

SPRING
2017

Monetisation & Ad Insertion **SUPERGUIDE**

Maximising
Your Assets

PRINT ONLINE

 **streaming
media**
european edition

VOLUME 2, NO. 1

OF A SERIES OF BUYER'S GUIDES TO PRODUCTS AND SERVICES

MONETISING & AD INSERTION SUPERGUIDE



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**. The European magazine's Spring 2017 **Superguide** will focus on **monetisation and ad insertion**.

MAXIMISING YOUR ASSETS

Video now represents more than 60% of global data. Preserving, protecting and monetising your precious media is what it's all about. How do you encourage consumption but still maintain full control; how do you leverage that content so that it works best for you and maximises your revenues?



PRINT gives you status, pedigree, and profile. **ONLINE** delivers engagement, qualified actionable leads, and thought leadership.

HOW DOES IT WORK? YOU WRITE, WE PUBLISH.

Each **Superguide** is published in an issue of *Streaming Media* magazine and also generates online leads as a downloadable PDF for 3 months.

Materials: Sponsors supply approximately 450 words and print-quality (min. 300 dpi) graphic for each page, or 600 words for each page without art. Sponsors will also supply EPS versions of their logos. *Streaming Media* will provide editing and layout services with proofs to satisfaction.

Superguide Classified Listing "SUPERMARKET"

(does not include leads generated by publication)



LARGE	100 words, logo, & company contact info	£645/€775
SMALL	50 words, logo, & company contact info	£325/€390

SPONSORSHIP RATES (Issue advertisers receive a 20% discount on the below rates)		
PLATINUM SPONSORSHIP	<ul style="list-style-type: none"> • 6-page sponsored content contribution • First article after Overture article written by <i>Streaming Media</i> 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 standalone PDF for your distribution • 12 months of leads 	£10,000/ €12,000
GOLD SPONSORSHIP	<ul style="list-style-type: none"> • 4-page minimum • 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 standalone PDF for your distribution • 6 months of leads 	£6,000/ €7,000
SILVER SPONSORSHIP	<ul style="list-style-type: none"> • 2-page minimum • 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 • 3 months of leads 	£3,000/ €3,600

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SPONSORED CONTENT SPACE DEADLINE
AND MATERIALS DUE:

25 January

