



NOW INCLUDES A
video interview with your company
ON STREAMINGMEDIA.COM

Online Video Communications Superguide

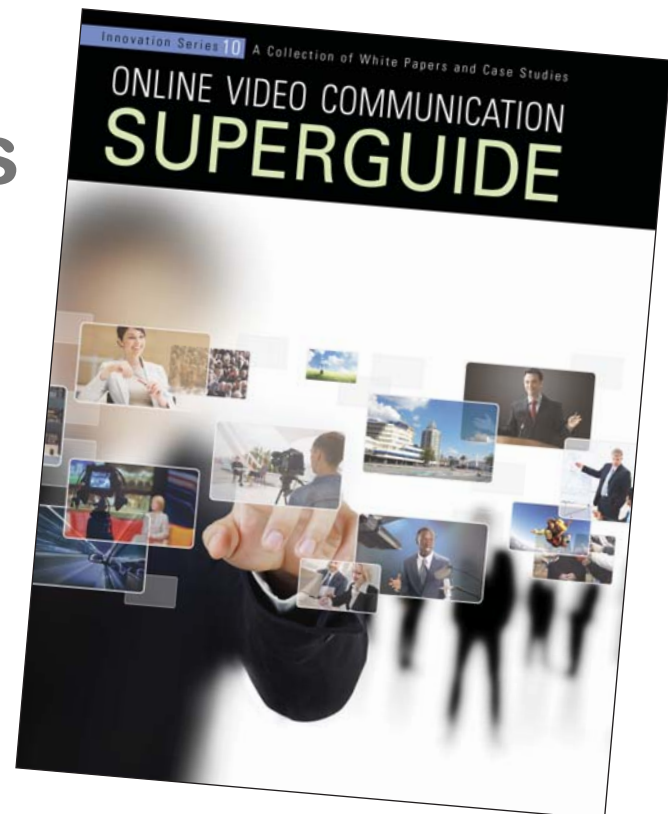
While much of the buzz in the world of online video surrounds the media and entertainment space, the enterprise has often served as the testing ground for the solutions and technologies that ultimately make their way into the wild. In recent years, the innovation has gone in both directions, with advances in media and entertainment transforming how enterprises use video both behind the firewall and for B2B communications.

At *Streaming Media*, the enterprise has always been central to our vision of online video's promise, and that focus continues with the latest edition in our *Streaming Media Innovation Series*, the upcoming "Online Video Communication Superguide." This collection of white papers, case studies, and how-to articles will provide a comprehensive look at the challenges and opportunities being presented in the enterprise—and how to address them.

Sponsors will reach a captive audience via print and online (not to mention gather qualified sales leads), establishing themselves as thought leaders and practical innovators in the enterprise space. It's the only publication and lead-gen program of its kind, with the online version highlighted on the homepage of StreamingMedia.com and in our newsletters for a full year, as well as a print version delivered directly to all *Streaming Media* magazine subscribers. Our subscription list includes qualified decision makers from a who's who of leading enterprises, including American Express, Citigroup, General Motors, Halliburton, Merck, Northrop Grumman, Shell, and Thomson Scientific.

I hope you'll seize this one-of-a-kind opportunity to get your message in front of this audience.

—Eric Schumacher-Rasmussen
EDITOR-IN-CHIEF, *STREAMING MEDIA*



PUBLICATION DATE: July 2011

Introduction: A "state-of-the-industry" overture article by *Streaming Media* magazine editor-in-chief Eric Schumacher-Rasmussen, including quotes from video interviews that will be published on StreamingMedia.com.

Your Articles: Provide an in-depth understanding about your solution and your company's commitment and experience in this marketplace. Case studies, client interviews, and technical product info are suggested.

Publication Format: Standalone, 7.75x10"

Distribution: Total distribution—20,000 print copies + 12 months of online exposure with lead gen (2010 WP resulted in 1,400 leads!)

Print Readership: 18,000 subscribers; our most-qualified decision makers and influential thought leaders from the following verticals:

- Broadcast & Entertainment
- Enterprise Organizations
- Corporate Training
- Postproduction Studios
- Media/Publishing
- Universities & Higher Education
- Ad Agencies
- Creative Services

Bonus Tradeshow Distribution:

- Streaming Media Europe 2011
- AD:Tech Chicago 2011
- IBC 2011
- GVExpo 2011
- Streaming Media West 2011
- SatCon NY 2011
- Streaming Media East 2012
- NAB 2012

ADDITIONAL PROMOTION & VISIBILITY:

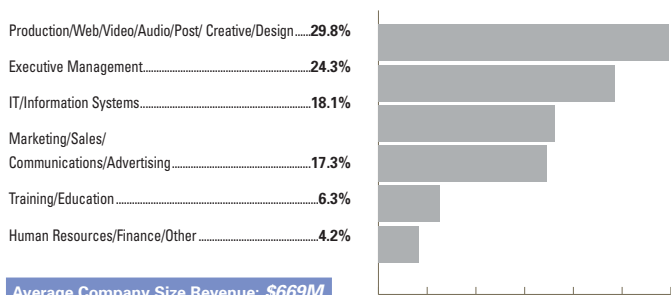
Digital Version With Audio Interview Embedded

- Each participant receives a video interview archived and promoted on StreamingMedia.com and for your website.
- Promoted on StreamingMedia.com for 12 months and in 52 weekly issues of the **Streaming Media Xtra newsletter** (35,000 opt-in readers).

Materials:

Sponsors supply approx. 550 words and print-quality (min. 300 dpi) graphic for each page, or 750 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.

Subscribers Work in These Departments



SPONSORSHIP RATES

Platinum (3 EXCLUSIVES) \$15K

- 4-page minimum (additional pages at \$2K per)
- First article after Industry Overture article
- Exclusive front cover Platinum logo positioning
- 15-minute video interview posted on StreamingMedia.com and on your own website
- Top enlarged positioning logo placement with contact info on back cover
- Exclusive "Brought to you by [your company logo]" in all pre/postmarketing
- 1,000 copies total

Gold Sponsorship \$10K

- 4-page minimum (additional pages at \$2K per)
- Best position article after Industry Overture article and Platinum Sponsor
- Front cover Gold logo positioning
- Enlarged positioning logo placement with contact info on back cover
- 10-minute video interview posted on StreamingMedia.com and on your own website
- 500 copies total

Standard Sponsorships

- Hi-res PDF, with unlimited hard-copy reprint and web publishing rights
- Logo placement with contact info on back cover
- 4 Pages @ \$8K
- 2 Pages @ \$5K
- 1 Page @ \$3K
- 5-minute video interview posted on StreamingMedia.com and on your own website
- 200 copies total

DEADLINE:

Space Deadline: June 3
 Copy and Art Deadline: June 11
 Mail Date: July 18
 Billing: Net 30 from publish

To participate, please contact:

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