



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, NXTcomm, 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 26 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.

2009 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.

To help broadcasters prepare for the transition to the 2 GHz spectrum, **TV Technology** offers the quarterly **BAS Update**, offering updates from Sprint and the latest news and helpful advice about this important project.

Sportsview/Summer Olympics

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 2008, **TV Technology** continues its tradition of offering unparalleled technology coverage of the world's premier sporting event, the Summer Olympics. Our staff brings readers the exclusive behind-the-scenes action that makes the Olympics the greatest broadcast spectacle in the world.

**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 35,000 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.

Now, 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.

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.



2008 Editorial Calendar

Editor: 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. 9 	Next Gen Content Delivery Report	News Technology Gear on the Go	Winter X-Games XII (Jan. 24-27, Aspen, CO)	Digital Journal Transmission Maintenance	User Reports Video Servers & Recording/Controllers Reference Guide Recordable Media/Furniture & Racks	Editorial Due: Dec. 12, 2007 Ad Close: Dec. 14, 2007 Ad Due: Dec. 19, 2007
Jan. 23 	Special Series: BAS Update I	HDV	Super Bowl XLII (Feb. 3, Glendale, AZ)	Video Profiles & Perspectives Newsroom Automation	Equipment Reviews Cameras & Accessories	Editorial Due: Dec. 26, 2007 Ad Close: Dec. 28, 2007 Ad Due: Jan. 2, 2008
Feb. 6 	Mobile TV CES2008 Post Show Report	Integrated Production Systems	Specialty Cameras in Sports	Digital Journal Digital Audio	User Reports Test Equipment Reference Guide Waveform Monitors	Editorial Due: Jan. 9 Ad Close: Jan. 11 Ad Due: Jan. 16
Feb. 20 	Special Report: Countdown to February 18, 2009 Digital Content Management	Studio Consoles	Hockey	HD Tips & Techniques Lighting	Eye on Equipment Lenses	Editorial Due: Jan. 23 Ad Close: Jan. 25 Ad Due: Jan. 30
Mar. 5 	NRB2008 Preview (March 8-11, Nashville) Special Report: Facility Design for Faith-Based Broadcasting	News Technology Audio/Mics	College Basketball	Digital Journal Routing	User Reports Mobile, Remote & Satellite Reference Guide Microwave Links	Editorial Due: Feb. 6 Ad Close: Feb. 8 Ad Due: Feb. 13
Mar. 26 	★ NAB2008 (APRIL 14–19) SHOW PREVIEW					Editorial Due: Feb. 13 Ad Close: Feb. 22 Ad Due: Feb. 27
Apr. 2 	NAB2008 Update Special Series: BAS Update II	Special Report Station Automation	Golf	Video Profiles & Perspectives Archiving	User Reports Studio Cameras & Accessories Reference Guide Promoters	Editorial Due: Mar. 5 Ad Close: Mar. 7 Ad Due: Mar. 12
Apr. 9	★ NAB2008: Profiles in Excellence		Baseball	Digital Journal Field Production	Eye on Equipment Video Walls	Editorial Due: Mar. 12 Ad Close: Mar. 14 Ad Due: Mar. 19
Apr. 14 	Special Report Campaign 2008 NAB2008 Late-Breaking News	Transmitters	Extreme Sports	Video Profiles & Perspectives Intercoms	Equipment Reviews Camera Support	Editorial Due: Mar. 19 Ad Close: Mar. 21 Ad Due: Mar. 26



FEATURED COLUMNS (first issue of every month):

Inside Audio, Inside Production, Let There Be Lighting, Media Server Technology, Net Soup, 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, Tuning In*

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May 1 	Video-on-Demand NCTA Preview (May 19-21, New Orleans)	Special Report HD News	Marathons	HD Tips & Techniques 5.1 Audio	User Reports Signal Converters Reference Guide Video Monitors	Editorial Due: Apr. 2 Ad Close: Apr. 4 Ad Due: Apr. 9
May 14 	NAB2008 POST SHOW NEWS					Editorial Due: Apr. 16 Ad Close: Apr. 18 Ad Due: Apr. 23
May 28	InfoComm Preview ★ (June 18-20, Las Vegas) NXTcomm Preview (June 16-19, Las Vegas)	NAB2008 POST SHOW PRODUCT REVIEW & AWARDS				Editorial Due: Apr. 30 Ad Close: May 2 Ad Due: May 7
June 11 	Special Report 1080p: The Future of HDTV? SCTE Cable Tec Expo Preview (June 24-27, Philadelphia)	Newsroom Graphics	Tennis	Digital Journal Station Automation	User Reports Production Switchers Reference Guide Master Clocks	Editorial Due: May 14 Ad Close: May 16 Ad Due: May 21
June 25 	Systems Integration	Storage & Media	Sports Graphics	Video Profiles & Perspectives Lenses for HD	User Reports Transmission Equipment Reference Guide Antennas	Editorial Due: May 28 Ad Close: May 30 Ad Due: June 4
July 9 	Special Series BAS Update III	News Technology Production	Auto Racing	HD Tips & Techniques Test & Measurement	Eye on Equipment Furniture	Editorial Due: June 11 Ad Close: June 13 Ad Due: June 18
July 23 	SIGGRAPH Preview (Aug. 11-15, Los Angeles) Advances in Lighting Technology	Multi-image Displays	Special Report Summer Olympics Preview (Aug. 8-24, Beijing)	Digital Journal Camcorders	User Reports Routing Switchers/ Master Control Reference Guide Power Conditioning	Editorial Due: June 25 Ad Close: June 27 Ad Due: July 2
Aug. 6 	Satellite Transmission Closed Captioning/Subtitling	Audio Monitoring	Weather Graphics	Video Profiles & Perspectives Next Generation Devices	Eye on Equipment Transmitters	Editorial Due: July 9 Ad Close: July 11 Ad Due: July 16



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Aug. 20 	Facility Design: Audio Dealer Profile	Special Report ENG Trucks	Sports Audio	Digital Journal Storage	User Reports ENG/EFP Cameras, Lenses & Accessories Reference Guide Batteries	Editorial Due: July 23 Ad Close: July 25 Ad Due: July 30
Sept. 3 	IBC2008 Preview (Sept. 11-16, Amsterdam)	News Technology Automation/Digital Content Management	Football	HD Tips & Techniques Editing	User Reports Fiber, Cable & Connectors Reference Guide Video Patch Panels	Editorial Due: Aug. 6 Ad Close: Aug. 8 Ad Due: Aug. 13
Sept. 17 	25 Years of TV Technology AES2008 Preview (Oct. 2-5, San Francisco)	Production Switchers	Sports Production Trucks	Digital Journal Signal Processing	User Reports Audio Reference Guide Intercoms	Editorial Due: Aug. 20 Ad Close: Aug. 22 Ad Due: Aug. 27
Oct. 1 	Test & Measurement HD World Preview (Oct. 15-16, New York)	Special Report Video over IP	Summer Olympics Wrap Up Microphones in Sports	Video Profiles & Perspectives Monitors	Equipment Reviews Storage & Recording	Editorial Due: Sept. 3 Ad Close: Sept. 5 Ad Due: Sept. 10
Oct. 15 	Special Series: BAS Update IV SMPTE 2008 Preview (Oct. 27-30, Hollywood) IBC2008 Post Show Report	Fiber, Cabling & Connectors	Editing Techniques for Sports	Digital Journal Digital Workflow	User Reports Camera Support Reference Guide Shipping/Carrying Cases	Editorial Due: Sept. 17 Ad Close: Sept. 19 Ad Due: Sept. 24
Nov. 5 	Special Report: Countdown to February 18, 2009	Lenses	Stadium Update	HD Tips & Techniques Cameras	Eye on Equipment ENG/SNG Trucks	Editorial Due: Oct. 8 Ad Close: Oct. 10 Ad Due: Oct. 15
Nov. 19 	Surround Sound	Servers	Winter Sports Production	Digital Journal Switchers	User Reports Editing/Graphics & Animation Reference Guide Character Generators	Editorial Due: Oct. 22 Ad Close: Oct. 24 Ad Due: Oct. 29
Dec. 3 	Transmission 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 Due: Nov. 5 Ad Close: Nov. 7 Ad Due: Nov. 12
Dec. 21 	2009 International CES Preview (Jan. 8-11, Las Vegas)	Prompting	Wildlife TV	HD Tips & Techniques Formats	Equipment Reviews Monitors	Editorial Due: Nov. 26 Ad Close: Nov. 28 Ad Due: Dec. 3
	2009 VENDOR & PRODUCT DIRECTORY (Mailed with Dec. 21 Issue)					Ad Close: Nov. 11 Ad Due: Nov. 19

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Rate Card #26

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

Tabloid Size	1x	3x	6x	12x	18x	26x	52x
1 page	\$7,130	6975	6805	6530	6405	6100	5830
1/2 page	\$5,935	5835	5655	5405	5230	5130	4880
1/3 page	\$4,800	4700	4575	4390	4255	4160	4005
1/4 page	\$3,520	3455	3350	3210	3100	3030	2885
1/6 page	\$2,215	2180	2110	2025	1965	1920	1845

Junior/Standard

1 page	\$6,415	6325	6130	5860	5665	5515	5265
2/3 page	\$5,155	5070	4930	4720	4530	4430	4265
1/2 page	\$3,785	3715	3600	3460	3340	3270	3115
1/3 page	\$3,000	2975	2855	2740	2645	2590	2465
1/4 page	\$2,360	2310	2235	2150	2080	2050	1920
1/6 page	\$1,720	1680	1665	1560	1500	1470	1405

General Column Inch	\$355						
Product Showcase	\$705	685	655	630	615	602	580

Classifieds

1-9 column inch	\$135	130	125	120
Prof Card	\$155			
Classified Line	\$2			

4 color & 2 color PMS match: \$1,000

4 color spread: \$1,300

2nd color standard (cyan, magenta, yellow): \$425

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: 703-998-7600, ext. 153; e-mail: cfreeland@nbmedia.com

List Rental

Reach over 35,000 highly responsive decision-makers in the broadcast, cable, production and professional video marketplace. Demographic and purchasing authority selects are available. Contact Kwentin Keenan at: 703-998-7600, ext. 108; e-mail: kkeen@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

TV Technology is printed web offset in a tabloid news format, on 70 lb. #4, cover gloss paper stock, 40 lb. #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:

TV Technology 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.6.5
 Adobe Photoshop – up to v.7.0
 Adobe Illustrator – up to v.10.0
 Adobe Acrobat PDF
 (CMYK color, 300 dpi images, embed all fonts)

- 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, DVD.

Send Ad Material to: Please Note: Virginia address and phone numbers will change on or around February 2008

TV Technology, c/o Caroline Freeland
 5285 Shawnee Rd, Ste 100
 Alexandria, VA 22312 USA
 cfreeland@nbmedia.com
 703-852-4610
 Fax: 703-852-4585

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

Graphic file formats:

- Resolution must be 300 dpi. If resolution is lower than this, IMAS will not be responsible for the printed quality of the image. (Images above 300 dpi 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:

- 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 (CMYK, 300 dpi)

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

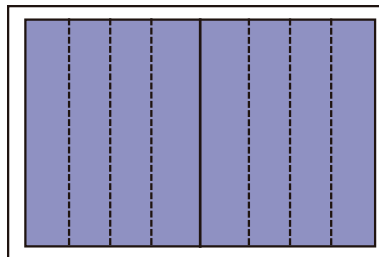
We accept files via:

- E-mail – Send files to the sales support person listed below.
- FTP – Contact your sales representative for instructions. *If using Fetch:*
FTP Address: ftp.imaspub.com *or* 207.101.109.219
User Name: Advertiser
Password: 2advertise
- All files must be compressed (i.e. Zip, Stuffit) 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: lrichards@nbmedia.com

STANDARD AD SIZES AND DIMENSIONS

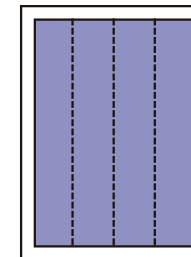
(Note: Non-standard ad sizes can be accommodated on request. Contact your sales representative for details.) WIDTH x HEIGHT



TABLOID PAGE SPREAD

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

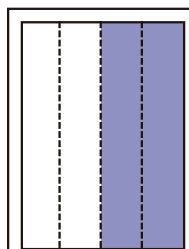
Bleed: 49.5 x 33.7 cm
Trim: 48.9 x 33.0 cm
Live Area: 46.4 x 30.5 cm



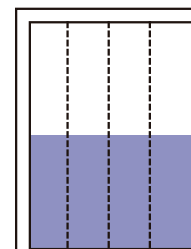
TABLOID PAGE

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

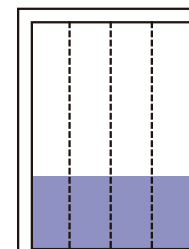
Bleed: 25.1 x 33.7 cm
Trim: 24.4 x 33.0 cm
Live Area: 21.9 x 30.5 cm



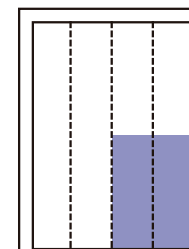
1/2 TAB PAGE VERT.
 4-1/4" x 11-5/8"
 (10.80 cm x 29.53 cm)



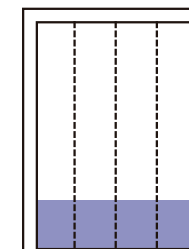
1/2 TAB PAGE HORIZ.
 8-5/8" x 5-13/16"
 (21.90 cm x 14.76 cm)



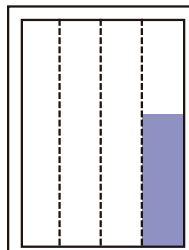
1/3 TAB PAGE HORIZ.
 8-5/8" x 3-7/8"
 (21.90 cm x 9.84 cm)



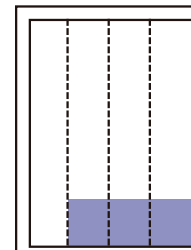
1/4 TAB PAGE VERT.
 4-1/4" x 6-3/16"
 (10.80 cm x 15.72 cm)



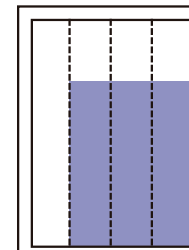
1/4 TAB PAGE HORIZ.
 8-5/8" x 2-7/8"
 (21.90 cm x 7.30 cm)



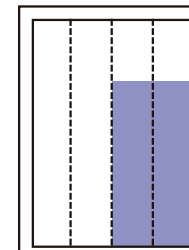
1/6 TAB PAGE VERT.
 2" x 7-1/2"
 (5.08 cm x 19.05 cm)



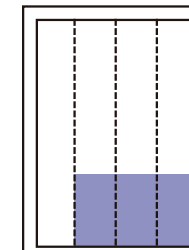
1/6 TAB PAGE HORIZ.
 6-7/16" x 2-1/2"
 (16.35 cm x 6.35 cm)



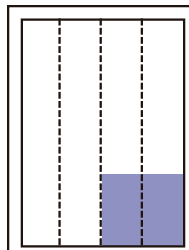
JUNIOR PAGE
 6-7/16" x 9-1/2"
 (16.35 cm x 24.13 cm)



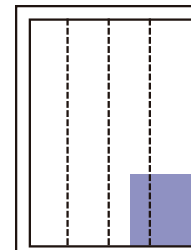
2/3 JR PAGE VERT.
 4-1/4" x 9-1/2"
 (10.80 cm x 24.13 cm)



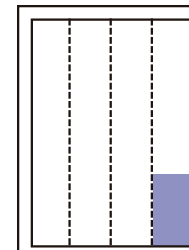
1/2 JR PAGE HORIZ.
 6-7/16" x 4-7/16"
 (16.35 cm x 11.27 cm)



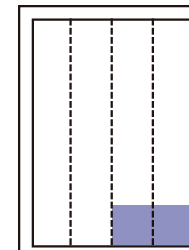
1/3 JR PAGE SQUARE
 4-1/4" x 4-5/16"
 (10.80 cm x 10.95 cm)



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)