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ABOUT

For 35 years, TV Technology has been the professional TV industry’s most-trusted source of news analysis, trend reports and the latest product and technology information. TV Technology serves its loyal audience via a monthly magazine, robust website, daily e-newsletter, regular ebooks and webinars, and three annual live events - the Technology Leadership Summit, Digital Media Summit and News Tech Summit.
Published monthly, *TV Technology* is the industry’s authority on technology trends and applications. Each issue features in-depth news analysis and trend reports on major topics, ranging from advances in production workflows, the cloud, multichannel distribution, 4K, virtual reality, OTT and Next Gen TV, to regulatory news from Washington. Each issue also includes application stories, equipment guides and major industry trade show reports (NAB Show, NAB Show New York, HPA, IBC, CES, AES, InfoComm, SMPTE and more). For the spring NAB Show, preview coverage kicks off with the March NAB Preview issue and concludes in May and June with the post-show report featuring news from the conferences and the exhibit floor, as well as *TV Technology*’s NAB “Best of Show” awards.

30k+
Total Circulation
Reader Demographics by Industry

Source: Publishers Data from November 2018 Issue Close

- TV Station - 8,463
- Network/Group Owner - 1,276
- Cable TV - 3,317
- Satellite/Telecom - 818
- Prod/Post-Prod Studio - 5,545
- Corporate TV Facility - 557
- Medical TV Facility - 112
- Government TV Facility - 782
- Educational TV Facility - 1,616
- Broadcast Consultant - 2,322
- MFG, Dist. or Dealer - 2,159
- Systems Integrators - 2,166
- Other - 1,248

30K+
Qualified Readers
Reader Demographics by Title
Source: Publishers Data from November 2018 Issue Close

- Corporate Management - 11,336
- Engineering Mngt/Staff - 9,160
- Production/Staff - 6,384
- News Management - 1,252
- Training - 564
- IT - 774
- Other - 912

30K+ Qualified Readers
Broadcast Engineering - Bonus Supplement

A special, 3x per year print and digital supplement delivered to TV Technology and Broadcast Engineering readers. Featuring sponsored content and lead generation opportunities for advertisers!

Broadcast Engineering's Applied Technology section was a popular feature with readers and advertisers through the years. It gave leading technology companies the opportunity to engage readers with in-depth engineering commentaries, white papers and tech tips, and to showcase field reports about their products in action.

Now, Broadcast Engineering Extra is delivered to select subscribers of TV Technology, and as a digital e-zine delivered to both TV Technology and Broadcast Engineering readers. Total distribution exceeds 60,000. Access to the ezine requires registration and all sponsors/advertisers of the supplement will receive lists of readers who download the issue.

Discuss your company's solutions and product roadmap, put your whitepaper in front of thousands of technical leaders, spotlight a user application or introduce your hot new product by participating in Broadcast Engineering Extra. Call your TV Technology sales rep for more information.
Broadcast Engineering - Bonus Supplement

Premium & Sponsorship Opportunities:

**Platinum Sponsor, $5,500**
- 4-pages of sponsored content (additional pages at $1,500 per)
- Company logo and Platinum Sponsor recognition in all supplement marketing
- Company logo and Platinum Sponsor recognition in the supplement
- 3 months of leads

**Gold Sponsor, $3,500**
- 2-pages of sponsored content (additional pages $1,500 per)
- Company logo and Gold Sponsor recognition in the supplement
- 3 months of leads

**Silver Sponsor, $2,500**
- 1-page of sponsored content
- Company logo and Silver Sponsor recognition in the supplement
- 3 month of leads

Materials:
Sponsors supply approximately 500 words plus one image per page.

Broadcast Engineering Extra will design and layout pages to the sponsor’s satisfaction.

Premium Cover Advertising Positions:
- Inside Front Cover: $2,500
- Inside Back Cover: $2,000
- Back Cover: $2,500
# Print/Digital Edition - Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>News Analysis/Show Coverage</th>
<th>Technology Trends</th>
<th>Sports View/What’s On TV</th>
<th>Columns</th>
<th>Equipment Guide</th>
<th>Deadlines</th>
<th>Bonus Supplement/Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>NAB Show Update NAB Show Profiles in Excellence</td>
<td>AI/Machine Learning</td>
<td>Baseball</td>
<td>Inside Audio Storage Technology</td>
<td>User Reports UAVs, Camera Support, Lighting &amp; Batteries</td>
<td>Ad Close: Mar. 1</td>
<td>NAB Show</td>
</tr>
<tr>
<td>May</td>
<td>NAB SHOW POST SHOW NEWS &amp; AWARDS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ad Close: Apr. 12</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Next Gen TV Update Advances in Lighting Technology</td>
<td>OTT Update Multiviewers</td>
<td>Intercoms</td>
<td>Cloudspotter’s Journal RF Technology</td>
<td>User Reports Master Control/Routing &amp; KVM Switchers Eye On Equipment Audio Consoles</td>
<td>Ad Close: Jun. 7</td>
<td></td>
</tr>
</tbody>
</table>
# Print/Digital Edition - Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>News Analysis/Show Coverage</th>
<th>Technology Trends</th>
<th>Sports View/What’s On TV</th>
<th>Columns</th>
<th>Equipment Guide</th>
<th>Deadlines</th>
<th>Bonus Supplement/Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lighting Technology</td>
<td>Cameras &amp; Lenses Eye On Equipment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lighting Technology</td>
<td>Audio</td>
<td></td>
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</tr>
<tr>
<td>October</td>
<td>Lenses Digital Content Management</td>
<td>Compliance Monitoring</td>
<td>Inside Audio Lighting Technology</td>
<td>Inside Audio Lighting Technology</td>
<td>User Reports Cloud Solutions</td>
<td>Ad Close: Sept. 6</td>
<td>NAB Show New York Streaming Summit</td>
</tr>
<tr>
<td>November</td>
<td>Virtualized Playout</td>
<td>Studio Lighting</td>
<td>Live Production Over IP</td>
<td>Inside Audio Cloudspotter’s Journal</td>
<td>User Reports Video Monitors</td>
<td>Ad Close: Oct. 11</td>
<td>GV Expo BEE</td>
</tr>
<tr>
<td>December</td>
<td>2020 International CES Preview (Jan. 7-10, 2020, Las Vegas) VR/AR</td>
<td>Production Switchers Multiviewers</td>
<td>Next Gen Media Supply Chain</td>
<td>Inside Audio Lighting Technology</td>
<td>User Reports Station Automation/</td>
<td>Ad Close: Nov. 8</td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Digital Content Management</td>
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# Digital Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Website/Native</th>
<th>E-Newsletters</th>
<th>E-Book</th>
<th>Topic-Focused Webinar Series</th>
<th>Mobile/Social</th>
<th>Mobile/Social Tech Gallery*</th>
<th>Bonus Supplement</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>CES</td>
<td>Gear on the Go</td>
<td>ENG over IP</td>
<td>Archiving/Asset Management</td>
<td>Newsroom Content Management</td>
<td>KVM Switches</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Sportsview Super Bowl/Hockey HPA</td>
<td>Integrated Production Systems</td>
<td>ATSC 3.0</td>
<td>ENG over IP</td>
<td>IP Best Practices</td>
<td>Video Capture Card</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>NAB Show Preview</td>
<td>NAB Sneak Peek, Must See</td>
<td>Archiving</td>
<td>TV in the Cloud</td>
<td>What to see @ NAB</td>
<td>Fiber Optic Cables &amp; Connectors</td>
<td>BEE</td>
</tr>
<tr>
<td>April</td>
<td>NAB Show Update</td>
<td>NAB Sneak Peek, Must See, Profiles in Excellence</td>
<td>Intercoms</td>
<td>15 Things You Can't Miss at the NAB Show</td>
<td>NAB Social Hub</td>
<td>Camera Support</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>NAB Post Show</td>
<td>Streaming</td>
<td>Sports TV Production</td>
<td>Best of Show Awards/15 Things Missed at NAB</td>
<td>Integrated Social Media</td>
<td>Consoles</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Sportsview Baseball</td>
<td>Camera Support</td>
<td>Streaming</td>
<td>AI/Machine Learning</td>
<td>Online Engineering Resources</td>
<td>ENG over IP</td>
<td>BEE</td>
</tr>
<tr>
<td>July</td>
<td>Racing</td>
<td>Prompting</td>
<td>Production Switchers</td>
<td>Advances in Video Monitors</td>
<td>Software as a Service</td>
<td>Transmission Equipment</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Sports View Tennis SIGGRAPH</td>
<td>News Pction</td>
<td>Content Mgmt. &amp; Control</td>
<td>15 Things You Can't Miss at the IBC Show</td>
<td>TV Everywhere/OTT</td>
<td>Encoding/Transcoding</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Sports View: Football IBC Show, AES</td>
<td>ATSC 3.0</td>
<td>Cybersecurity</td>
<td>Cloud-Based Production</td>
<td>Online Training</td>
<td>IBC</td>
<td></td>
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<tr>
<td>October</td>
<td>SMPTE Post IBC</td>
<td>ENG</td>
<td>Camera Support</td>
<td>ATSC 3.0</td>
<td>POV/Specialty Cameras</td>
<td>Virtualized Playout</td>
<td></td>
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<tr>
<td>November</td>
<td>NAB Show New York</td>
<td>Video Over IP</td>
<td>Virtualized Playout</td>
<td>Live Production</td>
<td>Social Media Tools</td>
<td>File Transfer</td>
<td>BEE</td>
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<tr>
<td>December</td>
<td>GV Expo</td>
<td>Content Mgmt. &amp; Control</td>
<td>Lighting</td>
<td>Closed Captioning</td>
<td>Display Technology</td>
<td>MAM/Automation</td>
<td></td>
</tr>
</tbody>
</table>
# Print Advertising Rates

<table>
<thead>
<tr>
<th>Tabloid Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>26x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$7,555</td>
<td>$7,400</td>
<td>$7,215</td>
<td>$7,205</td>
<td>$6,785</td>
<td>$6,475</td>
</tr>
<tr>
<td>½ page</td>
<td>$6,300</td>
<td>$6,190</td>
<td>$5,965</td>
<td>$5,730</td>
<td>$5,550</td>
<td>$5,440</td>
</tr>
<tr>
<td>⅓ page</td>
<td>$5,095</td>
<td>$4,990</td>
<td>$4,855</td>
<td>$4,655</td>
<td>$4,505</td>
<td>$4,400</td>
</tr>
<tr>
<td>⅙ page</td>
<td>$2,350</td>
<td>$2,305</td>
<td>$2,240</td>
<td>$2,150</td>
<td>$2,085</td>
<td>$2,035</td>
</tr>
<tr>
<td>General Column Inch</td>
<td>$350</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Showcase</td>
<td>$710</td>
<td>$690</td>
<td>$650</td>
<td>$635</td>
<td>$625</td>
<td>$610</td>
</tr>
<tr>
<td>Classifieds 1-9 Column Inch</td>
<td>$135</td>
<td>$130</td>
<td>$125</td>
<td>$120</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prof Card</td>
<td>$155</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classified Line</td>
<td>$2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Print Advertising Specifications

**Trim/Document Size:**
- Tabloid Page Spread: 21 1/4 in x 13 in (59.8 cm x 33 cm)
- Bleed: 1/8” beyond trim size (all four sides)
- Live Area: No text should come within 1/4” of the trim
  - Note: Crop Mark Offset is 1/8”
  - Please make sure crop marks are cut in trim or bleed area

**1/4 Tab Page:**
- 4 1/4 in x 4 1/4 in (12 cm x 12 cm)

**1/3 Tab Page Vertical:**
- 2 1/4 in x 8 1/4 in (12 cm x 21.1 cm)

**1/3 Tab Page Horizontal:**
- 2 1/4 in x 8 1/4 in (12 cm x 21.1 cm)

**1/4 Tab Page Vertical:**
- 2 1/4 in x 6 1/4 in (12 cm x 15.9 cm)

**1/4 Tab Page Horizontal:**
- 2 1/4 in x 6 1/4 in (12 cm x 15.9 cm)

**1/6 Tab Page Vertical:**
- 1 1/4 in x 7 1/2 in (5.7 cm x 19 cm)

**1/6 Tab Page Horizontal:**
- 1 1/4 in x 7 1/2 in (5.7 cm x 19 cm)

**Junior Page:**
- 7 1/8 in x 2 1/2 in (18 cm x 6.3 cm)

**2/3 Jr Page Vertical:**
- 4 3/4 in x 8 1/2 in (12 cm x 21.6 cm)

**2/3 Jr Page Horizontal:**
- 4 3/4 in x 8 1/2 in (12 cm x 21.6 cm)

**1/2 Jr Page Horizontal:**
- 7 1/8 in x 4 3/4 in (18 cm x 12 cm)

**Product Showcase:**
- 2 1/8 in x 3 1/2 in (6.7 cm x 8.9 cm)

**Double Product Showcase:**
- 5 3/4 in x 3 1/2 in (14.1 cm x 8.9 cm)

**Classified Column Inch:**
- 5 columns per page
- 1 3/4" wide (1/8" gutter)

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

*TV Technology*
<table>
<thead>
<tr>
<th>Issue Name</th>
<th>Ad Closing Date</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2019</td>
<td>12/7/2018</td>
<td></td>
</tr>
<tr>
<td>Feb 2019</td>
<td>1/11/2019</td>
<td>Tech Leadership Summit</td>
</tr>
<tr>
<td>Mar 2019</td>
<td>2/8/2019</td>
<td>BEE, NAB Show</td>
</tr>
<tr>
<td>Apr 2019</td>
<td>3/1/2019</td>
<td>NAB Show</td>
</tr>
<tr>
<td>May 2019</td>
<td>4/12/2019</td>
<td></td>
</tr>
<tr>
<td>June 2019</td>
<td>5/10/2019</td>
<td>BEE, InfoComm, Digital Media Summit</td>
</tr>
<tr>
<td>July 2019</td>
<td>6/7/2019</td>
<td></td>
</tr>
<tr>
<td>Aug 2019</td>
<td>7/12/2019</td>
<td></td>
</tr>
<tr>
<td>Sept 2019</td>
<td>8/2/2019</td>
<td>IBC News Tech Summit</td>
</tr>
<tr>
<td>Oct 2019</td>
<td>9/6/2019</td>
<td>NAB Show New York Streaming Summit</td>
</tr>
<tr>
<td>Nov 2019</td>
<td>10/11/2019</td>
<td>GV Expo BEE</td>
</tr>
<tr>
<td>Dec 2019</td>
<td>11/8/2019</td>
<td></td>
</tr>
</tbody>
</table>
# General Specifications

**Printing method:** Web Offset; **Binding:** Saddle Stitch  
**Ink:** SWOP standard and four-color process; **Line Screen:** 133 lines per inch  
**Trim Size:** 9” w x 10.875” h

## Material Specifications

- **PDF Format:** Advertisers are encouraged to submit PDF and PDF/X-1A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. Please email your print-ready .pdf to the production manager, heather.tatrow@futurenet.com. If the ad is larger than 25mb, please send by file transfer link or contact Nicole Schilling for further information.
- **Other Accepted File Types:** Hi-res print-ready, .eps, .tif, or .jpeg.
- **Photo Elements:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
- **Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.
- **Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
- **Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.
- **Fonts:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
- **Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Please email the publication Production Manager, heather.tatrow@futurenet.com with any questions.

# Production Contact

**Heather Tatrow**  
Production Manager  
heather.tatrow@futurenet.com

# Additional Charges

**Inserts:** Information available upon request.  
**Guaranteed Position:** 10% additional. Publisher will attempt to honor non paid position requests but assumes no responsibility for failure to do so.

Premium cover positions are available at 12x frequency only. Cover insertions may be combined with other insertions for frequency discounts on non premium insertions. No further discounting is available for cover positions.

# Combined Frequency Discounts

Advertisers are eligible for combined frequency discounts when advertising in other Future publications. To qualify for a common rate basis, advertisers with multiple products or divisions must submit a master contract in advance of advertising placements. Contact your advertising representative for details.

# Advertising Deadlines

Please refer to the Mix 2019 Editorial Calendar on pages 7 and 8. Contact heather.tatrow@futurenet.com with any extension requests. Note: Please label your advertising materials with the magazine name and issue date in which they are scheduled to appear.
Online Specifications

General Specifications
- All creative must be approved and tested before a campaign can begin.
- Creative must be received by Traffic & Campaign Management 4 business days before the campaign launch date.
- When submitting rich media, an alternate .gif/.jpg is required.
- Expandable or “Out of Banner” Rich Media creative must be click initiated.
- Expandable or “Out of Banner” Rich Media creative must no larger than twice the banner size.
- Audio ads must be user initiated and are subject to editorial approval.

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.

Changes & Cancellations
All creative materials must be received at least five business days prior to the launch of the campaign. Include with artwork: Referring URL and alt text. If creative is delayed, Future reserves the right to extend the campaign and date by same number of days creative was delayed.

Rejecting Creative
Future reserves the right to reject any creative that does not follow our specifications.

Third-party Tag Policy
Future will accept and traffic up to 3 tags per placement, per campaign.

Banner Policy
Banners may not at any point during the campaign have additional creative that extends beyond the designated banner area unless approved by Future and specified in the contract. This includes but is not limited to rollovers, surveys, non-user-initiated daughter windows and DHTML elements. Approval will be determined on a case-by-case basis. All beyond-the-banner creative requires 5 days of lead time to be approved. All ad placements should launch a new browser window when clicked.

Please email the Director of Digital Media and Product Strategy Michael Freudberg at michael.freudberg@futurenet.com with any questions.
eNewsletters

TVT Newsbytes
When breaking news in technology develops, readers will find it first through our newly expanded daily email newsletter, TV Technology Newsbytes.

TVT Broadcast Engineering Extra
TV Technology’s Broadcast Engineering Extra weekly email newsletter looks at the latest developments in new broadcast and production technologies in the kind of detail you can’t get anywhere else.

19.7% Open Rates
12% Click to Open Ratio
22k+ Daily Readers
33k+ Weekly Readers

Source: Google Analytics, Q1 2018, Future Reader Surveys, 2016; 2017
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Integrate Your Messaging from Print to Online Today with a Product Placement or Banner Advertisement in TVT's Daily eNewsletter!

Materials due three business days prior to deployment date. GIF or JPEG files only. No rich media. Animated GIF’s OK. Include with artwork: referring URL and alt text.

- Marquee 920 x 250
- Box Unit 300 x 250

***CUSTOM EBLAST

Quoted on Request Client-provided content and graphic and/or repurposed TVT’s editorial email blast to the opted-in 3rd party TVT email subscriber list. Additional lists available at incremental CPM. Editorial custom content creation costs quoted on demand.

Custom eBlast Specifications
1. Flat html file - no scripting, no rich media.
2. All images and uris should link back, absolutely, to their sources.
3. If using CSS, inline tags are preferred - no external style sheets.
4. Custom emails should be 999 pixels high by 728 pixels wide.
5. A text version to send to our text-only subscribers.
TV Technology Website

TV Technology.com is the professional video industry’s first daily source of news analysis, trend reports, and the latest product and technology information. Connect your company’s marketing message with TV Technology’s highly-engaged digital audience via website display and native advertising, high-impact, rich media digital edition opportunities and social media engagement, or as a partner in lead-generating TV Technology webinars, ebooks and videos. Contact your TV Technology sales rep for more information.

40.8%  Visit the site directly

2:15  Average dwell time on top 5 articles

88k+  Monthly Users

162k+  Monthly Page Views

Source: Google Analytics, Q1 2018, Future Reader Surveys, 2016; 2017
# Online Rates & Specifications

<table>
<thead>
<tr>
<th>Ad Description</th>
<th>Ad Size (pixels)</th>
<th>Price</th>
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<tbody>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>$125/CPM</td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970 x 90</td>
<td>$125/CPM</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$125/CPM</td>
</tr>
<tr>
<td>DMPU/Half Page</td>
<td>300 x 600</td>
<td>$150/CPM</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250</td>
<td>$100/CPM</td>
</tr>
<tr>
<td>Sticky Bottom</td>
<td>728 x 90; 970 x 90</td>
<td>$125/CPM</td>
</tr>
<tr>
<td>In Content Leaderboard</td>
<td>728 x 90; 970 x 90</td>
<td>$125/CPM</td>
</tr>
<tr>
<td>Mobile Header</td>
<td>320 x 100; 300 x 250; 320 x 50</td>
<td>$125/CPM</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320 x 50</td>
<td>$125/CPM</td>
</tr>
<tr>
<td>Mobile MPU</td>
<td>300 x 250</td>
<td>$125/CPM</td>
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## Ad Unit Specifications

<table>
<thead>
<tr>
<th>Files accepted</th>
<th>.jpg, .gif, 3rd party tags, click through URL, HTML5 creatives</th>
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<tbody>
<tr>
<td>File Size</td>
<td>50KB - 100KB</td>
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<tr>
<td>Loop/Time</td>
<td>3 loop/15 sec</td>
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<tr>
<td>Media Types Accepted</td>
<td>All Rich Media</td>
</tr>
<tr>
<td>Audio Accepted</td>
<td>User Enabled Audio Streams Only</td>
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<tr>
<td>3rd Party Served</td>
<td>Yes</td>
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</table>

## Rich Media

<table>
<thead>
<tr>
<th>Accepted Ad Formats</th>
<th>3rd party tags</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead Time</td>
<td>5 days</td>
</tr>
<tr>
<td>Initial Load</td>
<td>2MB</td>
</tr>
</tbody>
</table>
2019 Online Specifications

GENERAL SPECIFICATIONS
• All creative must be approved and tested before a campaign can begin.
• Creative must be received by Traffic & Campaign Management 4 business days before the campaign launch date.
• Flash creative should use Click-Tag instead of Click-Through (http://www.adobe.com/resources/richmedia/tracking/designers_guide/) on (release) [getURL (clickTAG,"_blank");]
• When submitting rich media, an alternate .gif/.jpg is required
• Expandable or “Out of Banner” Rich Media creative must be click initiated
• Expandable or “Out of Banner” Rich Media creative must no larger than twice the banner size
• Audio ads must be user initiated and are subject to editorial approval

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.

CHANGES & CANCELLATIONS
All creative materials must be received at least five business days prior to the launch of the campaign. Include with artwork: Referring URL and alt text. If creative is delayed, Future reserves the right to extend the campaign and date by same number of days creative was delayed.

FILE SPECIFICATIONS
Maximum file size for any advertisement is 40K. We accept animated or static .gifs/.jogs, but do not accept Rich Media/Flash for the newsletters. (*Please note that Microsoft 2007-and-up WILL NOT animate .gifs in emails, only the first frame of the animation will appear. We recommend that you start your animated .gifs on the most important frame to accommodate this Microsoft issue, this way it will allow Outlook end-users to see your pertinent info and anyone using other email apps will be able to view the full animation cycle. Visit http://office.microsoft.com for more details.

MATERIALS DUE
All creative materials must be received at least five business days prior to the launch of the newsletter.

REJECTING CREATIVE
Future reserves the right to approve all ad creative which will run on any Future newsletters. Future a reserves the right to reject any creative that does not follow our specifications.

THIRD-PARTY TAG POLICY
Future will accept and traffic up to three tags per placement, per campaign.

LATE CREATIVE
Future will not delay the deployment of a newsletter due to late creative
TV Technology Digital Media

Call your TV Technology sales rep for more info on these digital opportunities

STATE OF STREAMING:
How OTT leaders view quality, opportunity shifts to live/live linear channels

NOW ON DEMAND
OTT SPs reveal content offerings, QoE and monetization strategies to drive future success.

Webinar Series

Social Media Hubs

Custom Videos

Native Advertising

White Papers

eBooks

The Olympics Behind The Olympics

Better, More Affordable Tools Take Streaming To The Next Level

Market Drivers in a New Video Production Landscape
TV TECHNOLOGY SUMMITS
TV Technology/Broadcasting & Cable Technology Summits

Technology Leadership Summit - February 26th-27th Atlanta, GA
Broadcasting & Cable and TV Technology
Meeting ahead of the NAB Show, our goals are to preview innovative technology that will improve competitive positioning, operational efficiency and ultimately the bottom line. Panels will feature discussions and real-world examples of how innovative technology is the driving force behind how broadcasters acquire, produce, distribute and project in a multi-screen world. Attendees will also get a firsthand peek into what will be introduced at NAB Show.

Digital Media Tech Leadership Summit - June 4-5, Tampa, FL
Broadcasting & Cable and TV Technology
The Digital Media Tech Leadership Summit offers sponsors a controlled forum to engage and educate attendees on how the latest technologies including Cloud and IP will impact their workflow, competitive position, security, production and management models and ultimately their bottom line. Approved guests are a mix of VPs of Technology, CTO’s, Digital Media Directors, Engineering and Production Directors and similar senior decision makers responsible for deployment of digital content and related new technologies within their respective organizations.

News Technology Summit - TBD
Broadcasting & Cable and TV Technology
With ratings for news playing a key role in the overall financial health of local broadcast stations and networks, finding the right technology to attract viewers with the highest quality newscasts and digital products is more important than ever before. That has made the annual News Technology Summit a must-attend event for over a decade, with the 2018 event once again focusing on game-changing technologies that will give news organizations a competitive edge in their TV and digital operations.
TRADESHOW AMPLIFICATION
Sneak Peeks, Webinars & Must Sees

TV Technology's NAB Sneak Peek Newsletter
Delivered weekly on Wednesday for eight weeks in advance of the show, this newsletter focuses on all things NAB: the show, the sessions, the products to keep your company message in front of engaged NAB attendees. There are 12 (300 x 250) box ad positions available and one 970 x 250 Marquee. Space close 2/4 materials due 2/8. Total cost is $2,250 for the box, or $2,550 for Marquee.

Must See at NAB Show/Must See FROM NAB Show
Delivered to 45,000 TV Technology and Broadcast Engineering readers just before NAB. You provide a 75-100 word product description, product shot, booth number and URL. This is a great opportunity to reach buyers at a fraction of the cost of a standalone email blast for a net cost of $675, per product, per blast. Listed in alphabetical order by company name. Materials are due by March 19. Must See FROM NAB is blasted on April 25th and materials are due by April 18.
Sneak Peeks, Webinars & Must Sees

15 Things You Can’t Miss at the 2019 NAB Show Webinar
March 21

As a sponsor, your product or service will be one of 15 highlighted by the editors of TV Technology. Sponsoring companies should provide a photo, six bullet points, logo, URL and booth number and we’ll incorporate these elements into a single powerpoint slide. The webinar is marketed to more than 50,000 readers of TV Technology, Broadcast Engineering, Creative Planet Network, Digital Video and Government Video. Along with the advance exposure, sponsors will also receive the list of all registered attendees. The webinar is limited to 15 sponsors. Total net cost, $1,595. The deadline for reservations is March 1 with materials due by March 8.

Must See at IBC

Delivered to 45,000 TV Technology and Broadcast Engineering readers just before IBC. You provide a 75-100 word product description, product shot, booth number and URL. This is a great opportunity to reach buyers at a fraction of the cost of a standalone email blast for a net cost of $675, per product, per blast. Listed in alphabetical order by company name. Ad Reservations are due by August 23. Materials are due by August 30.
AWARDS PROGRAMS
**TV Technology’s Awards Programs**

**TV Technology Best of Show at NAB Awards**
The awards honor outstanding new products exhibited at the NAB Show. Winners are selected by panels of professional users and editors based on descriptions provided by companies via their nomination form as well as judges' inspection at the convention. Entry fee: $625 per entry. Entry deadline: March 22. All nominees are listed in a post-NAB Show Best of Show Program Guide that is distributed to readers of TV Technology and other Future magazine brands.

**Product Innovation Awards**
Now in 7th year, TV Technology's Product Innovation Awards recognizes excellence in new products that serve the TV/pro video industries. Winners are selected by a panel of professional users and evaluation criteria include innovation in concept and design, creative use of technology, price:value, and suitability for use in TV/pro video. Entry fee: $625 per entry. Deadline to enter: November 8.
As the number one media company in the markets it serves, Future US has the editorial expertise, market knowledge and the high-spending audiences that are the critical pillars for a successful content marketing program.
Targeted B2B Marketing

Our Approach

Our data management capabilities ensure precise audience segmentation and targeting, including the use of 1st and 3rd party data segments
Online Creative Solutions

Sponsored content programs run across our platforms and beyond using paid, owned and earned media.

Future Websites
Native placements

Social Media
Influencer

Native pages
or multi-media hubs
Housing all content created for the campaign, and offering a rich user experience

Experiential
Sponsorship of Future events

Insights
Campaign reporting
Brand perception
Our expert editorial teams write unbiased, trusted, and accessible content that covers everything from cyber security, VPN services, cloud services, software, best business devices and solutions, supporting the technology choices of business decision makers.

Through our Buying Guides, Reviews and ‘Best Of’ Lists, we attract an audience of in-market business decision makers, who engage with and are influenced by our editorial content.

**Buying Guides**
Educate decision makers on the options available in the marketplace to drive consideration

**Reviews**
Engage decision makers on the benefits of specific products and their capabilities

**‘Best Of’ Lists**
Influence decision makers on the best content and tech deals, as picked by our editors
Marketing Solutions

**WHITEPAPER**

White Paper: With the guidance of our editors and expert contributor writers we create an informational customer-focused content asset in .pdf format and market it over our audiences for leads.

**LEAD NURTURING**

Lead Nurturing: We create a 6-email, co-branded lead-nurture program using your assets (or we'll create any content you need) that nurtures up to 3,000 of your leads and turns up to 5 percent of them into hot, sales-ready leads.

**EBOOK**

eBook: Same as white paper except we execute in an interactive digital format where you can provide up to three videos and do "show and tell" along with presenting customer-focused content.

**RESEARCH + MEDIA**

Research + Media: We create a 15-20 question survey about a critical issue that we send to our audiences, and then produce an 8-to-10-page research white paper with the results that we market for leads.
Marketing Solutions (Cont’d)

Social Media Hub: Our editors curate in real time the hottest Twitter, Facebook, Instagram, and other social media posts for a custom hub that we create on a hot topic to drive thought leadership and leads. The social media hub is embedded on your site, our media websites, and you can even embed it on your partners’ websites.

Custom Video: At major industry shows or on standalone basis, our experienced multi-camera crew with professional editing capability creates a compelling custom video that we also market to our audiences.

Infographic: We work with you to pull the most insightful data to tell the story of a hot market segment in an infographic that you can attach your brand and logo to and that is published as a one-page custom report in our magazines.

Native Advertising: We create a high-visibility home-page post that helps drive traffic to a custom article page with up to four of your best assets.
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