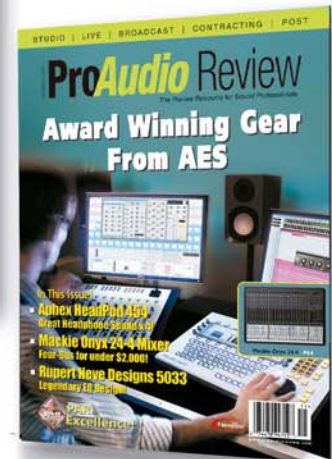
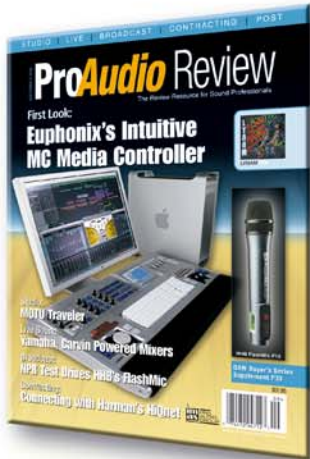


2008

ProAudio Review

The Review Resource for Sound Professionals



2008 Editorial Calendar

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<i>Issue</i>	<i>Buyer's Guide</i>	<i>Features/Columns</i>	<i>Special Sections</i>	<i>Show Coverage</i>
January Ad Close - Dec. 21 Ad Due - Dec 26	Microphones/Preamps	MIDI Music Production Installation Spotlight Worship Audio		★ 2008 NAMM Show Jan 17-20
February Ad Close - Feb. 1 Ad Due - Feb 5	 2008 Annual New Gear Guide	Audio Production for Gaming		
March Ad Close - Feb. 22 Ad Due - Feb. 27	Double Buyer's Guide Hardware/Software Processors Live Sound Consoles	Installation Spotlight Worship Audio	2008 Touring Gear Preview	
April Ad Close - March 21 Ad Due - March 26	Studio Consoles/Control Surfaces	Post Production Audio for TV Surround Analog in the Studio	Wireless Microphones	★ NABSHOW 2008 April 11-17
May Ad Close - April 25 Ad Due - April 30	Live Sound Speakers	Line-Array Advances: "The Designers Speak Out" Worship Audio	"Developments and Trends" Instrument mic'ing	
June Ad Close - May 23 Ad Due - May 28	Studio Monitors	Powering Studio Speakers Installation Spotlight Digital Audio Distribution		★ infoComm 2008 June 18-20
July Ad Close - June 20 Ad Due - June 25	Live Sound Amplifiers	Live Sound Engineers' Diary: "Gear Essentials" Installation Spotlight Worship Audio	"Developments and Trends" DAW Input and Output Systems	
August Ad Close - July 25 Ad Due - July 30	Portable /Location Recorders	Gear for FOH Engineers From Cinema to Music to Broadcast: Location Recording Tips From the Pros		
September Ad Close - August 22 Ad Due - August 27	Installation Amps and Speakers	Audio Production for Digital Radio Delivery The ABCs of Interconnects Installation Spotlight Worship Audio	"Developments and Trends" Studio Monitors	
October Ad Close - Sept. 12 Ad Due - Sept. 17	DAWs, Software, Plug-Ins and Peripherals	The Art of Cinema Scoring Installation Spotlight		★ AES 2008 Oct 2-5
November Ad Close - Oct. 24 Ad Due - Oct. 29	Multitrack Recording Products	2008 PAR Excellence Awards Worship Audio	Integrating Hardware and Software	
December Ad Close - Nov. 21 Ad Due - Nov. 26	Double Buyer's Guide Digital Converters/Clocks Digital Audio Networking Products	Digital Converter Designer Discussion: "How Much Better Can Converters Get?" Test Gear and Software Best Gear of the Year		

★ Denotes Bonus Distribution At Trade Shows

Rate Card #13

Effective January 2008. All rates are in U.S. dollars and are per insertion.

4-Color Print Advertising Rates	1x	3x	6x	12x	24x
Full Page	\$4550	4325	4150	3905	3600
2/3 page	3450	3275	3150	2955	2650
1/2 page	2800	2695	2590	2405	2170
1/3 page	2050	1955	1870	1775	1645
1/4 page	1650	1575	1510	1425	1350

Product Showcase	\$605	580	560	540	510
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Classifieds

1-9 column inch	\$105	100	95	90
10-19 inches	100	95	90	85
Distributor Directory	165	150	145	140
Prof Card	115	110	105	100
Blind Box	30			

Web Advertising	1x	3x	6x	12x
340 x 60 banner, rotating, top of home page	\$995	945	900	800
120 x 90 button, fixed right side of home page	\$995	895	800	600

For more information, visit www.proaudioreview.com

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

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ADVERTISING MATERIAL SPECIFICATIONS

Pro Audio Review is printed web offset in a tabloid news format, on 70lb. #4, cover gloss paper stock, 40lb. #5, text gloss paper stock, saddle stitched and trimmed. 150 halftone line screen is recommended for best results. Color reproduction cannot be guaranteed if color density exceeds 280%. Color proof must be supplied with all advertisements to ensure quality control.

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.

Digital File Specifications:

Pro Audio Review is printed using CTP (Computer-to-Plate) process. We request that all ad copy be supplied as digital files rather than film. The following specifications are to be followed.

Formats we accept:

QuarkXpress – up to v.6.0
Adobe Photoshop – up to v.7.0
Adobe Illustrator – up to v.10.0

- All applications must be used in accordance with the manual instructions for 4-color printing. A hard copy or low resolution pdf is required with all files.
- IMAS Publishing's production department works in a Macintosh environment, therefore PC fonts are not compatible and cannot be accepted.
- If any file format is used other than the programs indicated above, a fee will be charged for additional work time. A file may be refused if it is not compatible.

Digital Media we accept:

CD ROM
ZIP 100MB/250MB

Graphic file formats:

- Resolution must be 300dpi. If resolution is lower than this, IMAS will not be responsible for the printed quality of the image. (Images above 300dpi will not improve image quality in print, it will only make the file larger.)
- Graphics taken from the Internet must be used at their original size – enlarging dimensions or increasing resolution will result in bitmapped images.

Graphic formats we accept in CMYK, high-resolution 300dpi:

- PDF - Acrobat v. 4 & 5 only (i.e. v. 1.3 or 1.4)
(We cannot accept v.6, as it is not compatible with Quark)

- TIFF
- EPS
- JPEG

Pre-Flight:

FLIGHTCHECK® is the recommended program for pre-flighting all files. Files should be collected with all supporting art in CMYK format and all fonts used within the file. Failure to supply all components or supplying incompatible files could result in delays and production fees.

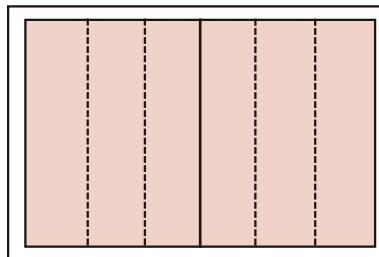
Electronic transfer—we accept files via:

- Email — Send files to the sales support person listed below.
- FTP — Contact your sales representative for address, username and password.
- All files must be compressed (i.e. Stuffit, Zip) before sending. Please supply a hard copy of the file by fax with complete file specifications along with a contact name.

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

STANDARD AD SIZES AND DIMENSIONS

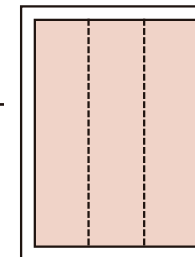
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



STANDARD PAGE SPREAD

Bleed: 16-1/2" x 11-1/8"
Trim: 16-1/4" x 10-7/8"
Live Area: 15-3/4" x 10-3/8"

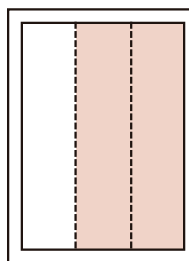
Bleed: 41.91 x 28.26cm
Trim: 41.28 x 27.62cm
Live Area: 40 x 26.35cm



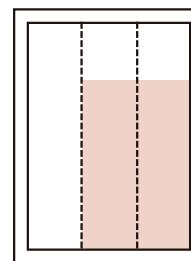
STANDARD PAGE

Bleed: 8-3/8" x 11-1/8"
Trim: 8-1/8" x 10-7/8"
Live Area: 7-5/8" x 10-3/8"

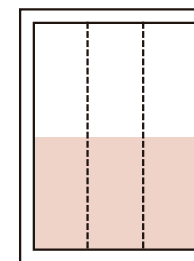
Bleed: 21.27 x 28.26cm
Trim: 20.64 x 27.62cm
Live Area: 19.37 x 26.35cm



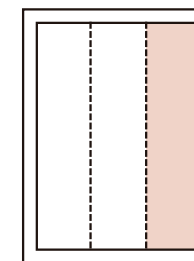
2/3 PAGE VERT.
4-13/16" x 10"
(12.22cm x 25.4cm)



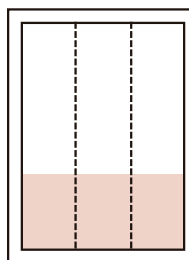
1/2 PAGE ISLAND
4-13/16" x 7-1/2"
(12.22cm x 19.05cm)



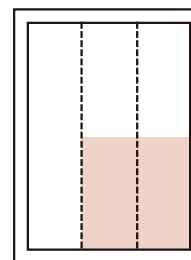
1/2 PAGE HORIZ.
7-5/16" x 5"
(18.57cm x 12.7cm)



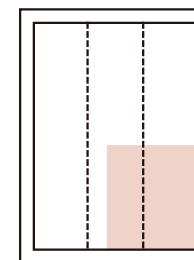
1/3 PAGE VERT.
2-5/16" x 10"
(5.87cm x 25.4cm)



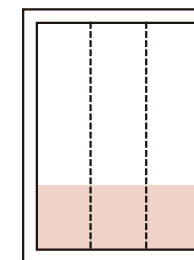
1/3 PAGE HORIZ.
7-5/16" x 3-1/4"
(18.57cm x 8.26cm)



1/3 PAGE SQUARE
4-13/16" x 5"
(12.22cm x 12.7cm)



1/4 PAGE VERT.
3-5/8" x 4-13/16"
(9.2cm x 12.22cm)



1/4 PAGE HORIZ.
7-5/16" x 2-1/2"
(18.57cm x 6.35cm)

PRODUCT SHOWCASE
3" x 4"
(7.62cm x 10.16cm)

DOUBLE PRODUCT SHOWCASE
6-1/8" x 4"
(15.56cm x 10.16cm)

CLASSIFIED COLUMN INCH
2-5/16" wide

Please Send Ad Material to:

Pro Audio Review c/o Caroline Freeland
5285 Shawnee Rd., Ste. 100
Alexandria, VA 22312-2334 USA

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

Disposition of materials: All advertising material will be held by **Pro Audio Review** for two years from date last run.