switched production and instant and quickturn delivery via webcast, IMAG, and onsite DVD duplication. Each issue features video content in multiple articles that plays directly from the pages of the digital issue, including a trailer for the cover story that plays directly from the cover.

More live delivery-oriented than its sister magazine *EventDV*, more production-focused than its stablemate *Streaming Media*, **EventDVLIVE** is the bridge between these two industry-standard publications.

Each year, **EventDVLIVE** selects the top products and announcements at NAB and awards them positions in the **EventDVLIVE** Winner's Circle. Honorees are announced on EventDVLive.com shortly after the convention and in the Summer issue of **EventDVLIVE**.



Circulation: 57,000 opt-in online subscribers

Format: Digital NxtBook

Optimized: For web, mobile, and iPod/iPad delivery

Editorial Overview

EventDVLIVE covers the following equipment and services.

- Video and Audio Mixers & Switchers
- HD, AVCHD, HDV, and DSLR cameras
- Live Encoders and Streaming Appliances
- DVD, Blu-ray, Mobile, and Online Delivery
- IMAG, Projection, and Presentation Gear
- Microphones & Audio Processing
- Stabilizers, Support, and Lenses
- Bags, Cases, Accessories
- Lighting Equipment
- Mobile Studios and Flypacks
- CG & Titling
- OVPs and CDNs



2011 Editorial Calendar

ISSUE	EDITORIAL THEMES	EDITORIAL CLOSE	AD AD SPACE CLOSE	MATERIALS DUE	MAIL DATE
SPRING	NAB 2011 <ul style="list-style-type: none"> Challenges of Live-Switched HD Production Delivery Strategies for Live Conference Video Buyer's Guide: GEAR UP FOR LIVE PRODUCTION!	2/10/11	2/25/11	3/7/11	3/17/11
SUMMER	INFOCOMM 2011 <ul style="list-style-type: none"> Color Correction for Event Productions Producing Behind-the-Scenes Shows for Web Delivery Buyer's Guide: GEAR UP FOR LIVE PRODUCTION!	5/6/11	5/20/11	5/31/11	6/10/11
SPECIAL ISSUE: SUCCESS STORIES (see details below)		6/13/11	6/27/11	7/6/11	7/18/11
AUTUMN	<ul style="list-style-type: none"> Partnering for Webcast Production Best Practices: IMAG for Live Performance Buyer's Guide: GEAR UP FOR LIVE PRODUCTION!	8/10/11	8/24/11	9/1/11	9/14/11
WINTER	<ul style="list-style-type: none"> Adventures in High School Sports Production Monitoring and Diagnostics for Live HD Feeds Buyer's Guide: GEAR UP FOR LIVE PRODUCTION!	11/3/11	11/17/11	11/29/11	12/9/11

NEW IN 2011:

EventDVLIVE presents the first annual **SUCCESS STORIES** special issue, an all-advertorial issue, published in July, that features case studies from the cutting edge of live event video production and delivery that highlight real-world production successes from our major verticals: Sports, Worship, Performance, Conference, Corporate, and Education. The **EventDVLIVE** editorial staff will work with participating vendors to develop each article, including copy, interviews, images, and—optionally—video. Pricing starts at \$1499 per submission; contact Associate Publisher John Nuzzi at jnuzzi@eventdv.net for details.

For questions about *EventDVLive* editorial opportunities, email:

Stephen Nathans-Kelly • stephen.nathans@infotoday.com

For questions about advertising in *EventDVLive*, email:

John Nuzzi • jnuzzi@eventdv.net

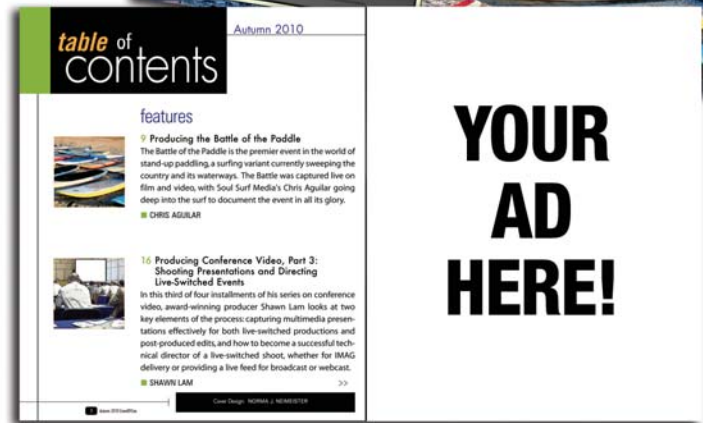


Display Rates

RATE CARD NUMBER 3

	four-color rates			
	1X	2X	3X	4X
TITLE SPONSOR*	\$3999	\$3499	\$2999	\$2499
Spread	\$2199	\$1999	\$1699	\$1499
Cover 2	\$1899	\$1699	\$1499	\$1299
1 page	\$1599	\$1399	\$1199	\$999
1/2-spread	\$1599	\$1399	\$1199	\$999
1/2-page	\$999	\$799	\$699	\$599

* call for details



BUYER'S GUIDE 2011 Rates (net)

Listing Type	
Full-page Listing	\$1,499
1/2-page Listing	\$999
1/4-page Listing	\$499

Industry Directory listings available to display advertisers at a 50% discount! See p. 6 for Buyer's Guide details!

YOUR AD HERE!

Advertising Sales

John Nuzzi • Associate Publisher • jnuzzi@eventdv.net
4015 Thorngate Drive • Williamsburg, VA 23188 • Phone: 757.259.1480 • Fax: 757.259.1481

Mailing Instructions

Submit Advertising Material to:

EventDVLive magazine

Michael Hardwick

AD TRAFFICKING COORDINATOR

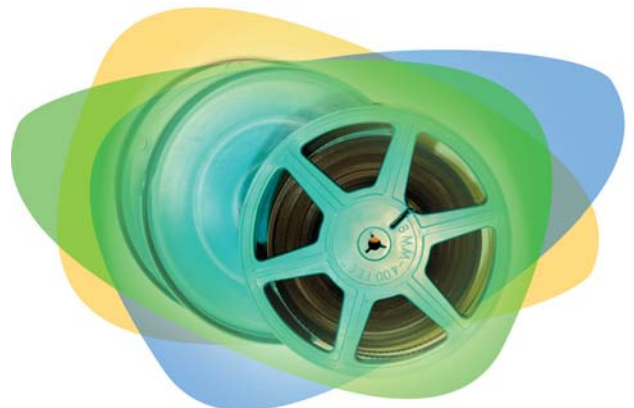
143 Old Marlton Pike • Medford, NJ 08055-8750

800.300.9868, Ext. 130 • 609.654.6266, Ext. 130 • Fax: 609.654.4309

Email ad files to:

adsubmit@infoday.com

Please identify all material by name of advertiser and magazine issue.



DISPLAY RATE CARD NUMBER 18N

MATERIALS SPECIFICATIONS

Electronic Files

Macintosh format, Photoshop PSD, TIFF or Adobe Press PDF preferred. Press quality PDFs will be converted to an EPS or TIFF file for final output.

Disc:

- Electronic files may be supplied on CD-ROM or DVD.
- A proof of the ad accurately representing how the ad should appear when printed **MUST** be included with the disc. Four-color ads must include an accurate color proof.

File Uploads & Email:

- File uploads and emails **MUST** be followed with a hard copy of the ad that accurately represents how the ad should appear when printed. A clear fax proof for B/W ads is acceptable. Fax copies to *EventDV* Production Supervisor at 609-654-4309. Original color proofs must be mailed to *EventDV* Production Supervisor.
- Ads sent via File Upload should be encoded as a BinHex format. Using a web browser, log-on using the following parameters:

Address: <http://files.infotoday.com>

User ID: advert (case-sensitive)

Password: advert1 (case-sensitive)

Once you transfer your file to this location, email the Ad Trafficking Coordinator at mhardwick@infotoday.com to verify that the files have been uploaded.

- Ads sent via email must not exceed 10MB gross file size. Files should be compressed into a Stuffit file, Zip file, or self-extracting archive. Email files to adsubmit@infotoday.com.

ALL advertisements MUST include a color proof.

General Conditions

Contract & Copy Regulations

Advertiser is responsible for supplying appropriate artwork by the material due date; where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

ad dimensions

Space	Size (W x H, inches)
• Quarter page (1/4 pg. ads on RH or LH)	7"x4.25" 504 x 306 Pixels
• Half page vertical (Vertical 1/2 on RH or LH) TOC will run on the LH side of the document	7"x8.5" 504 x 612 Pixels
• Full page (Full landscape both sides of document)	14"x8.5" 1008 x 612 Pixels
• Half page horizontal (Half landscape both sides of document)	14"x4.25" 1008 x 306 Pixels

Ad specs: 300 dpi, RGB mode, TIFF, PSD, or PDF format.

Terms & Conditions

A 15% discount on space, color, and position is available to recognized advertising agencies. All invoices due net 30 days. A 1.5% per month late charge will be added to overdue invoices. A statement and three tear sheets are sent at time of publication.

Frequency Discounts & Rate Adjustments

Frequency rates are based on the total number of insertions of 1/3 page or more within the contract year, excluding Ad Showcase. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to a short rate penalty. All cancellations must be received in writing prior to the Space Reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.



LIVE PRODUCTION & DELIVERY GEAR & SERVICES

EventDVLIVE, the authoritative digital magazine for video crews specializing in live event production and delivery, features a Buyer's Guide section that runs in all quarterly issues of the magazine.

We invite all vendors of live event production gear—including cameras, switchers, mixers, lighting, lenses, camera support, camera control, and much more—and providers of live delivery equipment and services—from projection, IMAG, and video walls to disc duplication systems, streaming appliances, turnkey streaming and on-demand services, and OVPs—to advertise your products in this definitive resource guide.

The Buyer's Guide will also be promoted in our biweekly e-newsletter, *EventDVLIVE FOCUS*, throughout the year.

Here is what you get:

- Your choice of display advertising or listing within the e-magazine version of the guide
- 3–12 months of online exposure in the online directory on EventDVLIVE.com
- Electronic distribution of the guide directly from EventDVLIVE.com
- The ability to change your online listings, offerings, or links as often as you would like
- Marketing of the guide to more than 26,000 industry professionals via our e-newsletter readerships
- Online reporting includes page views and click-throughs and onsite registration for special offers

There are many different ways you can participate that fit every budget, from display advertising to basic listings, to keep your name out there and top-of-mind.

Directory Display Rates

Units	1X	2X	3X	4x
Full page*	\$1,499	\$1,299	\$999	\$799
1/2-page	\$999	\$749	\$599	\$499
1/4-page	\$499	\$449	\$399	\$299

ATTENTION DISPLAY ADVERTISERS!

Full-page advertisers will receive a 1/2-page Listing (no charge), and fractional page advertisers will receive 1/4-page Listing (no charge).

* Call for specs and special rates for taking your ad **LIVE** with video!

Advertising Contact

John Nuzzi • Associate Publisher, *EventDVLIVE*
757.259.1480 • jnuzzi@eventdv.net



SITE OVERVIEW

EventDVLive.com, the Live Production and Delivery Resource, is the web's one authoritative site for professional videographers doing live video production for instant and quickturn delivery via IMAG, webcast, or DVD. Key verticals include sports event production, worship, corporate and conference, education, and live performance and stage events. Content includes commentaries and blog posts from leading experts in the live production field, plus quick-hit product reviews, video commentaries from the editorial team, and case studies from the bleeding edge of the business.

EventDVLive FOCUS is *EventDVLive's* biweekly HTML newsletter. Subscribers click on links from the HTML email, which bring them back to the full news items on the **EventDVLive.com** site. **EventDVLive FOCUS** articles are posted on the home page as breaking news and archived on **EventDVLive.com** by issue date.



Reserve your space today!

Contact: John Nuzzi • Associate Publisher
757-259-1480 • jnuzzi@eventdv.net

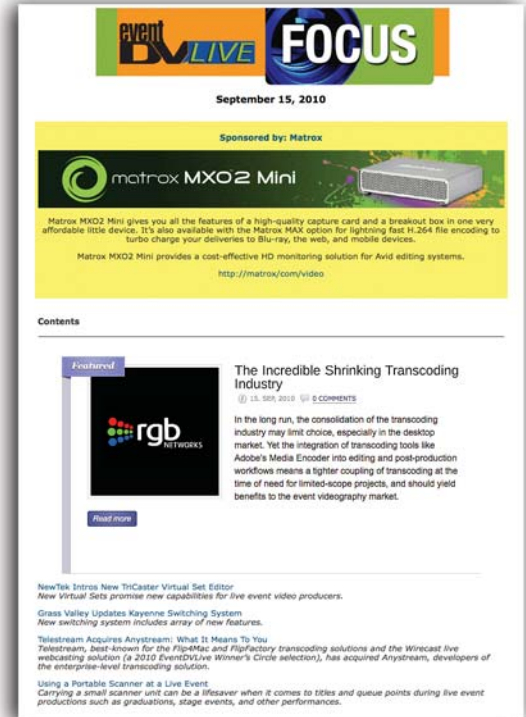
EVENTDVLIVE FOCUS

Newsletter

EventDVLive FOCUS is the biweekly newsletter for professional video producers and A/V crews doing live production and delivery. Addressing all of EventDVLive's key verticals, EventDVLive FOCUS features commentaries and blog posts from the leading experts in the industry, engaging video clips from out in the field, plus case studies and late-breaking product news and industry announcements.

Circulation:
26,000
Frequency:
Biweekly

Not available in concentrated form like this anywhere else, the *EventDVLive FOCUS* arrives with fresh and accurate news compiled and written by the editors of *EventDVLive*.



EventDVLive FOCUS sponsorships are first come, first served so reserve your sponsorship schedule **now** for the entire year.

Schedule your sponsorships around product launches and industry events!

1x	3x	6x	12x
\$950	\$900	\$850	\$800
per issue			

Sponsor Advertising Specifications:

- 75-word text description
- 468x60 pixel GIF web banner linking URL (product photo optional)
- Report of emails broadcasted and click-throughs at the end of sponsored week

EventDVLive Bulletin

Send your custom HTML email to the subscribers of **EventDVLive FOCUS**. You assign the subject line.

- 1X – \$2,200 per issue
- 3X – \$2,050 per issue
- 6X – \$1,900 per issue
- 12X – \$1,600 per issue

Limited one per week

Reserve your space today!

Contact: John Nuzzi • Associate Publisher
757-259-1480 • jnuzzi@eventdv.net

RATE CARD

Banner Size	Location	Minimum	Cost
728x90	top	15,000	\$30 CPM
120x600	right side	15,000	\$35 CPM
300x250	inside articles	15,000	\$40 CPM
130x200	left side	15,000	\$40 CPM
30-word text ads	inside articles	15,000	\$30 CPM
125x125	left side	15,000	\$20 CPM

EventDVLive FOCUS Newsletter Sponsorships

1 issue (exclusive)	\$850 ea
3 issues (exclusive)	\$750 ea
6 issues (exclusive)	\$650 ea
12 issues (exclusive)	\$550 ea

EventDV Bulletin

1 issue	\$2,200
3 issues	\$2,050
6 issues	\$1,900
12 issues	\$1,600

Sponsored

Text Link (69 characters)	Monthly
Homepage Only (top position)	\$500
ROS – all pages	\$850

EventDV-TV Sponsorships

1st Banner Position (468x60)

1 month – \$900 net
3 months – \$2,500 net
6 months – \$4,000 net

Banners Positions 2-8 (468x60)

1 month – \$600 net
3 months – \$1,500 net
6 months – \$2,400 net

Pre-roll or "Brought to you by" sponsorships

1 month – \$1,000 net
3 months – \$2,400 net
6 months – \$3,600 net
9 months – \$4,050 net
12 months – \$4,800 net



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BANNER OPTIONS

Standard Creative Units	Max File Size	Banner Location
728x90	35K	Top
120x600	35K	Right Side
300x250	35K	Articles
130x200	35K	Left Side
125x125	35K	Left Side
Text Ad	n/a	Articles

The **EventDVLive.com** site offers a variety of banner size options, as well as rich media advertising opportunities, including sponsored video tutorials and testimonials. The site uses Google Ad Manager technology.

All banners must conform to the following specifications:

- Maximum file size is the same for static, animated, or Rich Media Creative.
- All ads are served up through Google Ad Manager.
- We accept the following creative units: GIF, GIF 89, Rich Media, HTML
- Flash: Linking URL must be embedded in the SWF file.



Measuring Your Results

Targeting

Google Ad Manager has set the industry standard for ad targeting capabilities on the internet. Google Ad Manager's targeting criteria include browser type/OS, day of week, hour of day, domain type, ISP, OSP, company, SIC code, country, state, area code, and ZIP code.

Testing

EventDVLive.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

Reporting

Reports detailing campaign performance are available online.

Submission Instructions

Submit banner creative to john.nuzzi@eventdv.net. Include live linking URL and ALT text. (ALT text may not exceed 25 characters including spaces.)

Creative Limits

EventDVLive.com recommends no more than 4 looping frames on animation GIFs.

Creative Modifications

When necessary, **EventDVLive.com** may make the following modifications to a creative:

- change the name of the file
- add a redirect to our servers via the click-through URL so that our ad server can count clicks (**EventDVLive FOCUS**)
- add a command to open a new browser window when user clicks
- add a 1x1 pixel to all HTML banners to allow our ad server to count impressions

Counting Impressions & Clicks

Google Ad Manager counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive spider filtering detection methods for both impressions and clicks.



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 757-259-1480 • jnuzzi@eventdv.net