



<sup>SM</sup> ***streaming  
media*** | THE BUSINESS &  
TECHNOLOGY OF  
ONLINE VIDEO

***european edition***

***SPECIAL EDITION***

**WHO TO  
SEE AT**



**MAKING YOUR IMPACT AT IBC JUST GOT EASIER WITH THESE  
HARD-HITTING, TRIED-AND-TRUE PACKAGES DESIGNED TO GET  
YOU PREMIUM ATTENTION (AND LEADS) TO YOUR IBC PRESENCE**

**ORDER NOW**

**COPY DEADLINE  
1 AUGUST 2016**

## EXCLUSIVE CONTEST LEAD-GENERATING PROGRAM: £12,800/€18,000

- Turn-Key Vespa Giveaway Contest
- Online, in print, and at IBC Show—blanket promotion to more than 200,000 monthly—for 2-plus months
- Includes on-site staff management of contest, IBC promotion, and more
- Full page in Autumn EU edition of *SM* magazine
- Who to See at IBC listings in both US and EU editions



## EXCLUSIVE IBC CO-BRANDED EVENT (CALL FOR DETAILS AND PRICING)

- Package based on event size
- Includes all logistics and promotion—just show up

## DIAMOND PACKAGE: £6,400/€9,040

- Full page in Autumn EU edition of *SM* magazine
- Who to See at IBC listings in both U.S. and EU editions
- (2) Dedicated Email Broadcasts to all U.S. and EU opt-in subscribers (more than 52,000)
- 50,000 728X90 Banners
- 20,000 640X480 Welcome Screen Banners

## PLATINUM PACKAGE: £4,800/€7,200

- Full page in Autumn EU edition of *SM* magazine
- Who to See at IBC listings in both U.S. and EU editions
- (1) Dedicated Email Broadcast to all U.S. and EU opt-in subscribers (more than 52,000)
- 40,000 728X90 Banners
- 10,000 640X480 Welcome Screen Banners

## WHO TO SEE AT IBC

AD MATERIALS DEADLINE

**1 August**



## GOLD PACKAGE: £3,200/€4,500

- Who to See at IBC listings in both U.S. and EU editions
- (1) Dedicated Email Broadcast to all U.S. and EU opt-in subscribers (more than 52,000)
- 30,000 728X90 Banners

## SILVER PACKAGE: £1,600/€2,250

- Who to See at IBC listings in both U.S. and EU editions
- 50,000 100X600 Banners

## BRONZE PACKAGE: £640/€700

- Who to See at IBC listings in both U.S. and EU editions

\*Who to See at IBC package includes house promotion of all participating vendors in print and online from time of purchase up to the end of IBC 2016.

## DISPLAY ADS

AD MATERIALS DEADLINE

**9 August**

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