Proven Marketing and Demand Generation Solutions to Grow Your Online Video Business
ABOUT STREAMINGMEDIA.COM

Ask us why we are called ‘The Filter of the Industry.’

A trusted resource since 1998, StreamingMedia.com has been the No. 1 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, 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 20 years, hands-on leadership and expertise have kept this site No.1 as a resource, as well as a community. Content on the site includes feature articles, breaking news, research reports, 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, Solution Series, and Streaming Media magazine, StreamingMedia.com features are easily searchable by verticals and topics.

“I enjoy the unbiased reviews of new technology, as well as the [resources] that help me stay on the cutting edge of what’s new in the industry.”
—President, University of Derby

“Excellent and very informative, continues to explore what’s new, what’s current, and what’s in the future.”
—Virtual Event Specialist, PSAV

Reserve Your Space Today!
Joel Unickow • Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

Streaming Media, a division of Information Today, Inc. • 143 Old Marlton Pike • Medford, NJ 08055
WHAT IS STREAMING MEDIA MAGAZINE?

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 the enterprise, education, government, media and entertainment, or any other vertical. Every issue is built around two 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 Jan Ozer, Robert Reinhardt, and Tim Siglin. Whether the focus of your product or service is on content creation, postproduction, encoding, or delivery, each issue of Streaming Media magazine will help you get your message into the hands of those people making purchasing decisions: the readers of Streaming Media magazine.

Key Facts:
- Print distribution to more than 12,000 qualified readers and offered digitally to StreamingMedia.com’s online users (see their demographics in the Audience Profile section of this media kit beginning on page 5)
- Eight issues for 2019: January/February, March (Streaming Media Industry Sourcebook), April/May, June, July/August, September, October, November/December
- Distribution at key industry events (see Editorial Calendar for details)
- Written and edited by industry practitioners, experienced users, and streaming business experts

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.

“An authoritative source on streaming media topics; the first place I go for this information!”
—Head, Library Technology, The College at Brockport—SUNY
AUDIENCE PROFILE

AMOUNT TO BE SPENT IN THE NEXT 12 MONTHS ON STREAMING-RELATED PRODUCTS & SERVICES JUST BY OUR PRINT SUBSCRIBERS

$3 BILLION DOLLARS on PRODUCTS & SERVICES

95% of readers rate Streaming Media magazine as their primary, most valuable resource.

Making the Decision ▼

- Decision Maker ............................................................ 33%
- Recommender .............................................................. 32%
- Influencer .................................................................... 20%
- Researcher .................................................................... 10%
- Not Involved ................................................................. 5%

95% of people who read Streaming Media magazine are involved in streaming media-related purchasing decisions.

Actions the readers took after reading an issue of Streaming Media magazine:

What They Did ▼

- Saved an article for future reference or sent it to a colleague for future discussion:............ 79%
- Shared it on a social network ........................................ 7%
- Initiated a change in their own company’s streaming process:.............................. 24%

SOURCE: AUGUST 2018 AUDIENCE SURVEY
AUDIENCE PROFILE

Streaming Media Demographics

Streaming Media magazine readers are executives and managers who direct the digital media strategies for their organizations. Subscribers include C-level executives (CEO, CTO, CIO), president/VP/director/management staff, creative professionals, software developers/engineers, consultants, and IT/IS management. Subscribers are regularly researching and implementing new streaming media strategies. They’re volume buyers of streaming technology solutions who have the power to make purchasing decisions.

Streaming Media magazine is read by more than 12,000 executives and professionals. They are forward-thinking industry leaders who are continually looking for ways to leverage internal and external rich media assets.

CIRCULATION PROFILE

Streaming Media magazine is distributed in January, March, April, June, July, September, October, and November to 12,000 executives and professionals who qualify by subscribing online (www.streamingmedia.com/magazine) and is offered digitally to StreamingMedia.com’s online subscribers. Additional copies will be distributed at several industry shows in 2019, including NAB, IBC, Streaming Media East and West, Streaming Forum, and Infocomm.

Job Title ▼

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>C Level</td>
<td>16%</td>
</tr>
<tr>
<td>Vice President</td>
<td>8%</td>
</tr>
<tr>
<td>Director</td>
<td>21%</td>
</tr>
<tr>
<td>Manager</td>
<td>23%</td>
</tr>
<tr>
<td>Supervisor</td>
<td>5%</td>
</tr>
<tr>
<td>Staff</td>
<td>18%</td>
</tr>
<tr>
<td>Freelance/Contract Employee</td>
<td>9%</td>
</tr>
</tbody>
</table>

Company Size (number of employees) ▼

<table>
<thead>
<tr>
<th>Company Size (number of employees)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20,000+</td>
<td>15%</td>
</tr>
<tr>
<td>10,000–20,000</td>
<td>15%</td>
</tr>
<tr>
<td>1,000–10,000</td>
<td>22%</td>
</tr>
<tr>
<td>500–999</td>
<td>10%</td>
</tr>
<tr>
<td>250–499</td>
<td>7%</td>
</tr>
<tr>
<td>100–249</td>
<td>9%</td>
</tr>
<tr>
<td>50–100</td>
<td>8%</td>
</tr>
<tr>
<td>Less than 50</td>
<td>14%</td>
</tr>
</tbody>
</table>

Average Company Size: 3,257 employees

Data Source: August 2018 Audience Survey
**AUDIENCE PROFILE (continued)**

### Subscribers’ Primary Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>1%</td>
</tr>
<tr>
<td>Enterprise/Corporate</td>
<td>7%</td>
</tr>
<tr>
<td>Education</td>
<td>11%</td>
</tr>
<tr>
<td>Investment/Venture Capital</td>
<td>1%</td>
</tr>
<tr>
<td>Media &amp; Entertainment</td>
<td>20%</td>
</tr>
<tr>
<td>Nonprofit/Faith-Based</td>
<td>4%</td>
</tr>
<tr>
<td>Government</td>
<td>6%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>12%</td>
</tr>
<tr>
<td>Streaming Vendor</td>
<td>12%</td>
</tr>
<tr>
<td>TV/Cable Networks</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>22%</td>
</tr>
</tbody>
</table>

### Type Purchasing Decision Maker

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>23%</td>
</tr>
<tr>
<td>Technical</td>
<td>38%</td>
</tr>
<tr>
<td>Both</td>
<td>39%</td>
</tr>
</tbody>
</table>

90% of readers consider themselves their company’s advocate or champion for *Streaming Media*-related purchases.

---

**SM Magazine Helps Readers Do Their Jobs Better**

**Agree/Strongly Agree**

- Important source of information: 94%
- Helps me professionally: 96%
- Authoritative and unbiased: 96%
- Visually pleasing: 91%
- Well-written and easy to read: 98%
- My favorite publication/website on the topic: 87%

**Loyal, Engaged Readers**

- Less than a year: 22%
- 1–2 years: 27%
- More than 2 years: 51%

---

Data Source: August 2018 Audience Survey
**AUDIENCE PROFILE** (continued)

Subscribers Work in These Departments.

- General Management: 11%
- Engineering: 13%
- IT/Information Systems: 13%
- Marketing: 12%
- Network Operations/Data Center Operations: 3%
- Product Management: 3%
- Sales: 8%
- Training/Education: 9%
- Video Creation: 4%
- Video Post Production: 2%
- Video Production: 10%
- Other: 12%

**Budget & Plans**

- Total average budget for streaming products and services: $234,500
- Expected increase in 2019 streaming budgets: 8.6%
- Average company size (employees): 3,257
- Average company size (revenue): $625.5 million

Subscriber’s Company Budget for Streaming-Media-Related Products & Services

- More than $1M+: 11%
- $500K–$999,999M: 5%
- $100K–$499,999K: 15%
- $50K–$99,999K: 15%
- Less than $50K: 54%

**Expected Budget Increases/Decreases for 2019 for Streaming Products & Services**

- Increase by 25% or more: 17%
- Increase by 10% to 25%: 22%
- Increase by 0 to 10%: 22%
- Stay the same: 35%
- Decrease by 0 to 10%: 0%
- Decrease by 10% to 25%: 2%
- Decrease by 25% or more: 2%

Average 2018 budget increase: 8.6%

Data Source: August 2018 Audience Survey
## AUDIENCE PROFILE (continued)

### Subscriber’s Streaming Media Areas of Growth

<table>
<thead>
<tr>
<th>Category</th>
<th>Currently Use</th>
<th>Plan to Use in the Next 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Communications</td>
<td>51%</td>
<td>17%</td>
</tr>
<tr>
<td>Distance Learning</td>
<td>42%</td>
<td>5%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>42%</td>
<td>9%</td>
</tr>
<tr>
<td>Internal Communications</td>
<td>50%</td>
<td>11%</td>
</tr>
<tr>
<td>Live Webcasting</td>
<td>61%</td>
<td>17%</td>
</tr>
<tr>
<td>Mobile Video—Corporate</td>
<td>34%</td>
<td>14%</td>
</tr>
<tr>
<td>Mobile Video—Education/Government</td>
<td>33%</td>
<td>14%</td>
</tr>
<tr>
<td>Mobile Video—Entertainment</td>
<td>27%</td>
<td>15%</td>
</tr>
<tr>
<td>New</td>
<td>28%</td>
<td>10%</td>
</tr>
<tr>
<td>Social Media</td>
<td>49%</td>
<td>16%</td>
</tr>
<tr>
<td>Sports</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>Surveillance/Security</td>
<td>20%</td>
<td>7%</td>
</tr>
<tr>
<td>Video Advertising</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>Video Conferencing/Collaboration</td>
<td>42%</td>
<td>12%</td>
</tr>
<tr>
<td>Video Marketing</td>
<td>34%</td>
<td>14%</td>
</tr>
<tr>
<td>Worship</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Data Source:** May 2018 Reader Survey

### EDITORIAL INTERESTS OF OUR READERS

- Advertising/Monetization: 32%
- Codecs/Formats/Containers: 59%
- Content Creation: 56%
- Content Delivery/Networks/Hosting: 57%
- Live Streaming: 76%
- In-Home Streaming: 34%
- Over-the-Top Video Delivery: 39%
- People in the Streaming Industry—End Users in Enterprise/Education/Government: 29%
- People in the Streaming Industry—End Users in Media/Entertainment: 31%
- People in the Streaming Industry—Vendors: 31%
- Streaming Conventions or Events: 42%
- Streaming in Ecommerce: 13%
- Streaming Revenue Opportunities: 38%
- Streaming Revenue Opportunities—Ad Supported: 16%
- Streaming Revenue Opportunities—Pay-Per-View/Download/Subcription: 23%
- Streaming Solution Vendors: 40%
- Streaming Hardware: 59%
- Streaming Software: 64%
- Video Production/Postproduction: 54%
- Virtual Reality/360 Streaming: 42%
- Video Search Engine Optimization: 25%
2019 EDITORIAL CALENDAR

IN EVERY ISSUE:
- Behind the Screens: In-depth looks at online video success stories
- Streaming Spotlight: Get to know the people on the cutting edge of online video
- Case Studies
- In-Depth Product Reviews
- Columns from Jan Ozer, Robert Reinhardt, Jason Thibeault, Troy Dreier, Eric Schumacher-Rasmussen, Tim Siglin, and more
- Sponsored Sections:
  - Executive Predictions
  - Solution Series: Content Delivery & Edge Compute

JANUARY/FEBRUARY 2019
- Pixelon: Discover Streaming Video’s Greatest Fraud
- Is The Edge the Future of Content Delivery?
- ATSC 3.0: The Future of Television?
- Vertical Focus: Manufacturing
- Fixing Flawed Audio in Adobe Premiere Pro and Audition
- Streaming 360° Video on a Budget
- Editorial Deadline: November 7
- Ad Due Date: November 30
- Sponsored Content (White Papers/Solution Series) due: December 4
- Mail Date: January 8

MARCH 2019
- The Streaming Media Industry Sourcebook
- State of ... Critical and Comprehensive Analysis of the Market Landscape for Entertainment, Enterprise, Mobile Video, Content Delivery, Advertising, and More
- Buyer’s Guide: A Collection of Checklists and Feature Comparison Charts to Help You Make the Right Purchasing Choice at Every Step of the Online Video Workflow, From Production to Delivery
- The 2019 Streaming Media Rockstars: Our first annual list shining a spotlight on the superstars of the streaming media industry.
- Editorial Deadline: December 21
- Ad Due Date: January 6
- Sponsored Content (White Papers/Solution Series) due: February 28
- Mail Copies: March 3

APRIL/MAY 2019
- Behind the Scenes: Phish Webcasts 4K From Las Vegas
- Streaming Media’s Ultimate How-To Guide
- Turn Numbers Into Stories With Data-Driven Infographics in Premiere Pro
- Four FFmpeg Functions You Shouldn’t Live Without
- How to Choose a Video Hosting Service
- How to Choose an NDI Option for Live Streaming
- Streaming Media Producer’s 25 Most Critical Gear Companies
- ... and More!
- Sponsored Sections:
  - Who to See at NAB
  - Superguide: Advanced Live Streaming
  - Superguide: NAB Special—The Producer’s Gear Guide
- Editorial Deadline: February 5
- Ad Due Date: March 4
- Sponsored Content (White Papers/Solution Series) due: February 28
- Mail Copies: March 3

JUNE 2019
- The 2018 Streaming Media 50
- Going Low: WebRTC, CMAF, and Other Low-Latency Solutions
- Break Down the Silos! Integrating Streaming With Videoconferencing & Unified Communications
- Vertical Market Focus: Medical & Pharmaceutical
- Live Streaming With Office 365
- Adding Interactivity to Small-Scale Webcasts
- Sponsored Section:
  - View From the Top
  - Superguide: Corporate AV Tools, Webinars, and Collaboration
- Editorial Deadline: April 17
- Ad Due Date: May 13
- Sponsored Content (White Papers/Solution Series) due: May 9
- Mail Copies: June 6
2019 EDITORIAL CALENDAR (CONTINUED)

JULY/AUGUST 2019
› Codec Update: The State of AV1, VVC, and HEVC
› Choosing an HEVC Codec
› Innovations in Lossless and Ultra-High Resolution Compression
› What About the Hardware?: GPU, CPU, and FPGA for Encoding and Streaming
› Dedicated Solutions for Social Media Streaming
› Multicam Live Production with PTZ Over NDI
› Sponsored Section:
  › Who to See at IBC
  › Superguide: Advanced Encoding & Transcoding

   Editorial Deadline: May 15
   Ad Due Date: June 11
   Sponsored Content (White Papers/Solution Series) due: June 7
   Mail Copies: July 5

SEPTEMBER 2019
› The Future of Audience Measurement
› Addressable Television: The New Frontier in Personalization
› Vertical Market Focus: Legal & Justice
› Smart Speakers and Voice Control for Video
› Adding Live Captions in Software Streaming Apps
› Mobile Streaming With Backpack Production Kits
› Sponsored Sections:
  › Superguide: Advanced OTT Strategies and Technologies

   Editorial Deadline: July 17
   Ad Due Date: August 12
   Sponsored Content (White Papers/Solution Series) due: August 8
   Mail Copies: September 5

OCTOBER 2019
› Streaming From the Battlefield
› Introduction to AWS Computing
› Vertical Market Focus: Law Enforcement
› E-gaming and Ultra-Low Latency Streaming
› In-Camera Streaming: The State of the Art
› Delivering 4K Streams With Multicam iOS Streaming Gear
› Sponsored Sections:
  › Superguide: Secure Reliable Transport (SRT) & Low Latency

   Editorial Deadline: August 15
   Ad Due Date: September 11
   Sponsored Content (White Papers/Solution Series) due: September 9
   Mail Copies: October 4

NOVEMBER/DECEMBER 2019
› The 2019 Streaming Media Readers’ Choice Awards
› Who Measures What? Making Sense of Your Analytics Options
› AI and the Future of Video Recommendations
› Here Come the Independents: Small Media Company Success Stories
› Is the 5G Video Revolution Underway?
› Best Practices for Live Audio Mixing
› Sponsored Section:
  › Superguide: Advanced Analytics for QoS and QoE

   Editorial Deadline: September 10
   Ad Due Date: October 4
   Sponsored Content (White Papers/Solution Series) due: October 2
   Mail Copies: October 29
What makes this issue a must?
› The world’s most trusted industry directory of active companies
› 2019 Buyer’s Guide
› Business checklists and templates
› How To’s and Tutorials
› The 2019 Streaming Media Rock Stars
› Sponsored White Papers—with lead generation
› Annual Collection of Sponsored Case Studies (Superguide)—with lead generation
› Published each March; 12-month shelf life
› Conclusive advice from industry veterans and experienced end users
› Thickest 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

See separate Sourcebook Kit for more information.

“Your annual Sourcebook is outstanding and provides excellent information. Your Sourcebook never leaves my desk!”
—Engineer, Google

The entire industry all in one book—are you in it?

“It’s everything I need to know about the industry and which suppliers I need to pay attention to.”
—Disney ABC
DISPLAY ADVERTISING RATE CARD

**2019 RATE CARD (NET):** Display Rates

<table>
<thead>
<tr>
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<th>1X</th>
<th>6X (5 issues + sourcebook)</th>
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<tbody>
<tr>
<td>Tab (double-sided)</td>
<td>$6,995</td>
<td>$5,995</td>
<td>$5,300</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$3,740</td>
<td>$3,340</td>
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<tr>
<td>Cover 3</td>
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<tr>
<td>Cover 4</td>
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<tr>
<td>Spread</td>
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<td>$4,400</td>
</tr>
<tr>
<td>1 page</td>
<td>$3,400</td>
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<tr>
<td>1/2-spread</td>
<td>$3,400</td>
<td>$2,900</td>
<td>$2,550</td>
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<td>$1,750</td>
<td>$1,700</td>
</tr>
<tr>
<td>1/3-vertical</td>
<td>$1,730</td>
<td>$1,480</td>
<td>$1,350</td>
</tr>
</tbody>
</table>

See page 20 (Advertising Specifications and Terms) for page sizes

**EXCLUSIVE OPPORTUNITIES:**

- Belly Band (wrap): $9,995
- Exclusive PDF Download Sponsor Package with 1 year of leads: $25,000

**Advertising/Showcase Sales Contact:**

Joel Unickow • Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
### AT A GLANCE—2019 LEAD-GENERATION PROGRAMS:
**SOLUTION GUIDES & ROUNDTABLES**

<table>
<thead>
<tr>
<th>Issue Month/Participation Deadlines</th>
<th>Solution Series &amp; Special Sections</th>
<th>Collaborative Web Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February 2019</td>
<td>CONTENT DELIVERY &amp; EDGE COMPUTE</td>
<td>Jan: Secure Reliable Transport (SRT) Today</td>
</tr>
<tr>
<td></td>
<td>EXECUTIVE PREDICTIONS</td>
<td>Feb: 2019 Encoding Trends &amp; Tools</td>
</tr>
<tr>
<td></td>
<td>ADVANCED SPORTS STREAMING</td>
<td></td>
</tr>
<tr>
<td>Spring EU (European Sourcebook)</td>
<td>CASE STUDIES THAT CHANGED THE INDUSTRY SOURCEBOOK DIRECTORY</td>
<td>March: Content Delivery &amp; Edge Compute</td>
</tr>
<tr>
<td>Space &amp; Final Materials Due: 2/6/19</td>
<td></td>
<td>March: What to See at NAB</td>
</tr>
<tr>
<td>March (Annual Industry Sourcebook)</td>
<td>ADVANCED LIVE STREAMING</td>
<td>April: Corporate AV &amp; Streaming Strategies</td>
</tr>
<tr>
<td>Space &amp; Final Materials Due: 2/6/19</td>
<td>THE PRODUCER’S GEAR GUIDE–NAB SPECIAL WHO TO SEE AT NAB</td>
<td>April: What to See at Infocomm</td>
</tr>
<tr>
<td></td>
<td>CORPORATE AV TOOLS, WEBINARS, AND COLLABORATION</td>
<td>May: Advanced Live Streaming</td>
</tr>
<tr>
<td>April/May 2019</td>
<td>AI &amp; MACHINE LEARNING TODAY</td>
<td>June: Content Protection &amp; Monetization Strategies</td>
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<tr>
<td>Space &amp; Final Materials Due: 3/4/19</td>
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<tr>
<td>June 2019</td>
<td></td>
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<tr>
<td>Space &amp; Final Materials Due: 5/13/19</td>
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<tr>
<td>Summer EU Issue</td>
<td></td>
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<td>Space &amp; Final Materials Due: 5/13/19</td>
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</tbody>
</table>
## AT A GLANCE—2019 LEAD-GENERATION PROGRAMS: SOLUTION GUIDES & ROUNDTABLES

<table>
<thead>
<tr>
<th>Issue Month/Participation Deadlines</th>
<th>Solution Series &amp; Special Sections</th>
<th>Collaborative Web Events</th>
</tr>
</thead>
</table>
| **July/August 2019**  
Space & Final  
Materials Due: 6/11/19 | **ADVANCEDENCODING & TRANSCODING**  
**WHO TO SEE AT IBC** |  
**July:** Advances in Analytics: The Importance of QoS & QoE  
**August:** OTT Strategies  
**August:** What to See at IBC |
| **Fall EU Issue**  
Space & Final  
Materials Due: 7/29/19 | **MONETIZATION, DRM, & CONTENT PROTECTION** |  |
| **September 2019**  
Space & Final  
Materials Due: 8/12/19 | **ADVANCED OTT: STRATEGIES AND TECHNOLOGIES** |  
**Sept:** Advanced Encoding & Transcoding |
| **October 2019**  
Space & Final  
Materials Due: 9/11/19 | **SECURE RELIABLE TRANSPORT—LOW LATENCY**  
**VIEW FROM THE TOP** |  
**Oct:** End-to-End Workflow |
| **Winter EU Issue**  
Space & Final  
Materials Due: 10/14/19 | **PLAYERS/PLATFORMS/SDKS** |  |
| **November/December 2019**  
Space & Final  
Materials Due: 10/4/19 | **ADVANCED ANALYTICS (QOS-QOE)** |  
**Nov:** Sports Streaming Today  
**Dec:** Video & the Blockchain |

*Exclusive White Paper/eBook available in every issue*
DEMAND GENERATION—GUARANTEED RESULTS

STREAMING MEDIA’S “SPONSORED CONTENT” PROGRAM (WHITE PAPER)

- Featured content in an issue of Streaming Media magazine for highest qualified impact
- On-site presence with contact info capture—Name/Title/Company Address/Phone/Email
- All your marketing is included and created by Streaming Media: “Streaming Media Presents” —emails, banners, and social media pushes all created by us, for you.

Sponsorship Rates

PLATINUM: $20,000
- Publish 10 pages of your content in an issue of Streaming Media magazine as “Featured Sponsored Content”
- 600-lead guarantee

GOLD: $14,000
- Publish 6 pages of your content in an issue of Streaming Media magazine as “Featured Sponsored Content”
- 400-lead guarantee

SILVER: $8,000
- Publish 4 pages of your content in an issue of Streaming Media magazine as “Featured Sponsored Content”
- 200-lead guarantee

- Lead guarantee is subject to content review.
- Pages for Online PDF are unlimited.

Contact: Joel Unickow, Publisher, Streaming Media  |  Direct: 250.933.1111  |  joel@streamingmedia.com
SPONSORED SOLUTION SERIES
THE POWER OF LEAD GENERATION IN EVERY ISSUE

Streaming Media’s Multi-Sponsor Supplements have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of qualified buyers, Streaming Media creates the unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications called Solution Series.

You Write, We Publish.
Each Solution Series is published in an issue of Streaming Media magazine and generates online leads for up to a year. Each Solution Series is designed by Streaming Media’s artist, giving this special section a unified look. It will include an opening cover, a table of contents, and introduction written by our publisher as well as a back cover page that includes company logo and contact information.

Sponsorship Rates:

PLATINUM SPONSORSHIP – $12K
• Six-page sponsored content contribution (additional pages at $2K per)
• First article after Overture article written by Streaming Media staff
• Exclusive “Brought to you by [your company logo]” in all outreach marketing
• Exclusive front cover Platinum logo positioning
• Top enlarged positioning logo placement with contact info on back cover
• Custom-made, co-branded Solution Series standalone PDF for your distribution
• Twelve months of unlimited leads

GOLD SPONSORSHIP – $8K
• Four-page (additional pages at $2K per)
• Best position article after Overture article and Platinum Sponsor
• Front cover Gold logo positioning
• Enlarged positioning logo placement with contact info on back cover
• Custom-made, co-branded Solution Series standalone PDF for your distribution
• Six months of unlimited leads

SILVER SPONSORSHIP – $5K
• Two-page (additional pages at $2K per)
• Best position article after Industry Overture article and Gold Sponsor
• Front cover Silver logo positioning
• Enlarged positioning logo placement with contact info on back cover
• Three months of unlimited leads

Materials:
Text can be submitted in Word or TXT files.
A page with no graphics can fit approx. 600 words.
A page with one graphic can fit approx. 450 words (images take up approx 150 words of space).
Print-quality (min. 300 dpi) logo and graphics should be provided in .jpeg, .tiff, or .eps format.

ADDITIONAL BONUS
Streaming Media will provide editing and layout services with proofs to satisfaction.

SUPERMARKET (SOLUTION SERIES CLASSIFIED LISTING)
(Does not include leads generated by publication.)
• Large $995: 100 words, logo, & company contact info
• Small $500: 50 words, logo, & company contact info

Contact: Joel Unickow, Publisher, Streaming Media
Direct: 250-933-1111 • joel@streamingmedia.com
WHO TO SEE AT NAB & IBC

MOON ROCK (EXCLUSIVE) $30,000
- Our one-and-only NAB Motorcycle Giveaway Subscription Drive Contest
- Approximately 4,000 leads from preshow and onsite (we take care of everything)
- Full-page ad in Streaming Media magazine’s April/May NAB issue
- 20,000 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com
- Who to See at NAB listing
- 2 dedicated email broadcasts to StreamingMedia.com and StreamingMedia.com/Producer combined
- Email newsletter sponsorship

DIAMOND – $10,000
- Full-page ad in Streaming Media magazine’s on-site issue (NAB/IBC)
- 30,000 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com/Producer
- Who to See at NAB listing
- 2 dedicated email broadcasts to StreamingMedia.com and StreamingMedia.com/Producer combined
- Email newsletter sponsorship

PLATINUM – $7,500
- Full-page ad in Streaming Media magazine’s on-site issue (NAB/IBC)
- 50,000 impressions on StreamingMedia.com and StreamingMedia.com/Producer
- Static 300x100 tile on StreamingMedia.com/Producer
- Who to See at NAB listing
- 1 dedicated email broadcast to StreamingMedia.com and StreamingMedia.com/Producer combined
- Email newsletter sponsorship

GOLD – $5,000
- Full-page ad in Streaming Media magazine’s on-site issue (NAB/IBC)
- 20,000 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com/Producer
- Who to See at NAB listing
- Email newsletter sponsorship

SILVER – $2,500
- 20,000 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com/Producer
- Who to See at NAB listing
- Email newsletter sponsorship

BRONZE – $1,500
- Who to See at NAB listing
- Email newsletter sponsorship

Contact
Joel Unickow, Publisher • Direct: (250) 933-1111
Email: joel@streamingmedia.com
CUSTOM CONTENT DEVELOPMENT

More and more companies are relying on Streaming Media to create content that matters—and gets downloaded. We handle the writing, editing, and design, then market on StreamingMedia.com and send you the leads. Simple as that. Get in touch with us for details.

Contact
Joel Unickow, Publisher, Streaming Media  •  Direct: (250) 933-1111
Email: joel@streamingmedia.com
STREAMINGMEDIA.COM WEBINARS

THE MOST RESPECTED WEB EVENTS OF THE ONLINE VIDEO INDUSTRY

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

Format Options:

› Sponsored Content Driven
› Editorially/Customer Content-Driven (Streaming Media Provides Content)
› Multi-Sponsor Discussion Format (Sponsored Panel)
› Multiple Event “Boot Camp” Series
› Masterclass Series—The NEW Webinar Series

Information Today, Inc. Web Events division
Visit www.streamingmedia.com/webevents to view one of our many archived events.

Contact
Joel Unickow, Publisher • Direct: (250) 933-1111
Email: joel@streamingmedia.com
TURNKEY THOUGHT LEADERSHIP WEB EVENTS

Establish your company as an industry champion by sponsoring one of these Thought Leadership Web Events. Unlike our webinars, which feature a single or multiple sponsor as speakers, these Thought Leadership Web Events feature content publishers or distribution platforms to discuss the topic of your choosing. A representative of your company can join or not—that’s up to you.

› Turnkey live events: We find the speakers, we do the promotion, we handle the registration, and Streaming Media VP and editor Eric Schumacher-Rasmussen guides the discussion.
› 1-hour sessions broadcast live online with streaming audio and/or video with slides/multimedia
› Live polling, survey, and audience Q&A make it interactive
Streaming Media Producer offers sponsored video tutorial series that provide our audience of video production professionals with essential tools for using key products effectively while providing sponsors with invaluable exposure and the credibility that comes with expert instruction and association with the authoritative streaming video production resource. Delivered in an episodic series and divided into manageable segments, each focusing on a specific task, feature, or technique, the tutorials provide both consistent exposure and the appeal of allowing viewers to gain instruction for the specific technique they seek rather than having to search for it in a longer, less-focused tutorial.

The Streaming Media Producer editorial staff will work with the sponsor to select and match an expert instructor to the product and work with the instructor and the sponsor to develop topics and arrange them in sequence for optimum impact. Tutorials in each series will run 5–9 minutes and premiere at scheduled 1- or 2-week intervals, with promotion to the entire Streaming Media audience, as well as in social media channels such as Facebook and Vimeo, with a custom-created Vimeo channel devoted to each series.

Each tutorial series will occupy its own channel on StreamingMedia.com/tutorials, and each episode will appear on StreamingMedia.com/tutorials along with an edited text version with accompanying screenshots. Pricing is as follows:

› Six-part video tutorial series: $15,000
› Three-part video tutorial series: $9,000
› Single video tutorial: $3,500

Reserve your space today!
Contact: Joel Unickow • Publisher
(250) 933-1111 • joel@streamingmedia.com

Streaming Media has always been proud to capture full videos of all of our conference sessions from Streaming Media East, Streaming Media West, the Content Delivery Summit, and the Live Streaming Summit. The Streaming Media Conference Video Portal is a state-of-the-art gallery that presents all of these videos on a single page, including full-session videos from each event, interviews with key speakers, and snackable highlight clips added each Monday and Wednesday throughout the year. The Video Portal averages more than 11,000 video impressions per month. Get your brand in front of the full, growing inventory of the Streaming Media Conference Video Portal with a 7-second preroll that runs before every video on the page.

Pricing:
› $999 for 1 month
› $1495 for 2 months
› $1995 for 3 months
› $2495 for 5 months

Make your brand the exclusive preroll video sponsor of the Streaming Media Conference Video Portal!
Unisphere Research, the research arm of Information Today, Inc., conducts ongoing proprietary and “for publication” research projects for select IT vendors. We offer custom research to our audience to companies and organizations which need specific, in-depth market information to better align their products, services, and marketing messages to our universe of online video buyers.

Streaming Media assigns an experienced analyst and/or senior editorial executive to work with survey sponsors on topic and questionnaire development. Survey questionnaires are housed at Unisphere’s survey utility on the web, and Unisphere prepares all questions in draft format, working with the survey sponsor to complete an approved questionnaire. Survey response solicitations are issued to the universe of data management professionals until the agreed-on target response level is achieved. Response incentives include a sweepstakes drawing. Unisphere issues a basic document that reports the findings, then creates a color PDF executive summary reporting, graphing, and analyzing the key survey findings. Many studies remain completely proprietary while others are used as the basis for Streaming Media and related email newsletter content, with full attribution to the survey sponsor. Results may also be used, with Streaming Media approval, for press release efforts.

Basic deliverables include:

1. Survey questionnaire development
2. Survey participation solicitation from Streaming Media’s database
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the executive summary, which is attributed to the sponsor on the front cover
5. Publication in the magazine and related enewsletters when desired

Recent Clients include Telstra, Akamai, CenturyLink, Verimatrix, Piksel, Brightcove, Harmonic, and Beamer.

Program Extensions

› White paper authorship
› Thirty-page full survey report
› Market research webinar content development and presentation
› Custom cross-tabulations
› Custom pay-per-lead program

For sample executive summary reports, contact:
Joel Unickow, Publisher, Streaming Media
Phone: (250) 933-1111
Email: joel@streamingmedia.com
READERS’ CHOICE AWARDS
THE INDUSTRY’S ONLY AWARDS PROGRAM ACKNOWLEDGING LEADERSHIP AS SEEN ‘BY THE PEOPLE.’ AND YOUR VISIBILITY OF SUPPORT IS ALONG FOR THE RIDE.

The 2019 Readers’ Choice Awards (RCA) Ceremony will take place during Streaming Media West.

Sponsorship Opportunities

DIAMOND SPONSOR PACKAGE: $14,995 (1 available)
• Includes all voters’ contact information—the biggest lead gen activity of the year
• Exclusive 5-minute address at the RCA Luncheon
• Exclusive opt-in leads: all the RCA voters
• 5-minute sponsored video interview recorded with Streaming Media magazine editor during the conference and posted on StreamingMedia.com
• Reserved table for 10 people.
• Master logo on print house ad in Streaming Media magazine’s issue with the results
• Master logo (with link) on StreamingMedia.com online voting section
• Master logo on all collateral for RCA ceremony at Streaming Media West
• Ability to have two floor-standing banners on the stage during the RCA ceremony. Banners must be provided by sponsor.
• 728X90 banner on StreamingMedia.com; 100,000 impressions ($5,500 value)
• Two email broadcasts ($7,900 value)
• Thank you by the editor during the awards
• Ability to offer company-branded product prizes to voters (awarded by draw)
• Insertion of one item in the conference bag. Insert must be provided by sponsor.

PLATINUM SPONSOR PACKAGE: $5,995
• Two email broadcasts ($7,900 value)
• 3-minute sponsored interview with Streaming Media magazine editor during the conference and posted on StreamingMedia.com
• Reserved seating for up to two people during the ceremony (with other Platinum Sponsors)
• Lunch tickets to be provided to sponsor on-site.
• Enlarged logo on print house ads in Streaming Media magazine’s January/February issue with the results
• Enlarged logo (with link) on StreamingMedia.com online voting section
• Enlarged logo on all collateral for RCA ceremony at Streaming Media West
• Ability to have one-floor standing banner in the room during the RCA ceremony at Streaming Media West. Banners must be provided by sponsor.
• 728X90 banner on StreamingMedia.com; 70,000 impressions ($4,500 value)
• One email broadcast ($3,995 value)
• Ability to offer company-branded product prizes to voters (awarded by draw)
• Insertion of one item in the conference bag. Insert must be provided by sponsor.

GOLD SPONSOR PACKAGE: $2,995
• Logo on print house ads in Streaming Media magazine’s January/February issue with the results
• Logo (with link) on StreamingMedia.com online voting section
• Logo on all collateral for RCA ceremony at Streaming Media West
• Ability to have one floor-standing banner in the room during the RCA ceremony at Streaming Media West. Banners must be provided by sponsor.
• 728X90 banner on StreamingMedia.com; 50,000 impressions ($3,500 value)
• Ability to offer company-branded product prizes to voters (awarded by draw)

BRONZE SPONSOR $995
• Logo on print house ads in Streaming Media magazine’s January/February issue with the results
• Logo (with link) on StreamingMedia.com online voting section
• Logo on all collateral for RCA ceremony at Streaming Media West
• Ability to offer company-branded product prizes to voters (awarded by draw)

NOTE: Prizes offered voters must be approved by Streaming Media.
**STREAMINGMEDIA.COM RATE CARD**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Location (ROS)</th>
<th>Minimum</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>640x480</td>
<td>Welcome Screen Ad</td>
<td>10,000 impressions</td>
<td>$110 CPM</td>
</tr>
<tr>
<td>728x90 (320x50 mobile)</td>
<td>top position (leader board)</td>
<td>20,000 impressions</td>
<td>$70 CPM</td>
</tr>
<tr>
<td>300x250</td>
<td>home &amp; in articles</td>
<td>20,000 impressions</td>
<td>$90 CPM</td>
</tr>
<tr>
<td>Text Ads</td>
<td>inside articles</td>
<td>5,000 impressions</td>
<td>$70 CPM</td>
</tr>
<tr>
<td>Static 300X100</td>
<td>all pages</td>
<td>monthly</td>
<td>$1,500 CPM</td>
</tr>
</tbody>
</table>

**Frequency Rewards**

<table>
<thead>
<tr>
<th>Location (ROS)</th>
<th>Minimum</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 top position (leader board)</td>
<td>100,000 impressions</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>300x250 home &amp; in articles (rich media)</td>
<td>100,000 impressions</td>
<td>$80 CPM</td>
</tr>
<tr>
<td>Text Ads inside articles</td>
<td>20,000 impressions</td>
<td>$50 CPM</td>
</tr>
<tr>
<td>Static 300X100 all pages</td>
<td>Annually</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

**STREAMING MEDIA XTRA WEEKLY ENEWSLETTER SPONSORSHIP(S)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Position (top of the email)</td>
<td>$1,495</td>
</tr>
<tr>
<td>2nd Position (below the Table of Contents)</td>
<td>$795</td>
</tr>
</tbody>
</table>

**Outreach, Opt-In Lists (Emails):**

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

<table>
<thead>
<tr>
<th>File Name</th>
<th>Price per</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streaming Media Bulletin</td>
<td>$3,995</td>
</tr>
<tr>
<td>Streaming Media EU Bulletin</td>
<td>$2,495</td>
</tr>
<tr>
<td>Streaming Media Producer Bulletin</td>
<td>$2,995</td>
</tr>
</tbody>
</table>

**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.

**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.

**Reserve Your Space Today!**

Joel Unickow • Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

"StreamingMedia.com is my one stop for all my research and education on the OTT and media industry!"

—Video Producer
FMP Media Solutions

Static 300X100 Tile on StreamingMedia.com for 1 year
Over 1.9 Millions Impressions annually.
Limited Annual Site Sponsorships
Call for details ASAP

NEW SITE SPONSORSHIP
NEWSLETTERS & EMAIL LISTS

StreamingMedia Xtra arrives each Monday and Wednesday with fresh and accurate news compiled and written by StreamingMedia.com editors. It’s the only newsletter of its kind in the industry.

FREQUENCY: Semiweekly

COST: 1st Position (top of the email): $1,495
   2nd Position (below the Table of Contents): $499

Limited Inventory — Schedule your campaign for 2019 now!

Schedule your sponsorships around product launches and industry events.

OUTREACH, OPT-IN LISTS (EMAILS):
Opt-in for 3rd party email offers, delivered by us:

<table>
<thead>
<tr>
<th>List</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMBulletin</td>
<td>$3,995 per usage</td>
</tr>
<tr>
<td>SM EU Bulletin</td>
<td>$2,495 per usage</td>
</tr>
<tr>
<td>SMPProducer Bulletin</td>
<td>$2,995 per usage</td>
</tr>
<tr>
<td>SMBulletin &amp; EU Bulletin combined</td>
<td>$5,995</td>
</tr>
<tr>
<td>SMBulletin &amp; EU Bulletin &amp; Producer Bulletin combined</td>
<td>$6,995</td>
</tr>
</tbody>
</table>

NEWSLETTERS:
Newsletters (exclusive top sponsorships – A 468X120 banner ad in JPG, PNG or GIF format. Flash is prohibited.

<table>
<thead>
<tr>
<th>List</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>StreamingMedia Xtra (Mon. &amp; Wed.)</td>
<td>$1,495</td>
</tr>
<tr>
<td>StreamingMedia EU Xtra</td>
<td>$795</td>
</tr>
<tr>
<td>StreamingMedia Producer Focus</td>
<td>$995</td>
</tr>
<tr>
<td>OnlineVideo Playlist</td>
<td>$895</td>
</tr>
</tbody>
</table>

“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

Reserve Your Space Today!
Joel Unickow • Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
STREAMING MEDIA provides a cost-effective way to market your company’s media coverage. We offer professional, personalized article reprints to any company that has been editorially covered in Streaming Media magazine or on StreamingMedia.com. Also, PDFs and high-quality reprints of the article are available.

Use Reprints for:

› Promoting your company
› Mailings
› Shows
› Media kits
› Enhancing your website
› Portfolios
REPRINT ORDER FORM
CUSTOM REPRINTS • E-PRINTS • ARTICLE PERMISSION

Date ____________________________________________________________

Issue __________________________________________________________

Article Title ____________________________________________________

Author _________________________________________________________

Send proofs and finished material to:

Contact Name __________________________________________________

Company _______________________________________________________

Address _______________________________________________________

City ___________________________ State ___________ ZIP ___________

Phone __________________________ Fax _____________________________

Email _________________________________________________________

Authorized Signature ___________________________________________

Yes, please enter my order for the following items:

Price

☑ Photocopy Permission:
   Number of article pages _________ x $25 per page = $__________

☐ Reprint Permission: entire article for $250 $__________

☐ Eprints: entire article for $250 $__________

☐ Custom Reprints: Qty ________, No. of pages __________, Color choice
   ☐ 4C ☐ 2C ☐ 1C (fill in price from rate card) $__________

Note: Custom reprint price does not include shipping and customization charges.

Sub Total: $__________

CT, KY, WI must add sales tax: $__________

Total: $__________

CREDIT CARD: ☐ MC ☐ VISA ☐ AMEX ☐ DISCOVER

CREDIT CARD # __________________________

EXP. DATE __________________________

CREDIT CARD PAYMENT IS REQUIRED FOR ALL FIRST-TIME ORDERS. Your credit card will be billed after your order is processed and shipped.

** Please note that prices above are not inclusive of shipping charges and any special customization charges that may be applicable.

Any additional customization, handling, and shipping charges will be added to your order.

Authorized Signature/Title __________________________________________

Date __________________________

CUSTOM REPRINT SPECIFICATIONS/INSTRUCTIONS:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Note: You will be provided with a proof to review your custom reprint before your order is printed.

Mail your order form to:
Information Today, Inc. • Attn: Johanna McBride • 143 Old Marlton Pike • Medford, NJ 08055
or fax to: (609) 654-4309
Contact Johanna McBride directly for more info. Phone: (609) 654-6266, Ext. 122 • Email: jmcbride@infotoday.com
StreamingMedia.com offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager). 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 DoubleClick for Publishers (DFP).

**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 joel@streamingmedia.com. Include live linking URL and ALT text. (ALT text may not exceed 25 characters, including spaces.)

### 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.

### Standard Creative Units Banner Location Max File Size

<table>
<thead>
<tr>
<th>Standard Creative Units</th>
<th>Banner Location</th>
<th>Max File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250</td>
<td>home &amp; in articles</td>
<td>150K</td>
</tr>
<tr>
<td>728x90</td>
<td>top position (leaderboard)</td>
<td>150K</td>
</tr>
<tr>
<td>160x600</td>
<td>ride side position</td>
<td>150K</td>
</tr>
<tr>
<td>300X100</td>
<td>all pages</td>
<td>150K</td>
</tr>
<tr>
<td>640X480</td>
<td>Welcome Screen Ad</td>
<td>150K</td>
</tr>
</tbody>
</table>

To reserve your space, contact Joel Unickow, Publisher (250) 933-1111 • joel@streamingmedia.com
# ADVERTISING SPECIFICATIONS AND TERMS

## Mailing Instructions
Send proofs and ad material to:

**Streaming Media magazine**
Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055
(800) 300-9868, Ext. 130; (609) 654-6266, Ext. 130; Fax (609) 654-4309

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

For file submission instructions, see page 36.

## 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.

## Specifications
**Trim size:** 8-1/2”x10-7/8”. Add 1/8” all around for bleeds.
Recommended live matter should be within 7-1/4”x10”.

A page consists of three columns, each 2-1/3”x9-5/8”. 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.

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Orientation</th>
<th>Trim Size (w x h)</th>
<th>Bleed Size (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>Vertical</td>
<td>8.5”x10.875”</td>
<td>8.75”x11.125”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>216mm x 277mm</td>
<td>223mm x 283mm</td>
</tr>
<tr>
<td>Spread</td>
<td>Horizontal</td>
<td>17”x10.875”</td>
<td>17.25”x11.125”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>432mmx277mm</td>
<td>438mmx283mm</td>
</tr>
<tr>
<td>2/3-page</td>
<td>Vertical</td>
<td>4.5”x10”</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>115mmx254mm</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2-spread</td>
<td>Horizontal</td>
<td>17”x5”</td>
<td>17.25”x5”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>432mmx127mm</td>
<td>438mmx127mm</td>
</tr>
<tr>
<td>1/2-page</td>
<td>Horizontal</td>
<td>7”x5”</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>178mmx127mm</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3-page</td>
<td>Vertical</td>
<td>2.25”x10”</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td>57mmx254mm</td>
<td>n/a</td>
</tr>
</tbody>
</table>

For inquiries contact:
(609) 654-6266, ext. 130 • Email: adsubmit@infotoday.com
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 (1) URL linking back to your site.
3. A 468X120 banner ad in JPG, PNG or GIF format. Flash is prohibited.
4. Dimensions of the banner ads must be 468x120 pixels at 72 dpi.
5. Banners Ads must be smaller than 39k.

EMAIL BULLETIN SPECS:
1. HTML file with content in a center-aligned div or table, no wider than 650 pixels.
2. Limit on file size 200K total.
3. 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.
4. Only basic HTML (with inline styles) is allowed. The following is prohibited: Java, JavaScript, and referenced to external style sheets.
5. Must provide a subject line for the email.
6. We do not do customize HTML for such tags as [First Name] [Last Name].
COMPANY INFORMATION:

Company Name
Address 1
City, State ZIP
Contact Name and Title
Telephone
Email
Creative Contact

AD SIZE OPTIONS

☐ Full Page ☐ Spread ☐ 1/2-spread
☐ 2/3-page ☐ 1/3-page (display) ☐ 1/2-page
☐ Custom Package ____________________________

Number of Issues ____________________________

Total (NET): $ ____________________________ Payment Method ____________________________

Placement Details ___________________________________________________________

AGREED:

Company/Agency
Name
Title
Signature Date

MATERIAL INSTRUCTIONS:

See Advertising materials spec sheet for ad submission requirements, or contact the Production Supervisor at admailbox@infotoday.com.

TERMS AND CONDITIONS:

Advertiser is responsible for supplying appropriate artwork by the material due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser’s ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher’s approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of 1/3-page or more within the contract year. 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.

TO VALIDATE THIS CONTRACT:

please sign, date, and return this form (by fax, email, or post mail) to:

Streaming Media
Attn: Joel Unickow • 143 Old Marlton Pike • Medford, NJ 08055
joel@streamingmedia.com • Ph: 250-933-1111

Streaming Media European Edition
Attn: Sjoerd Vogt • 7 Leamington Drive • Faringdon, SN7 7JZ • United Kingdom
svogt@streamingmedia.com • Ph: +44 (0)1367.241707 • Mobile: +44 (0)7810.253111
PRODUCTION REQUIREMENTS FOR WHITE PAPERS

Sponsored content already pre-designed

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 32 of the media kit.
  › We require a 1" margin top and bottom for our headers and footers to be
    placed.
  › Add 1/4" on all sides for bleed.

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, image, or hardcopy. A fax proof for B/W
ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

Please note: Streaming Media does follow its own page numbering system, so
please inquire about page number references in your article if needed. Also note
that we follow a template for sponsored content. We require a 1" margin top and
bottom for our headers and footers to be placed.

Sponsored Content requiring design

File submission instructions:

› To upload sponsored content ad files via the web:
  › Using your web browser, log onto
    http://sponsored-content.infotoday.com/white-papers-smus/.
  › Please indicate advertiser, publication, and issue in which ad will be
    placed in appropriate fields.
PRODUCTION REQUIREMENTS FOR DISPLAY ADS

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 32 of the media kit.
  - Add 1/4” on all sides for bleed.

File submission instructions:

- To upload files via the web:
  - Please indicate advertiser, publication, and issue in placed in appropriate fields.

- Submission on disc:
  - Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
  - Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

- Mail disc to:
  - Ad Trafficking Coordinator
  - Information Today, Inc.
  - 143 Old Marlton Pike
  - Medford, NJ 08055-8750
  - (800) 300-9868 • (609) 654-6266, ext. 130
  - Fax: (609) 654-4309
  - adsubmit@infotoday.com

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, image, or hardcopy. A fax proof for B/W ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

Please identify material by name of advertiser and magazine issue.
2019 SPONSORED CONTENT ORDER FORM

COMPANY INFORMATION:

Company Name
Address 1
City, State, ZIP
Contact Name and Title
Telephone
Email
Creative Contact

CONTENT OPTIONS

☐ Standalone white paper
  ☐ Platinum ☐ Gold ☐ Silver

☐ Solution Series section
  ☐ Platinum ☐ Gold ☐ Silver ☐ Custom (use Notes line below)

☐ Supermarket (Superguide Classified Listing)
  ☐ 100 words (Large) Supermarket ☐ 50 words (Small) Supermarket

☐ Who to See at NAB/IBC
☐ Executive Prediction
☐ View From the Top
☐ Custom Package

Total (NET): $____________________________ Payment Method ______________________________________

Notes:_________________________________________________________________________________________

AGREED:

Company/Agency
Name
Title
Signature Date

MATERIAL INSTRUCTIONS:

See Production Requirements on the previous page for ad submission requirements, or contact the Production Supervisor at admailbox@infotoday.com.

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TO VALIDATE THIS CONTRACT:
please sign, date, and return this form (by fax, email, or post mail) to:

Streaming Media
Attn: Joel Unickow
143 Old Marlton Pike
Medford, NJ 08055
joel@streamingmedia.com
Ph: 250-933-1111

Streaming Media European Edition
Attn: Sjoerd Vogt
7 Leamington Drive
Faringdon, SN7 7JZ
United Kingdom
svogt@streamingmedia.com
Ph: +44 (0)1367.241707
Mobile: +44 (0)7810.253111
Fax: +44 (0)700.601.9221

www.streamingmedia.com