

STREAMING MEDIA'S SPONSORED VIDEO TUTORIALS

➤ Provide a clear understanding of your product's features and benefits with a professional **Video Tutorial**, storyboarded and produced by leading digital video experts. When you contract Streaming Media to produce your Video Tutorial, you can be assured of a high-quality production with positive, educational content focused on *how YOUR product can help viewers do their jobs better.*



Your Value:

- A professional video screen cam highlighting key product features and benefits, narrated by a recognized industry expert.
- Presentation in a respected venue (StreamingMedia.com) with tremendous readership, ensuring a high volume of qualified prospects.

➤ Promotion

The new Video Tutorial section appears on StreamingMedia.com's homepage and as its own section on the site www.streamingmedia.com/tutorials. For each month of promotion, your video will also appear four times in the weekly *SM Xtra* newsletter.

Add-on promotion such as banner ads and usage of the *SM Bulletin* (opt-in list for third-party offers) will be made available at special rates to enhance the visibility of your Tutorial.

If a magazine issue falls between the time of order and of the run, we'll provide a 1/3 page ad in that issue of *Streaming Media* magazine, as well.

➤ Lead Generation

If you choose, Streaming Media will place a form in front of the Tutorial to capture contact information for your lead process. You can download these as an Excel spreadsheet or view in HTML. This can be especially effective for special offers to a highly interested audience.

➤ Specifications

Video Tutorials are approx. 5–10 minutes in length, depending on features, etc. Our producer will speak with your team for assessment and provide a storyboard, script, and visuals for approval before production. You can also run the video from your own website, if desired. Output format varies depending on your requirements and preferences. Streaming Media will have a brief intro at the beginning of each tutorial identifying this as a "Streaming Media Tutorial ... sponsored by (your company logo)."

➤ Rates

Video Tutorial (3 months promotion)	\$6,000
Video Tutorial (6 months promotion)	\$8,000
Video Tutorial (12 months promotion)	\$11,000

Call for pricing on a series of Video Tutorials for your product lines.

PRODUCER PROFILE

JAN OZER will be supervising producer for all screen-cam videos. A frequent contributor to *Streaming Media* and *EventDV* magazines, Jan joined *PC Magazine* as a contributing editor in 1996. Jan has written or co-authored 13 books on digital video, including the *Hands-On Guide to Flash Video: Web Video and Flash Media Server* (2007).

Jan has followed compression technologies since their inception, most recently authoring two white papers through StreamingMedia.com: "Proprietary Codecs 2006: Choosing and Using the Optimal Video Codec" and "Flash Codecs 2006: Choosing and Using the Optimal Flash Codec."

A recognized expert on streaming production, Jan has also produced numerous screen-cam-based marketing and training videos. As supervising producer, Jan will be charged with identifying the appropriate expert, gaining script and concept approval, and producing the final video screen-cam.