

# SPONSORED SUPERGUIDES

## THE POWER OF LEAD GENERATION IN EVERY ISSUE

**Streaming Media's Sponsored Supplements** have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of our readers (qualified buyers), *Streaming Media* creates the unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications called **Superguides**.

### How Does It Work? You Write, We Publish.

Each **Superguide** is published in an issue of *Streaming Media* magazine and generates online leads as a downloadable PDF for 3 months. Each **Superguide** 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 (Issue advertisers receive a 20% discount on the below rates.):

#### PLATINUM SPONSOR \$15K

- 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 **Superguide** stand-alone PDF for your distribution
- Three months of leads

#### GOLD SPONSORSHIP \$8K

- Four-page minimum (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 **Superguide** stand-alone PDF for your distribution
- Three months of leads

#### SILVER SPONSORSHIP \$5K

- Two-page minimum (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 leads

### Materials:

**Platinum Sponsor:** The six pages of content submitted should be approximately 3,000 words with an image on each page or 4,000 words with no images.

**Gold Sponsor:** The four pages of content submitted should be approximately 1,900 words with an image on each page or 2,650 words with no images.

**Silver Sponsor:** The two pages of content submitted should be approximately 900 words with an image on the second page or 1,150 words with no images.

Print-quality (min. 300 dpi) logo and graphics provided in .jpeg, .tiff, or .eps format.

### ADDITIONAL BONUS

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

### SUPERMARKET (SUPERGUIDE 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

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# LEAD-GENERATION SCHEDULE — SUPERGUIDES

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## January/February 2015 Issue

- The Cloud Video Superguide

*Ad Space Reservations/Ad Materials Deadline: December 2*

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## March 2015: The Streaming Media Industry Sourcebook

- The 12th Annual Online Industry Directory (see Sourcebook Kit Section)
- Case Study Superguide: Learn From the Pros

*Ad Space Reservations/Ad Materials Deadline: January 29*

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## April 2015: Streaming Media Producer Gear of the Year Guide

- Advanced Encoding and Formats Superguide
- Who to See at NAB

*Ad Space Reservations/Ad Materials Deadline: March 3*

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## May 2015

- Live Streaming Superguide

*Ad Space Reservations/Ad Materials Deadline: April 3*

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## July/August 2015

- MSO Platforms Superguide

*Ad Space Reservations/Ad Materials Deadline: June 2*

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## September 2015

- Multiscreen Video Superguide
- Who to See at IBC

*Ad Space Reservations/Ad Materials Deadline: August 3*

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## October 2015

- Enterprise Video Superguide
- View From the Top

*Ad Space Reservations/Ad Materials Deadline: September 1*

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## November/December 2015

- Transcoding, Serving, and Delivery Superguide

*Ad Space Reservations/Ad Materials Deadline: October 2*