streaming media[SM]

THE BUSINESS & TECHNOLOGY OF ONLINE VIDEO



2026 MEDIA KIT

Brand Awareness, Thought Leadership, and Lead-Generation Solutions to Grow Your Online Video Business

WWW.STREAMINGMEDIA.COM

STREAMING MEDIA MARKETING OPPORTUNITIES

Streaming Media has been providing expert coverage of the business and technology of online video since 1998, working in trusted partnership with advertisers and sponsors to build brand awareness, demonstrate thought leadership, and generate leads. Streaming Media provides actionable advice and direction to more than 160,000 industry professionals around the world through its print magazines, websites, family of email newsletters, and virtual and in-person events.

From live webinars to technical white papers, research, analysis, and breaking news, Streaming Media guides professionals who evaluate, recommend, and purchase solutions at all points in the streaming media ecosystem. Partnering with Streaming Media allows your organization to extend its reach deeply into the market to reach media and entertainment, sports, enterprise, education, and government interesting in understanding about new technologies and digital media strategies for their organization.



SPONSORSHIP, ADVERTISING, MARKETING, AND LEAD-GENERATION OPPORTUNITIES INCLUDE:

Streaming Media magazine

- U.S. edition, 4 times a year
- European edition, 2 times a year
- Read by more than 10,000 influential streaming industry professionals

Streaming Media Sourcebook

The industry's annual indispensable reference guide, available in print, digital, and online editions. Affordable directory listings give you a year-long presence.

Web Events

Turnkey single-sponsor and multi-sponsor webinars with guaranteed leads. Join a roundtable on a hot topic, or create your own bespoke webinar.

Streaming Media Connect webinar series

The streaming industry's largest online event series bringing together the brightest minds in the industry four times a year, providing cutting-edge information, exclusive analysis, and education. Exclusive sponsorship opportunities allow you to demonstrate thought leadership and generate leads.

Email Newsletters

Streaming Media produces four original email newsletters, providing targeted marketing opportunities with a variety of different sponsorship levels. A single, exclusive, top-of-page sponsorship puts your message front and center.

- *Streaming Media Xtra*
- *Streaming Media Europe Xtra*
- *Live Sports Streaming Xtra*
- *CTV Strategy Xtra*

White Paper Publishing—Streaming Media Superguides and Streaming Media Best Practices

Every month, Streaming Media produces a special report on business and technology topics of interest to our readers. Participation from sponsors provides thought leadership as well as guaranteed sales leads to your organization.

Custom-Sponsored Research

Streaming Media's sister company, Unisphere Research, conducts ongoing proprietary and "for-publication" research projects for select solution vendors. Sponsored projects can be conducted through Streaming Media's readership. Distribution of the final report can also include a lead-generation program.

Lead-Generation Programs

Streaming Media will host your content marketing assets, white papers, reports, ebooks, or case studies and will market them to our readership, collect registrations, and deliver quality leads to your organization on a pay-per-lead basis. We can also work with you to create bespoke content.

Direct Email Marketing

- Streaming Media Bulletin
- Streaming Media Europe Bulletin

Streaming Media maintains two opt-into third-party email list of more than 12,000 subscribers, available for your own campaigns. Use of the list is carefully controlled to prevent overuse. You can choose to target the North American list, the Europe list, or combine the two.

For more information on these programs contact:

KAT ALLEN, Sales Director
+1 (609) 451-5501 ▪ +44 (0)7712 58378
kat.allen@streamingmedia.com

SET UP A MEETING TODAY

STREAMING MEDIA AT A GLANCE 2026 PRINT / ONLINE

MONTH	MAGAZINE EDITION/ISSUE	WHITE PAPER PROGRAMS	ONLINE EVENTS
JAN		**SUPERGUIDE** • The Real-Time Imperative: Architecting Sub-Second Latency Workflows With MoQ and WebTransport (published January 2)	**WEBINAR** • Achieving Broadcast Quality on the Web: A Deep Dive Into End-to-End QoS and QoE Monitoring (January 22)
FEB		**SUPERGUIDE** • From Buffering to Billions: QoE for Live Sports (published February 1)	**WEBINAR** • The Connected Ecosystem: Innovation for Exceptional Online Video Experiences (February 5, European timing) **STREAMING MEDIA CONNECT WEBINAR SERIES** • The Business and Technology of Ad-Supported Streaming (February 24–26)
MAR	**Europe Edition/Spring** (published March 11) **SOURCEBOOK**	**BEST PRACTICES** • Localize It: AI Subbing and Dubbing	**WEBINAR** • Secure the Stream: Protecting Content and Revenue in a Multi-Platform World (March 19)
	U.S. Edition/Spring (published March 30) **SOURCEBOOK** > NAB promo packages	**BEST PRACTICES** • Proof of Concept: The Industry Case Study Collection **BEST PRACTICES** • Strategies for Cutting Cloud Egress Fees in High-Volume Streaming	
APR		**SUPERGUIDE** • Live Commerce Engagement: A Blueprint for Low-Latency Live Streaming, Dynamic Ad Insertion, and Real-Time Shoppable Overlays (published April 1)	**WEBINAR** • NAB 2026: Spellbinding Streaming Solutions (April 2)
MAY		**SUPERGUIDE** • AI in the Encoding Pipeline: Reducing Encoding Costs (published May 1)	**STREAMING MEDIA CONNECT WEBINAR SERIES** • Game On: Sports Streaming (May 12–14)
JUN		**STATE OF STREAMING RESEARCH** • (published June 1)	**WEBINAR** • Optimizing the Stream: Achieving Ultra-Low Latency Without Breaking the Budget (June 4)
	U.S. Edition/Summer (published June 19) **SPORTS STREAMING PLAYBOOK** > IBC promo packages	**BEST PRACTICES** • Sport & Esport Strategies That Matter Most	
JUL		**SUPERGUIDE** • The Step-by-Step Guide to Lowering Latency Now (published July 1)	**WEBINAR** • AI in the Stream: How Machine Learning Is Transforming Content Delivery and Discovery (July 23)
AUG	**EU Edition/Autumn** (published August 24, goes to IBC) **EUROPEAN INNOVATION ISSUE** > European Innovation Awards > IBC promo packages > European Thought Leaders profiles	**BEST PRACTICES** • European Data Sovereignty and Streaming	**STREAMING MEDIA CONNECT WEBINAR SERIES** • Unlocking Global Scale: Delivering Global/Multi-Region/Multi-CDN Live Streams (August 11–13)
SEP	**U.S. Edition/Fall** (published September 4) **STREAMLINING STREAMING WORKFLOWS: TACKLING TCO** > 2026 Readers' Choice Awards	**BEST PRACTICES** • Maximizing Viewer Retention: Using Real-Time Analytics and AI to Predict and Prevent User Churn	**WEBINAR** • IBC Streaming Solutions (September 3, European timing) **WEBINAR** • Analytics That Matter: Turning Viewer Data Into Actionable Insights (September 24)
OCT		**SUPERGUIDE** • Scaling Beyond the Spikes: Building Resilient CDN Architecture for Live Events (published October 1)	**WEBINAR** • Hybrid Streaming Workflows: Blending Cloud, On-Prem, and Edge for Flexibility (October 15)
NOV		**SUPERGUIDE** • The Guide to Next-Gen Video Monetization: SSAI, DAI, and Latency Proof Ad Delivery (published November 1)	**STREAMING MEDIA CONNECT WEBINAR SERIES** • Live Streaming in 2027 (November 10–12)
DEC	**U.S. Edition/Winter** (published December 11) **TECHNOLOGY AND STRATEGY OF CTV AND OTT MONETIZATION** > 2026 Streaming Media Top 100	**BEST PRACTICES** • CTV Performance Optimization: Data-Driven Targeting	**WEBINAR** • Monetizing the Stream: Smarter Ad Tech, Targeting, and Measurement (December 10)

ANY TIME — *CAN BE DONE ANY TIME • SUBJECT TO AVAILABILITY*

BRAND AWARENESS				THOUGHT LEADERSHIP				LEADGEN			
NEWSLETTERS > *SM Xtra* (weekly, Mon) > *SM Europe Xtra* (weekly, Thu) > *CTV Strategy Xtra* (alternate Wed) > *Live Sports Streaming Xtra* (alternate Wed)	**EMAIL BROADCAST OPT-IN LISTS** > SM Bulletin > SM Europe Bulletin	**SPONSORED CONTENT** > Sponsored articles, interviews, Q&A	**WEB BANNERS**	**BESPOKE WEBINARS** > Exclusive (one sponsor) > Roundtable (4 sponsors)	**RESEARCH PROGRAMS**	**SPONSORED CONTENT** > Sponsored articles, interviews, Q&A	**WHITE PAPERS** > Custom White Papers (in collab. with SM) > Customer's own White Paper	**BESPOKE WEBINARS** > Exclusive (one sponsor) > Roundtable (4 sponsors)	**RESEARCH PROGRAMS**	**CUSTOM LEADGEN** > Cost-Per-Lead programs > Account-Based Marketing programs	**WHITE PAPERS** > Custom White Papers (in collab. with SM) > Customer's own White Paper

Contact: KAT ALLEN, Sales Director • +1 (609) 451-5501 • +44 (0)7712 583784 • kat.allen@streamingmedia.com

ABOUT STREAMINGMEDIA.COM

Ask us why we are called 'the Filter of the Industry.'

A trusted resource since 1998, StreamingMedia.com has been the number-one online destination for professionals seeking breaking news, in-depth features, reviews, analysis, and directories for the streaming and digital media markets. With all the excitement surrounding the online video industry, we commonly hear that **StreamingMedia.com** has always been "the filter of the industry," helping readers separate the reality from the hype and better understand the technologies and business strategies that work.

The site features thousands of original articles and videos, biweekly enewsletters, and a wide range of resources dedicated to the streaming media industry. **StreamingMedia.com** is the last word in streaming for business, technology, and content. **StreamingMedia.com** is committed to bringing our visitors a return for their "time investment" on our site by giving them in-depth information and analysis that can't be found anywhere else.

Site Overview

No other media property brings this level of online video experience to the table. For more than 25 years, hands-on leadership and expertise have kept this site number one as a resource, as well as a community. Content on the site includes feature articles, breaking news, research reports, a blog, webcasts, an annual industry directory, a biweekly enewsletter, and case studies that showcase the latest real-world streaming and digital media applications. Along with content from the *Streaming Media Industry Sourcebook*, white papers, web events, *Best Practices White Paper Collections*, and *Streaming Media* magazine, **StreamingMedia.com** features are easily searchable by verticals and topics.

Reserve Your Space Today!

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Streaming Media, a division of Information Today, Inc.

THE TOP COMPANIES IN EVERY VERTICAL SUBSCRIBE TO *STREAMING MEDIA*:

- ABC
- AccuWeather
- Amazon Studios
- AMC
- Associated Press
- AT&T
- Ball State University
- BAMTECH Media
- Blizzard Entertainment
- California University
- CBC
- CBS
- City of Atlanta
- City of Philadelphia
- CNN
- Comcast
- C-SPAN
- Discovery Communications
- DISH Network
- Disney
- ESPN
- Facebook
- FOX
- Gannett
- Goldman Sachs
- Google
- Harvard Medical School
- Hearst
- Hulu
- HBO
- Intuit
- Iowa State University
- ITV
- JPMorganChase
- LinkedIn
- Lockheed Martin
- Los Angeles Unified School District
- Microsoft
- MIT
- NBCUniversal
- Netflix
- *The New York Times*
- NFL
- Oath
- Oracle
- *San Jose Mercury News*
- Showtime
- Sirius XM
- Sky
- Sony Pictures
- Spectrum
- Starz
- Time Warner
- Turner
- Twitch
- University of Arizona
- University of California–Berkeley
- University of Michigan
- UPS
- U.S. Army
- U.S. Department of Commerce
- Verizon
- Viacom
- Vimeo
- Wells Fargo
- WWE
- X, formerly Twitter

WHAT IS *STREAMING MEDIA* MAGAZINE?

The Business & Technology of Online Video

Streaming Media magazine is designed with one purpose in mind: to help executives and technology managers who use online video do their jobs better, whether they work in media and entertainment, enterprise, education, government, faith, or any other vertical. Every issue is built around how-to articles that take a look at a technology or business problem and offer solutions. You'll also find in-depth features on the industry, case studies, and reviews, as well as columns by industry thought leaders and hands-on experts including Adrian Pennington, Jan Ozer, Nadine Krefetz, and Matt Stagg. Whether the focus of your product or service is content creation, postproduction, live streaming, encoding, monetization and content protection, analytics, or delivery, each issue of ***Streaming Media*** magazine will help you get your message into the hands of those people making purchasing decisions: its readers.



"An authoritative source on streaming media topics; the first place I go for this information!"

—Head, Library Technology, The College at Brockport–SUNY

Key Facts:

- **U.S. edition** print and digital distribution to 10,000 qualified readers. (See their demographics in the Audience Profile section of this media kit beginning on page 6.)
  - **Four issues for 2026:**
    - Spring (*Streaming Media Industry Sourcebook*)
    - Summer (Sports Streaming Playbook)
    - Fall (Streamlining Streaming Workflows: Tackling TCO)
    - Winter (Technology and Strategy of CTV and OTT Monetization
  - Distribution at key industry events
  - Written and edited by industry practitioners, experienced users, and streaming business experts
- **European edition** print distribution to more than 5,000 qualified readers and offered digitally.
  - **2 issues for 2026:**
    - Spring (*Streaming Media Industry Sourcebook*)
    - Autumn (European Innovation Issue; IBC distribution)

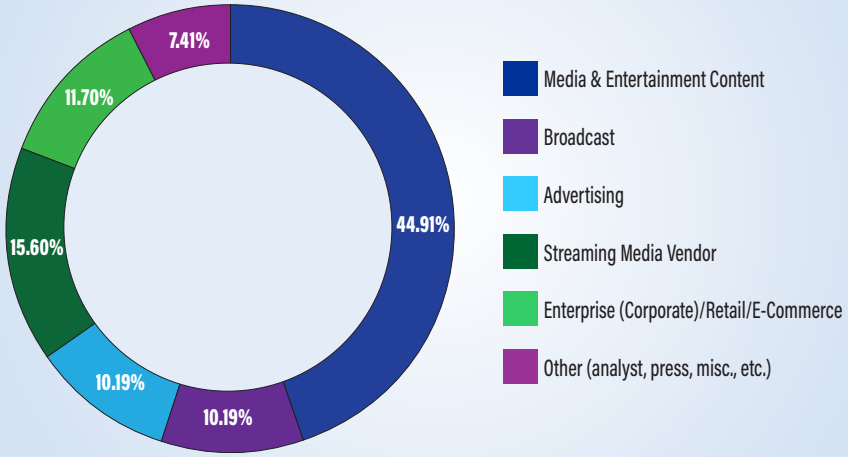
Our Philosophy:

- Editorial is the key to readership.
- Readership is the key to advertising value.
- Audience quality equals advertising results.

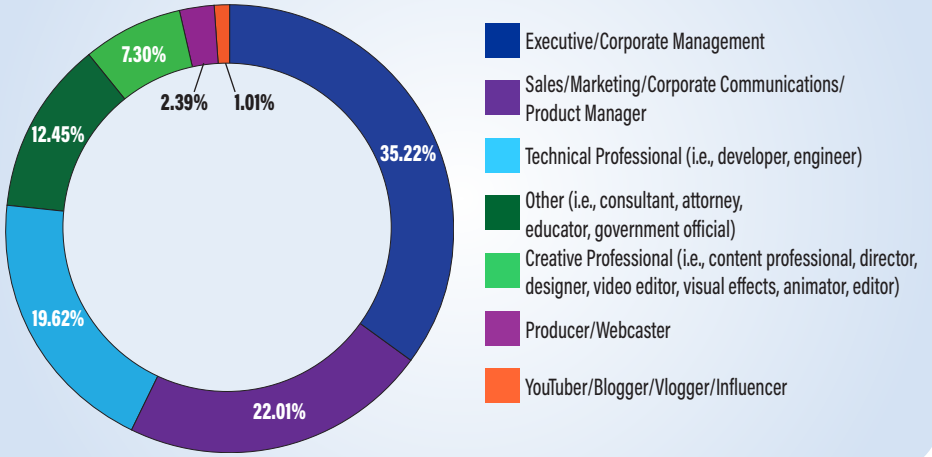
Streaming Media magazine's readership is heavily weighted with C-level executives, presidents, owners, and industry leaders in key markets. This is complemented by impressive budgets specifically allocated to streaming products and services.

STREAMING MEDIA DEMOGRAPHICS

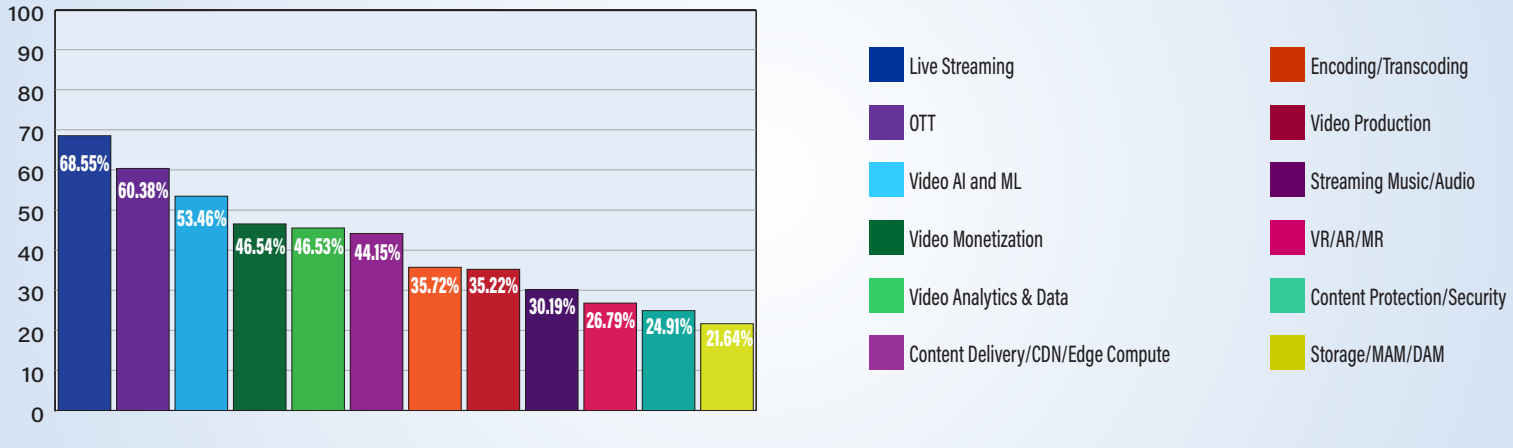
Industry



Job Function



Market Interest



REACH OUR AUDIENCE — MORE THAN 161,000 OPT-IN PROFESSIONALS CAN'T BE WRONG

StreamingMedia.com

Launched: **1998**

	Circulation
SMXtra Newsletter	28,300
SM Bulletin Email Blast	26,500
Streaming Media Europe Xtra Newsletter	10,000
Streaming Media Europe Bulletin Email Blast	8,000

SOCIAL NETWORKS

14.1K
X, formerly **Twitter** followers

6,200
Facebook followers

16,600
YouTube subscribers

665,000+
Monthly Impressions

82,800+
Monthly Page Views

55,141+
Visits Per Month

45,924+
Unique Monthly Visitors



Streaming Media Magazine

10,000 Qualified Subscribers

- Publishing since **1998**

Engaged Readers

- **53%** report they have read the last four issues of *Streaming Media* magazine.
- **90%** prefer the print version as their primary resource.
- **33%** have contacted an advertiser online or by phone.
- **53%** have downloaded content from StreamingMedia.com.
- **64%** have referred an article in *Streaming Media* magazine to a colleague.

How **Important** is *SM* magazine to our readers?

- **94%** say that *Streaming Media* is an **important source** of information they **can't find anywhere else**.
- **95%** cite that it helps them professionally.
- **90%** say that *Streaming Media* magazine is their **favorite** online video industry-related publication.

Streaming Media Webcasts

- **More than 1,000** live webcasts since 2003
- Roundtable or solo events

Conferences

- Streaming Media Connect

2026 EDITORIAL CALENDAR (U.S. Edition)

IN EVERY ISSUE:

- **An in-depth Q&A cover story with industry experts, innovators, and disruptors**
- **"Spotlights": Sponsored articles and industry white papers**
- **Best Practices: Sponsored articles and industry white papers focused on key streaming verticals**
- **Case Studies**
- **In-Depth Product Reviews**
- **Columns from Anthony Burokas, Nadine Krefetz, Matt Stagg, and Steve Nathans-Kelly**

SPRING 2026

THE 2026 STREAMING MEDIA INDUSTRY SOURCEBOOK



- Streamticker: Streaming Industry Mergers and Acquisitions in 2025
- State of Live Sports Streaming
- State of Streaming Monetization
- State of AI in Streaming
- State of Encoding and Streaming Codecs
- State of OTT and CTV
- **Sponsored Sections**
  - Sourcebook Directory
  - Hot Products
  - Best Practices: Proof of Concept: The Industry Case Study Collection
  - Best Practices: Strategies for Cutting Cloud Egress Fees in High-Volume Streaming

Editorial Deadline: February 2
Sponsored Content (Directory Listings/Best Practices/White Papers/Hot Products) Due Date: March 3
Ad Due Date: March 6
Mail Date: March 30

SUMMER 2026

SPORTS STREAMING PLAYBOOK

- Live sports streaming from acquisition to delivery to playback to profitability
- **Sponsored Sections**
  - Sports Streaming Directory: Who's Who
  - Best Practices: Sport & Esport Strategies That Matter Most

Editorial Deadline: May 1
Sponsored Content (White Papers/Best Practices) Due Date: June 2
Ad Due Date: June 5
Mail Date: June 19

FALL 2026

STREAMLINING STREAMING WORKFLOWS: TACKLING TCO

- 2026 Readers' Choice Awards
- Leveraging AI, automation, monitoring, and data to optimize live streaming workflows
- Calculating streaming cost-of-ownership
- **Sponsored Section**
  - Video AI Directory: Who's Who
  - Best Practices: Leveraging AI and Automation Solutions

Editorial Deadline: July 17
Sponsored Content (White Papers/Best Practices) Due Date: August 18
Ad Due Date: August 21
Mail Date: September 4

WINTER 2026

TECHNOLOGY AND STRATEGY OF CTV AND OTT MONETIZATION

- 2026 Streaming Media Top 100
- CTV and OTT adtech, ad strategy, monetization, and measurement
- **Sponsored Section**
  - CTV Directory: Who's Who
  - Best Practices: CTV Performance Optimization—Data-Driven Targeting

Editorial Deadline: October 16
Sponsored Content (White Papers/Best Practices) Due Date: November 17
Ad Due Date: November 20
Mail Date: December 11

2026 EDITORIAL CALENDAR (European Edition)

IN EVERY ISSUE:

- **An in-depth cover story**
- **"Spotlights": Sponsored articles and industry white papers**
- **Best Practices: Sponsored articles and industry white papers focused on key streaming verticals**
- **Case Studies**
- **In-Depth Product Reviews**
- **Columns from Adrian Pennington, Jan Ozer, Nadine Krefetz, Matt Stagg, and Steve Nathans-Kelly**



SPRING 2026

THE 2026 STREAMING MEDIA INDUSTRY SOURCEBOOK

- Streamticker: Streaming Industry Mergers and Acquisitions in 2025
- State of Live Streaming
- State of Free Streaming
- State of Corporate Streaming
- State of Media and Entertainment
- **Sponsored Sections**
  - Sourcebook Directory
  - Spotlight Articles
  - European Thought Leaders interviews
  - Best Practices—Localize It: AI Subbing and Dubbing

Editorial Deadline: February 2
Sponsored Content (Directory Listings/Spotlight Articles/Thought Leaders/Best Practices) Due Date: February 13
Ad Due Date: February 23
Mail Date: March 13

AUTUMN 2026

THE EUROPEAN INNOVATION ISSUE *(Distributed at IBC)*

- 2026 European Innovation Awards
- Strengthening Streaming Infrastructure for More Resilient Streams at Scale
- Delivering and Monetizing Personalized Sport Streaming Experiences
- **Sponsored Sections**
  - Who to See at IBC 2026
  - Spotlight Articles
  - European Thought Leaders interviews
  - Best Practices—European Data Sovereignty and Streaming
  - Best Practices—Protecting Streams and Content Provenance

Editorial Deadline: July 20
Sponsored Content (Who to See at IBC/Spotlight Articles/Thought Leaders/Best Practices) Due Date: July 30
Ad Due Date: August 7
Mail Date: August 24

STREAMING MEDIA INDUSTRY SOURCEBOOK

What makes this issue a must?

- The world's most trusted industry directory of active companies
- 2026 Buyers' Guide
- Business Checklists and Templates
- Sponsored White Papers—with lead generation
- Annual Collection of Sponsored Case Studies—with lead generation
- Published each March; 12-month shelf life
- Distributed at NAB and IBC
- Conclusive advice from industry veterans and experienced end users
- **Reference Issue: Largest and most important issue of the year. It's the annual must-have reference issue.**
- The Streamverse—a comprehensive chart of all *Sourcebook* Industry Vendors and how they fit into the video ecosystem
- The most reliable directory of companies operating in the space today
- **U.S. and European editions for maximum reach**

See separate *Sourcebook* Kit for more information.



"Your annual Sourcebook *is outstanding and provides excellent information. Your* Sourcebook *never leaves my desk!"*

—Engineer, Google

"It's everything I need to know about the industry and which suppliers I need to pay attention to."

—Disney ABC

The entire streaming industry all in one book:

Are you in it?

DISPLAY ADVERTISING RATE CARD (U.S. Edition)

2026 RATE CARD (NET): Display Rates

	1X	4X
Tab (double-sided)	$5,295	$4,495
Spread	$4,495	$3,795
Cover 2 - Inside Front	$2,895	$2,495
Cover 3 - Inside Back	$2,695	$2,295
Cover 4 - Outside Back	$2,895	$2,495
1 page	$2,595	$2,195
1/2-spread	$2,595	$2,195
2/3-page	$1,995	$1,695
1/2-page	$1,695	$1,495
1/3-vertical	$1,395	$1,195

See page 28 (Advertising Specifications and Terms) for page sizes.

Date of Issue	Ad Materials Due	Sponsored Content Due
Spring 2026	March 6	March 3
Summer 2026	June 5	June 2
Fall 2026	August 21	August 18
Winter 2026	November 20	November 17

EXCLUSIVE OPPORTUNITIES:

› Belly Band (wrap): $9,995



› Sponsor the PDF download of each issue and receive leads for a year.



Advertising/Showcase Sales Contact:

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DISPLAY ADVERTISING RATE CARD (European Edition)

2026 RATE CARD (NET): Display Rates

Tab (double-sided)	$4,995
Spread	$4,050
Cover 2 - Inside Front	$2,100
Cover 3 - Inside Back	$2,000
Cover 4 - Outside Back	$2,100
1 page	$1,990
1/2-spread	$1,990
2/3-page	$1,500
1/2-page	$1,200
1/3-vertical	$1,000

See page 28 (Advertising Specifications and Terms) for page sizes.

Date of Issue	Ad Materials Due	Sponsored Content Due
Spring 2026	February 23	February 13
Autumn 2026	August 7	July 30

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EXCLUSIVE OPPORTUNITIES:

› Belly Band (wrap): $9,995



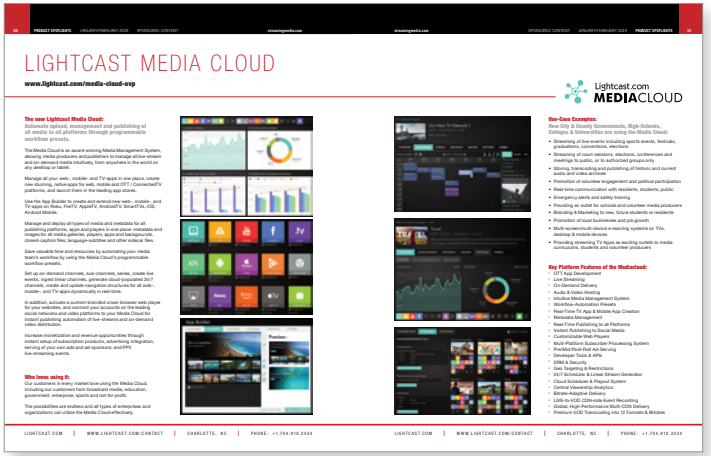
› Sponsor the PDF download of each issue and receive leads for a year.



SPOTLIGHTS: SPONSORED CONTENT IN PRINT & ONLINE

YOU WRITE, WE PUBLISH

- Your product name, product URL, and large product image
- Layout and OG (Open Graph) image provided
- Your article has permanent placement on StreamingMedia.com
- Your company logo and contact information (product price optional)
- Published both in print and online at streamingmedia.com/Articles/Spotlights
- PDF reprint





***ADD A VIDEO TUTORIAL OR INTERVIEW**
to any SPOTLIGHT package
for **$3,500**
(includes production and publishing in an article)



Diamond Sponsorship $5,900	Platinum Sponsorship $4,900	Gold Sponsorship $2,900
Up to 4 pages print and online article	Up to 2 pages print and online article	Full page print and online article
Social Push	Social Push	Social Push
Newsletter Inclusion 2 times	Newsletter Inclusion 2 times	—
Exclusive Email broadcast promotion	—	—

WHO'S WHO SUPPLIERS DIRECTORY

PRINT + ONLINE

"Who Supplies the Best CTV Solutions?" Enter StreamingMedia.com.
As companies come and go in the streaming space, it's important to know who buyers can trust with their business. Searching online is a starting place—we're the number-one resource for specific high-interest streaming categories as we are for so many other topics. So, in addition to the *Sourcebook Directory*, Streaming Media publishes three specific directories to help buyers quickly navigate to companies that provide products and services. Since 1998, StreamingMedia.com has been the number-one trusted resource helping connect buyers with sellers.

In Print & Online

- Published in an upcoming issue of *Streaming Media* magazine, both print and digital
- Online for 12 months (updated annually), providing excellent SEO
- Downloadable PDF

- Summer 2026: Sports Streaming Directory
- Fall 2026: Video AI Directory
- Winter 2026: CTV Directory



streaming media sports

streaming media ai

streaming media ctv

Bronze Sponsor: $495
¼ page
Up to 100 words, logo, URL, contact info

Silver Sponsor: $995
½ page
Up to 250 words, logo, URL, contact info

Gold Sponsor: $1,795
Full Page
Up to 500 words & image, logo, URL, contact info

Platinum Sponsor: $2,995
Spread
Up to 1,000 words & images, logo, URL, contact info

Diamond Sponsor $3,995
Double-Spread
Up to 2,000 words & images, logo, URL, contact info

Contact

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STREAMING MEDIA SUPERGUIDES & BEST PRACTICES

WHITE PAPER SERIES

PRINT & ONLINE

THOUGHT LEADERSHIP & LEAD GENERATION IN ONE COMPLETE, MULTICHANNEL MARKETING PROGRAM

Impact our audience

Your sponsored essays, white papers, and case studies will be published by Streaming Media, preceded by an introduction by our editor-in-chief, Steve Nathans-Kelly, or an in-depth article by one of our expert contributing editors, and distributed extensively via our magazine and/or website, StreamingMedia.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Clean leads are delivered regularly to sponsors (200+ minimum guaranteed).

Enormous distribution, reach, and frequency

- Published in *Streaming Media* magazine (10,000 subscribers)
- Inclusion in digital version of *Streaming Media* magazine
- 23,000 email invitations to download a PDF of this special section (twice) – you get the leads
- 2 months of homepage promotion on StreamingMedia.com (60,000 visitors per month)
- Social media campaign on X (14,200 followers), Facebook (6,200), and LinkedIn (19,000)
- Distributed on all of *Streaming Media* magazine's social networks throughout the month
- Inclusion in all *Streaming Media Xtra* newsletters (35,000 per issue – 280,000 total)
- Archived on StreamingMedia.com for 1 year
- Editorial and production services included – copyediting, layout, and design

Your editorial topics can range from:

- Effective professional advice/procedures
- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution, how to leverage it, and why it's important



ADVERTISING CONTACT

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LEAD generation

FORMAT & SPONSORSHIP RATES

600 words per page (if text only); deduct approximately 150 words per image. Provide your text, logo, company contact information, and optional images.

1 Page	$3,500
2 Pages	$5,500
3 Pages	$6,900
4 Pages	$8,000

RECENT SERIES SPONSORS

AI MEDIA · HAIVISION · RADIANT [MEDIA] PLAYER · AJA VIDEO SYSTEMS · harmonic · RETICULATE MICRO · Ant Media · HESP ALLIANCE · SIGNIANT · BITMOVIN · interra systems · TAG VIDEO SYSTEMS · Cloudinary · LIVEX · telestream · Dolby.io · MAINCONCEPT · TERADEK · elecard VIDEO COMPRESSION GURU · MUX · THEO · encoding.com · nano COSMOS · TULIX · epiphan video · native frame · VINDRAL · CORE · phenix · ZIXI

STREAMING MEDIA BEST PRACTICES & SUPERGUIDES

JANUARY

SM SUPERGUIDE *(published January 2)*
The Real-Time Imperative:
Architecting Sub-Second Latency Workflows With MoQ and WebTransport
This Superguide reveals how MoQ and WebTransport are unlocking a new era of real-time streaming with sub-second responsiveness that today's audiences increasingly expect. It showcases the breakthrough architectures and proven strategies that help teams deliver interactive, ultra-low-latency experiences at scale. Readers will walk away with a clear blueprint for transforming their workflows and staying ahead in a market where speed and performance define the leaders.

FEBRUARY

SM SUPERGUIDE *(published February 1)*
From Buffering to Billions: QoE for Live Sports
This Superguide shows how leading media innovators are transforming live sports streaming by optimizing Quality of Experience (QoE) at every stage of the workflow. It highlights the technologies, insights, and best practices that eliminate buffering, reduce latency, and keep fans deeply engaged, from kickoff to the final play. Readers will gain the strategies they need to scale to massive audiences and deliver flawless, high-performance live sports experiences.

MARCH

SM BEST PRACTICES *(published March 11)*
Localize It: AI Subbing and Dubbing
As global audiences demand faster, more authentic content experiences, AI-driven localization is rapidly transforming the way streaming platforms deliver subtitled and dubbed media. This Best Practices White Paper Collection brings together a curated set of expert white papers exploring how emerging technologies are reshaping workflows, accelerating turnaround times, and reducing costs—without compromising creative intent.

SM BEST PRACTICES *(published March 30)*
Proof of Concept: The Industry Case Study Collection
Every vendor knows that case studies in our industry are terribly difficult to get—that's what makes them so valuable. This roundup of success stories from the industry's leading companies proves how the sharpest minds and solutions moved the needle in amazing and interesting ways that will inspire you to do the same. Don't believe us? We'll prove it, just like these case studies will.

SM BEST PRACTICES *(published March 30)*
Strategies for Cutting Cloud Egress Fees in High-Volume Streaming
With egress costs subtly eroding cloud streaming margins, this guide offers proven strategies to top practitioners for reining in cloud expenses without sacrificing performance or scalability.

APRIL

SM SUPERGUIDE *(published April 1)*
Live Commerce Engagement: A Blueprint for Low-Latency
Live Streaming, Dynamic Ad Insertion, and Real-Time Shoppable Overlays
This white paper collection reveals how brands are transforming viewer attention into immediate action through low-latency live streaming and real-time interactivity. It showcases proven strategies for deploying dynamic ad insertion and shoppable overlays that drive higher engagement, conversion, and revenue. Readers will gain a practical blueprint for building immersive, commerce-driven experiences that turn every live moment into a measurable business opportunity.

MAY

SM SUPERGUIDE *(published May 1)*
AI in the Encoding Pipeline: Reducing Encoding Costs
This white paper collection explores how AI-powered encoding is reshaping video workflows by dramatically reducing operational costs without sacrificing quality. It highlights the latest innovations that streamline decisioning, optimize resource usage, and unlock new levels of efficiency at scale. Readers will gain a clear road map for adopting AI in their encoding pipelines to deliver better video experiences while maximizing ROI.

JUNE

STATE OF STREAMING RESEARCH *(published June 1)*
Streaming Media will publish a special report in June 2026 to help technology and business leaders cut through the hype and navigate the rapidly evolving online video market. The 2026 "State of Streaming Report" will examine how organizations balance the business and technology of streaming to drive innovation, efficiency, and strategic value. It will highlight current practices, challenges, priorities, and emerging technologies based on new market research and analysis from Streaming Media. Limited sponsorship opportunities—which include lead generation—are available.

SM BEST PRACTICES *(published June 19)*
Sport & Esport Strategies That Matter Most
This white paper collection uncovers the winning strategies shaping the future of live sports streaming, from elevating fan engagement to delivering consistently flawless experiences at scale. It highlights the technologies and tactics that leading broadcasters and platforms are using to stay competitive in an increasingly crowded market. Readers will gain actionable insights to strengthen their sports streaming workflows and keep audiences coming back for every moment that matters.

continued on next page

STREAMING MEDIA BEST PRACTICES & SUPERGUIDES

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JULY

SM SUPERGUIDE *(published July 1)*
The Step-by-Step Guide to Lowering Latency Now
A practical road map for achieving lower latency in streaming workflows today, this collection highlights proven techniques, technologies, and best practices that accelerate content delivery while maintaining exceptional quality. Readers will gain actionable strategies to create faster, more engaging, and truly real-time viewing experiences that keep audiences captivated.

AUGUST

SM BEST PRACTICES *(published August 24)*
European Data Sovereignty and Streaming
This white paper collection explores how streaming services can navigate European data sovereignty requirements while delivering seamless, high-quality experiences. It highlights strategies, technologies, and best practices that ensure compliance without compromising performance or scalability. Readers will gain actionable insights to build secure, resilient streaming workflows that meet regulatory demands and keep audiences engaged across Europe.

SEPTEMBER

SM BEST PRACTICES *(published September 4)*
Maximizing Viewer Retention:
Using Real-Time Analytics and AI to Predict and Prevent User Churn
This white paper collection reveals how real-time analytics and AI are transforming the way streaming services retain viewers and prevent churn. It highlights actionable strategies to anticipate audience behavior, personalize experiences, and keep users engaged longer. Readers will gain a practical blueprint for leveraging data-driven insights to maximize retention, boost loyalty, and grow revenue.

OCTOBER

SM SUPERGUIDE *(published October 1)*
Scaling Beyond the Spikes: Building Resilient CDN Architecture for Live Events
How are leading streaming platforms designing CDN architectures that handle massive audience surges without compromising performance? This collection highlights strategies and technologies that ensure resilient, scalable delivery for live events of any size. Readers will gain a practical blueprint to keep viewers engaged, reduce downtime, and deliver seamless live experiences even during peak demand.

NOVEMBER

SM SUPERGUIDE *(published November 1)*
The Guide to Next-Gen Video Monetization:
SSAI, DAI and Latency Proof Ad Delivery
How are next-generation ad technologies like SSAI and DAI are transforming video monetization while minimizing latency? This collection highlights strategies for delivering targeted, seamless ads that enhance viewer experience and maximize revenue. Readers will gain a practical road map to implement high-performance, future-proof ad delivery that drives engagement and grows their bottom line.

DECEMBER

SM BEST PRACTICES *(published December 11)*
CTV Performance Optimization: Data Driven Targeting
This white paper collection uncovers how data-driven targeting is revolutionizing CTV monetization by maximizing engagement and ROI. It highlights strategies, technologies, and best practices that help brands reach the right audiences with precision and impact. Readers will gain actionable insights to optimize CTV delivery, improve performance, and drive measurable business results.

STREAMINGMEDIA.COM WEBINARS

THE MOST RESPECTED WEB EVENTS OF THE ONLINE VIDEO INDUSTRY

streaming media webinar

JANUARY 22

Achieving Broadcast Quality on the Web: A Deep Dive Into End-to-End QoS and QoE Monitoring

Join industry experts for this detailed guide on metrics, monitoring points, and tools needed to diagnose and resolve video quality issues across every stage of complex delivery chains. Learn best practices for monitoring Quality of Service (QoS) and Quality of Experience (QoE) and discover the latest tools, metrics, and strategies to ensure consistent, high-quality performance at scale.

FEBRUARY 5 *(European timing)*

The Connected Ecosystem: Innovation for Exceptional Online Video Experiences

This webinar explores how a seamlessly connected ecosystem can transform the quality, reliability, and scalability of online video experiences. Industry experts will highlight emerging technologies, data-driven workflows, and collaborative strategies that elevate streaming performance from creation to delivery. Attendees will gain actionable insights to innovate their video pipelines and meet growing audience expectations with exceptional end-to-end experiences.

FEBRUARY 24-26

STREAMING MEDIA CONNECT WEBINAR SERIES

The Business and Technology of Ad-Supported Streaming

MARCH 19

Secure the Stream: Protecting Content and Revenue in a Multi-Platform World

Safeguarding premium media in today's complex digital landscape is top of mind for many media and entertainment organizations. In this webinar, explore cutting-edge strategies for content protection, piracy prevention, and rights management across diverse platforms and devices. Learn how leading organizations are balancing accessibility and security to preserve both audience trust and revenue.

APRIL 2

NAB 2026: Spellbinding Streaming Solutions

Two weeks before NAB, leading solution providers from the streaming industry will pull back the curtain and offer Streaming Media a sneak preview of the top-flight tech they will be rolling out in Las Vegas.

MAY 12-14

STREAMING MEDIA CONNECT WEBINAR SERIES

Game On: Sports Streaming

JUNE 4

Optimizing the Stream: Achieving Ultra-Low Latency Without Breaking the Budget

Learn how leading streaming engineers and platform operators are cutting latency to sub-second levels using smarter protocols, edge delivery, and workflow optimization—without driving up infrastructure costs.

JULY 23

AI in the Stream: How Machine Learning Is Transforming Content Delivery and Discovery

Discover how AI is revolutionizing the streaming ecosystem in this webinar, which explores how AI-driven technologies can optimize network performance, personalize user experiences, and streamline content recommendations. Gain insights into real-world applications and future trends shaping the next generation of intelligent streaming platforms.

AUGUST 11-13

STREAMING MEDIA CONNECT WEBINAR SERIES

Unlocking Global Scale: Delivering Global/Multi-Region/Multi-CDN Live Streams

SEPTEMBER 3 *(European timing)*

First Look: IBC Streaming Solutions

Two weeks before IBC, get an exclusive preview of the innovations set to debut in Amsterdam. In this webinar, leading solution providers reveal the breakthrough technologies and solutions they'll showcase at the event. Join us for early insights into the tools and trends shaping the future of streaming.

SEPTEMBER 24

Analytics That Matter: Turning Viewer Data Into Actionable Insights

Discover how leading streaming services are transforming raw viewer data into meaningful insights that drive engagement, retention, and revenue—with real-world examples of how to integrate analytics across the content, ad, and delivery workflow to make smarter, faster decisions.

OCTOBER 15

Hybrid Streaming Workflows: Blending Cloud, On-Prem, and Edge for Flexibility

Explore how streaming leaders are combining cloud, on-prem, and edge infrastructure to build hybrid workflows that maximize performance, control costs, and deliver the flexibility needed for today's dynamic live and VOD environments.

NOVEMBER 10-12

STREAMING MEDIA CONNECT WEBINAR SERIES

Live Streaming in 2027

DECEMBER 10

Monetizing the Stream: Smarter Ad Tech, Targeting, and Measurement

This webinar highlights the latest innovations in server-side ad insertion, addressable advertising, and emerging attention-based metrics. Learn how leading platforms are using advanced data and AI-driven tools to maximize engagement, efficiency, and ROI in the evolving ad landscape.

STREAMINGMEDIA.COM WEBINARS

THE MOST RESPECTED WEB EVENTS OF THE ONLINE VIDEO INDUSTRY

streaming media webinar

High Impact—Demand-Gen & Instant Engagement With the Best of the Industry

- Turnkey live events: We do the promotion, all the registration, moderation, and delivery. You show up.
- 1-hour sessions broadcast live on the web with streaming audio and/or video with slides/multimedia
- Live polling, survey, and Q&A sessions make compelling content.
- Real-time interaction with senior executives
- Guaranteed 200-lead minimum

Format Options:

- Sponsored Content-Driven: Exclusive Event: $15,000
- Editorially/Customer Content-Driven (Streaming Media Provides Content): Call for Pricing (custom)
- Multi-Sponsor Format (Sponsored Panel): $5,000 per seat
- Multiple Event "Boot Camp" Series: Call for Pricing (custom)

"Steve and DawnEl, you produce the most professional webinars. We really do appreciate it. Your efforts are far above all the other webinars I do, thank you. Looking forward to more!"

"Great webinar. Thanks so much to Steve and DawnEl, and of course my fellow panelists!"



Contact

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EXCLUSIVE 'CHECKLIST' REPORTS

If clarifying and defining the key issues for technology users are part of your sales cycle, educational white papers offer a tried-and-true approach to increasing your influence and generating new leads for your sales team. *Streaming Media's* exclusive "Checklist" reports are topic- and sponsor-specific assets that dive deep into a special topic of interest among the technology users and executives within our audience. These reports enable our sponsors to leverage the credibility of the Streaming Media brand along with its extensive subject matter expertise and market reach to:

- Build the case for your solution
- Gain industry-wide exposure and enhance positioning
- Generate guaranteed leads
- Acquire custom marketing content

Our team works directly with your organization to produce a five-page report that includes a cover page branded with your company logo, a two-page trends analysis article from *Streaming Media,* and a two-page overview of your company, its solutions, and customer success stories with a conclusion and call to action.

Sponsors have full input and final approval, as well as full usage rights. Upon approval, your white paper will be posted on StreamingMedia.com as a unique PDF for registered viewers and marketed to qualified candidates via online, email, and email newsletter advertising. All download requests will be driven through a unique registration page that captures complete contact and qualifying information. The clean leads produced from downloads will be delivered to your team on a scheduled basis.

A minimum of 200 clean leads are guaranteed.

Cost: $9,500

Exclusive Topics Available:

- The Audience-First OTT Strategy: AI-Driven Personalized Content Curation and Churn Reduction Through Subscription and Bundling Innovations
- The Free Streaming Revenue Model: Technical Blueprint for Scalable Ad-Insertion, Delivery, and Measurement
- From Cinema to CTV: Optimizing Streaming Quality and Quality of Experience
- Live Commerce Engagement: A Guide for Low-Latency Live Streaming, Dynamic Ad Insertion, and Real-Time Shoppable Overlays
- Cross-Platform Player Optimization: Delivering Consistent Experiences Across Web, Mobile, and CTV Devices
- Data-Driven Streaming: Using Viewer Analytics to Optimize Live Streams and Improve Quality of Service
- Mastering Fragmentation: The Single-Source Workflow for Delivering Across All Major CTV Platforms
- Maximizing Library Value: Upscaling, Monetizing, and Leveraging Legacy Content
- From Startup to Scale: Building a High-Performance Streaming App Architecture That Grows With Your Audience
- Securing the Stream: A Comprehensive Framework for Protecting Premium Content Across Platforms
- C2PA in the Streaming Supply Chain: Embedding Provenance Across Capture, Encode, and Delivery Workflows

Call us today for current hot topics that matter most to our readers and your business.

For additional information or answers to specific questions, contact:

KAT ALLEN ▪ Sales Director
+1 (609) 451-5501 ▪ +44 (0)7712 583784 ▪ kat.allen@streamingmedia.com

COST-PER-LEAD (CPL) PROGRAMS

The most effective 100% guaranteed lead-generation program for targeted leads

For more than 2 decades, Streaming Media has helped IT marketers generate quality sales leads through its "Best Practices" white paper program, turnkey webinars, and dedicated email blast offerings. We have a unique and cost-effective program designed to let you generate quality sales leads through the syndication of your content directly to our subscribers.

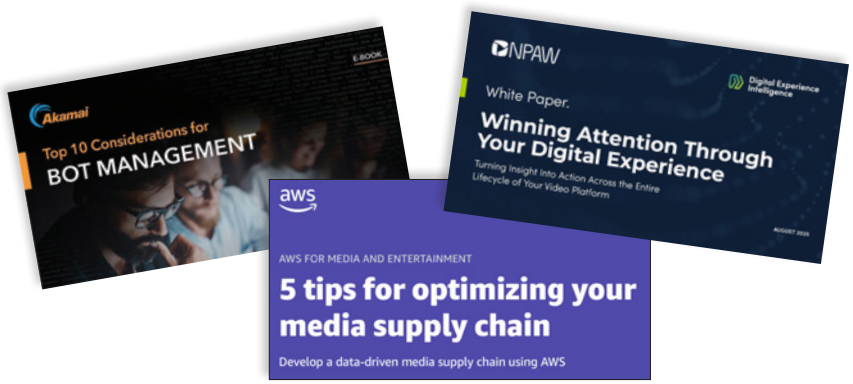
How does it work?

Your white papers are posted in a special section on the StreamingMedia.com website and marketed to qualified candidates in the Streaming Media subscriber and affiliate network of more than 161,000 IT and business professionals at organizations across North America via online, email, and email newsletter advertising. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers are screened and cleansed to ensure only legitimate contacts are delivered to your team.

- Standard contact capture fields include full name, job title, company name, postal address, phone numbers, and email address. Custom fields are available too.
- Basic screening eliminates false entries, incomplete forms, students, educational faculty, independent consultants, competitors, and leads outside of North America. Global leads can be delivered at no extra cost to companies that choose to take advantage of Streaming Media's unique international positioning.

Why try this program?

- The Streaming Media syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your white papers that 100% meet your predefined criteria.
- The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, and more.
- Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to Streaming Media for relevant content.
- You only need a logo, headline, 75-word description, and PDF to get started.



Contact

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Example Customers

Akamai
AMD
amagi
aws
digital element
dropp
IMAX
Intertrust ExpressPlay
LUMEN
matrox
PALLYCON
penthera
Synamedia
The Weather Company An IBM Business
vizrt

POWER BUNDLES WHEN YOU NEED TO DRIVE TRAFFIC AND ATTENTION TO YOUR OWN SITE

TITANIUM – $14,900

- 2-page spread and sponsored article in *Streaming Media* magazine
- 20,000 970x250 pixels billboard impressions on StreamingMedia.com
- 2 dedicated email broadcasts to StreamingMedia.com
- 4 email newsletter sponsorships (1200x630 pixels)

DIAMOND – $10,000

- Spread in *Streaming Media* magazine
- 30,000 impressions on StreamingMedia.com
- Static 300x100 pixels tile on StreamingMedia.com
- 2 dedicated email broadcasts to StreamingMedia.com
- Email newsletter sponsorship (1200x630 pixels)

PLATINUM – $7,500

- Spread in *Streaming Media* magazine
- 30,000 impressions on StreamingMedia.com
- Static 300x100 pixels tile on StreamingMedia.com
- 1 dedicated email broadcast to StreamingMedia.com
- Email newsletter sponsorship (1200x630 pixels)

GOLD – $5,000

- Full-page ad in *Streaming Media* magazine
- 20,000 728x90 pixels impressions on StreamingMedia.com
- Static 300x100 pixels tile on StreamingMedia.com
- Full page in *Streaming Media* magazine
- Email newsletter sponsorship (1200x630 pixels)

SILVER – $2,500

- 20,000 728x90 impressions on StreamingMedia.com
- Static 300x100 pixels tile on StreamingMedia.com
- 1/2-page in *Streaming Media* magazine
- Email newsletter sponsorship (300x250 pixels)

BRONZE – $1,500

- 1/3-page in *Streaming Media* magazine
- Email newsletter sponsorship (300x250 pixels)





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STREAMING MEDIA CUSTOM RESEARCH

OUR CUSTOM RESEARCH PROGRAM INCLUDES:

PHASE 1: The Survey

- Survey design and creation
- Capture, cross-indexing, and raw data from the online survey tool
- A complete Final Report delivers "Key Findings" and in-depth data interpretation authored by an industry analyst working closely with your company.
- Final Report also includes an Executive Summary and a full Respondent Profile.
- Full co-branding and affiliation with Streaming Media, or anonymity, at the survey sponsor's discretion
- Competitive intelligence—Each survey may include up to five proprietary questions.
- Vendor owns the rights to the Final Report PDF and the data. Streaming Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR THE FOLLOWING:

PHASE 2: Lead Generation: Marketing the Findings

- Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:
  - Dedicated Email Promotion
  - Newsletter Sponsorships
- Sponsored Content Listing (homepage and newsletters)
- Streaming Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.
- Print distribution of "single-page takeaway" in *Streaming Media* magazine

USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD GENERATION WITH:

PHASE 3: Live 1-Hour Webcast: Thought Leadership Series

- Highly qualified, actionable leads—from preregistration, live event log-on, and post-event registration and log-on to the archived event
- Extensive event registration program with multiple marketing touchpoints
- Sponsor exclusivity—Enjoy 100% attentive and exclusive mindshare in a single-sponsored event.
- Brand leverage—Use the strength of the Streaming Media brand. Moderated by *Streaming Media*'s publisher and marketed under the Streaming Media brand.
- A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead Generation (call for pricing)

TOPICS OF AUDIENCE INTEREST (EXCLUSIVE):

- Video Workflow Trends
- State of Live Streaming
- State of Video Performance
- State of Connected TV
- State of the Industry Spring and Fall
- State of Piracy and Rights Enforcement

Contact

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READERS' CHOICE AWARDS (RCA)

2026 STREAMING MEDIA MAGAZINE READERS' CHOICE AWARDS

More than 2,000 industry customers can't be wrong. And with **more than 14,000** votes coming in, this is *Streaming Media's* highest-traffic and exposure time of the year.

If you want people to be thinking of you, pick up these incredibly effective sponsorships and watch your popularity and business grow.

LIMITED GOLD SPONSORSHIP: $7,995

- All opt-in voters' contact info (leads)
- Logo on all RCA pre-/post-promotion
- 1 email to Bulletin File (to be used in 2026; $4,000 value)
- 1 sponsored interview ($3,500 value)
- Inclusion in all marketing from RCA through November
- Sponsor may provide a prize for voters

SILVER SPONSORSHIP: $995

- Logo on all RCA pre-/post-promotion
- 1 sponsored interview (Skype, Zoom, etc.)
- 1 second-level newsletter sponsorship (300x250 pixels)
- Inclusion in all marketing from RCA through November
- Sponsor may provide a prize for voters

Notes:

- Logo (with link) on StreamingMedia.com on all online voting sections
- Logo in *Streaming Media* magazine

STREAMINGMEDIA.COM RATE CARD

Ad Size	Location (ROS)	Minimum	Cost
970x250 pixels	billboard	10,000 impressions	$100 CPM
728x90 pixels (320x50 pixels mobile)	top position (leaderboard)	20,000 impressions	$70 CPM
300x250 pixels	home & in articles	20,000 impressions	$90 CPM
Static 300x100 pixels	all pages	monthly	$995/month or $8,400/year

Top Ad
728x90 pixels
(and up to 75 words)

Box
300x250 pixels

Static
300x100 pixels



Reserve Your Space Today!

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STREAMING MEDIA XTRA WEEKLY ENEWSLETTER SPONSORSHIP(S)

Top Ad: 728x90 pixels (and up to 75 words):	$795
Box: 300x250 pixels	$495
Bottom: 728x90 pixels	$395

Outreach, Opt-In Lists (Emails):

Opt-in for third-party email offers, delivered by us

File Name	*Price per*
Streaming Media Bulletin	$2,995
Streaming Media EU Bulletin	$1,495
Streaming Media Producer Bulletin	$1,995

STREAMING MEDIA EUROPE XTRA WEEKLY ENEWSLETTER SPONSORSHIP(S)

Top Ad: 1200x630 pixels (and up to 75 words):	$510
Box: 300x250 pixels	$325
Bottom: 728x90 pixels	$295

SPONSORED ARTICLE

Post your sponsored article on StreamingMedia.com for $1,495. Length of article is not limited, but range is suggested at 700–1,500 words. Video can be included.

NEWSLETTERS & EMAIL LISTS

StreamingMedia Xtra arrives each Monday with fresh and accurate news compiled and written by StreamingMedia.com editors. It's the only newsletter of its kind in the industry. Streaming Media also offers two new newsletters on alternating Wednesdays:

- *Live Sports Streaming Xtra*
- *CTV Strategy Xtra*

Limited Inventory — Schedule your campaign now!

Schedule your sponsorships around product launches and industry events.



> *"We have gone from video nowhere to video everywhere in a few short years.* Streaming Media *keeps me completely up-to-date in this fast moving field."*
>
> *—Project Manager, HP*

OUTREACH, OPT-IN LISTS (EMAILS):

Opt-in for third-party email offers, delivered by us:

List	*Price*
SMBulletin	$3,495 per usage
SM EU Bulletin	$1,995 per usage
SMBulletin & *EU Bulletin* combined	$4,495

NEWSLETTERS:

FREQUENCY: Semiweekly

COST: 1200x630 pixels Top Ad and up to 75 words: $795
300x250 pixels Box: $495
1200x630 pixels Bottom: $395

Reserve Your Space Today!

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STREAMINGMEDIA.COM MATERIAL SPECS

StreamingMedia.com offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes Google Ad Manager (GAM) third-party ad serving technology. .

All banners must conform to the following specifications:

- Maximum file size is the same for either static, animated, or rich media creative.
- All ads are served through Google Ad Manager (GAM).

Testing

StreamingMedia.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.

Submission Instructions

Submit all creative to **kat.allen@streamingmedia.com.**

Include live linking URL and ALT text.
(ALT text may not exceed 25 characters, including spaces.)

Standard Creative Units	*Banner Location*	*Max File Size*
300x250 pixels	home & in articles	150K
728x90/320x50 pixels (mobile)	top position (leaderboard)	150K
300x100 pixels	all pages	150K
970x250 pixels	billboard	150K

Creative Specifications

- File size: maximum of 150K for any creative unit
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, and HTML5
- We no longer accept Flash (.SWF) creatives.

HTML5 File Size Specifications

- **Initial Load** (Asset files are immediately loaded when the ad tag is inserted in the page.): 150K
- **Politely Loaded** (All of the creative's subsequent assets are loaded once the host webpage has completed loading.): 2MB

Counting Impressions & Clicks

DoubleClick for Publishers 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 filtering detection methods for both impressions and clicks.

To reserve your space, contact **Kat Allen**, Sales Director
+1 (609) 451-5501 ▪ +44 (0)7712 583784 ▪ kat.allen@streamingmedia.com

ADVERTISING SPECIFICATIONS AND TERMS

PLEASE IDENTIFY MATERIAL BY NAME OF ADVERTISER, PUBLICATION, AND ISSUE DATE.

For file submission instructions, see page 29.

CONTRACT AND COPY REGULATIONS

Advertiser is responsible for supplying appropriate artwork by the material due date; when 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.

FREQUENCY DISCOUNTS & RATE ADJUSTMENTS

Frequency rates are based on the total number of insertions of 1/3-page or more. 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 short rate. 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.

TERMS & CONDITIONS

A 5 percent (5%) discount may be applied for prepayment of your advertising insertion. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

For specification inquiries contact:
Email: jcrawford@infotoday.com

Ad Space	Orientation	Trim Size (w x h)	Bleed Size (w x h)
Full page	Vertical	8.5"x10.875" 216mmx277mm	8.75"x11.125" 223mmx283mm
Spread	Horizontal	17"x10.875" 432mmx277mm	17.25"x11.125" 438mmx283mm
2/3-page	Vertical	4.5"x10" 115mmx254mm	n/a n/a
1/2-spread	Horizontal	17"x5" 432mmx127mm	17.25"x5" 438mmx127mm
1/2-page	Horizontal	7"x5" 178mmx127mm	n/a n/a
1/3-page	Vertical	2.25"x10" 57mmx254mm	n/a n/a

SPECIFICATIONS

Trim size: 8.5"x10.875". Add 1/8" all around for bleeds.

Recommended live matter should be within 7.25"x10".

A page consists of three columns, each 2.33"x9.625". It is printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended. Publisher-set copy, alterations, and plate change charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for 3 months and then deleted unless otherwise instructed.

Two-color advertisements using any color other than process yellow, cyan, and magenta will be subject to additional charges.

PUBLISHER-SET COPY

Rate: $400 for full-page ads; $275 for 1/2-page or less. Copy due same date as space reservations. There is a $50 charge for any type changes or codes added by the Publisher. A new proof copy is preferred.



PRODUCTION REQUIREMENTS FOR DISPLAY ADS

infotoday.com/advert/CTPAdSpecs.pdf

Please identify material by name of advertiser, publication, and issue date.

We accept the following formats:

- **Press Quality or PDF X-1a PDF files are preferred.**
  - Fonts must be embedded
  - Set black to overprint
  - Convert PMS to CMYK
  - Images must be in CMYK
  - 300-dpi images only
  - Flattened transparencies
  - Bleeds and crops included
- **We can also accept high-resolution Macintosh format Photoshop TIFF files.**
  - Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (pdf, .tif, etc.).

- **For proper sizing of your ad, please refer to the Advertising Specifications and Terms on page 28 of this media kit.**
  - Add 1/8" on all sides for bleed.

File submission instructions:

- **To upload files via the web:**
  - Using your web browser, log onto ***files.infotoday.com***.
  - Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof or image.

Please identify material by name of advertiser and magazine issue.

INFORMATION TODAY, INC.
EMAIL BROADCAST GUIDELINES

TIME & CREATIVE:

1. All creative must be provided a full 3 days in advance.
2. Creative must be 100% done and ready to be proofed.

NEWSLETTER CREATIVE SPECS:

1. Description of 75 words (or less) of text
2. One URL linking back to your site
3. 300x250 pixels or 1200x630 pixels in JPG, PNG, or GIF format. Flash is prohibited.
4. Dimensions of the banner ads must be 1200 x 630 pixels at 72 dpi.
5. Banners Ads must be smaller than 500K.

EMAIL BULLETIN SPECS:

1. Must provide a subject line for the email
2. HTML file with content in a center-aligned div or table, no wider than 650 pixels
3. Limit on file size 750K total
4. File types referenced (externally, with full URL pointing to image) within the HTML are limited to JPGs, PNGs, or GIFs. The following other technologies are not allowed: video, audio, Flash, rich media.
5. Only basic HTML (with inline styles) is allowed. The following is prohibited: Java, JavaScript, and referenced to external style sheets.
6. We do not do customize HTML for such tags as [First Name] [Last Name].
7. Do not include unsubscribe info in the footer of your email.

Reserve Your Space Today!

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