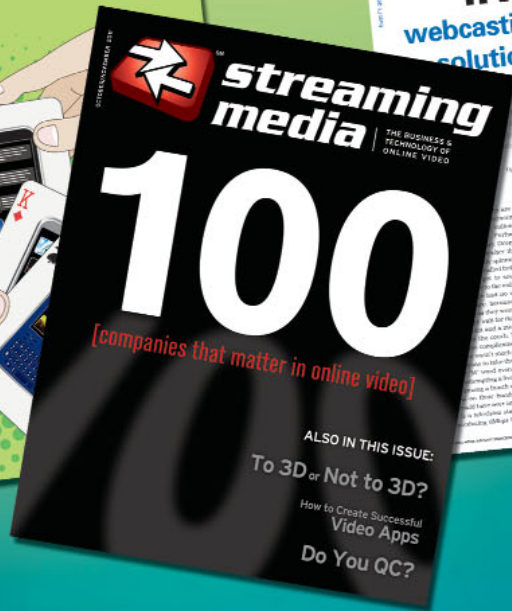


SM *streaming media magazine*

THE BUSINESS & TECHNOLOGY OF ONLINE VIDEO

MEDIA KIT



2012

WHAT IS STREAMING MEDIA MAGAZINE?

➤ **Streaming Media** magazine is a bimonthly resource for executives and technology managers who use online video and audio in any vertical market—enterprise, education, government, media and entertainment, and more. Every issue offers in-depth features, case studies, tutorials, and reviews for readers in all markets. **Streaming Media** magazine covers the entire online video ecosystem, from content creation to postproduction to encoding to delivery. Every issue also features columns by industry thought leaders and hands-on experts such as Jose Castillo, Rich Mavrogeanes, Dan Rayburn, Paul Riismandel, and Tim Siglin.

➤ **The business
& technology
of online video =**



➤ **Key Facts:**

- Print distribution to more than 20,000 qualified readers and offered digitally to StreamingMedia.com's online users (see their demographics in the Audience Profile section in this media kit)
- Issue dates: February 3 (*Streaming Media Industry Sourcebook*), April 3, June 4, August 2, October 3, December 5.
- Distribution at key industry events (see **Editorial Calendar** for details)
- Written and edited by industry practitioners, experienced users, and streaming business experts

➤ **Our Philosophy:**

- Editorial is the key to readership.
- Readership is the key to advertising value.
- Audience quality equals advertising results.

Streaming Media magazine's readership is heavily weighted with C-level executives, presidents, owners, and industry leaders in key markets. This is complemented by impressive budgets specifically allocated to streaming products and services.

2012 EDITORIAL CALENDAR

➤ IN EVERY ISSUE:

- **Behind the Screens:** In-depth looks at online video success stories
- **Streaming Spotlight:** Get to know the people on the cutting edge of online video
- **Up and Comers:** Online video startups that are challenging the status quo
- **Case Studies**
- **In-Depth Product Reviews**
- **Columns** from Dan Rayburn, Tim Siglin, Jose Castillo, Paul Riisman, Jan Ozer, and more

➤ FEBRUARY/MARCH 2012: *Streaming Media Industry Sourcebook*

- **The *Streaming Media Industry Sourcebook***—featuring comprehensive analysis of the state of the entertainment, enterprise, mobile, and content delivery markets; case studies; and how-to's and tutorials
- The only **Online Video Industry Directory**

Trade Show Distribution: SXSW, NAB, IBC, SM West, SM East, SM Europe

Editorial Deadline: 11/11/2011

Ad Space Reservation: 12/15/2011

Ad Materials Due: 1/17/2012

Mail Copies: 2/3/2012

➤ APRIL/MAY 2012

- **The 2012 *Streaming Media All-Stars***—online video thought leaders, innovators, and visionaries
- **FOCUS ON:** Multiscreen Video Delivery
- **Buyer's Guide:** Connected Devices
- **Case Study:** Media & Entertainment

Trade Show Distribution: NAB, SM East

Editorial Deadline: 1/20/2012

Ad Space Reservation: 2/22/2012

Ad Materials Due: 3/9/2012

Mail Copies: 4/3/2012

➤ JUNE/JULY 2012

- **The 2012 *Streaming Media Editors' Picks***—our staff selects the top products and services introduced in the past 12 months
- **FOCUS ON:** Video in the Cloud
- **Buyer's Guide:** Cloud Video Services
- **Case Study:** Education

Editorial Deadline: 3/24/2012

Ad Space Reservation: 4/23/2012

Ad Materials Due: 5/9/2012

Mail Copies: 6/4/2012

➤ 2012 WHITE PAPER: **Innovation Series 11: Video Everywhere**

An in-depth guide to technologies and services to deliver the best video experience to every device from mobile to the living room

Ad Space Reservation: 6/4/2012

Manuscripts Due: 6/12/2012

Mail Copies: 7/16/2012

➤ AUGUST/SEPTEMBER 2012

- **The Game-Changers Issue**—the deals that are shaking up the industry and what they mean to you
- **FOCUS ON:** Encoding & Transcoding
- **Buyer's Guide:** Hardware and Software Encoders
- **Case Study:** Marketing

Trade Show Distribution: IBC, MIXX, Streaming Media Europe

Editorial Deadline: 5/24/2012

Ad Space Reservation: 6/21/2012

Ad Materials Due: 7/10/2012

Mail Copies: 8/2/2012

➤ OCTOBER/NOVEMBER 2012

- **The *Streaming Media 100***—the most important, innovative, and impactful companies in online video
- **FOCUS ON:** HTML5 Video
- **Buyer's Guide:** Content Delivery Solutions
- **Case Study:** Government

Trade Show Distribution: SM Europe, SM West

Editorial Deadline: 7/24/2012

Ad Space Reservation: 8/22/2012

Ad Materials Due: 9/10/2012

Mail Copies: 10/3/2012

➤ DECEMBER 2012/JANUARY 2013

- **The Readers' Choice Awards**—the only awards in the online video industry voted on by end users
- **FOCUS ON:** Streaming Live Events
- **Buyer's Guide:** Webcasting Platforms
- **Case Study:** Enterprise

Advertorial Supplement: Executive Visions 2013

Trade Show Distribution: CES, NATPE, 3GSM

Editorial Deadline: 9/23/2012

Ad Space Reservation: 10/23/2012

Ad Materials Due: 11/8/2012

Mail Copies: 12/5/2012

*** More tradeshow distribution is added through the calendar year. Please contact us for a current list. ***

STREAMING MEDIA INDUSTRY SOURCEBOOK

➤ What makes this issue a must?

- › The Only Digital Media Industry Directory
- › 2012 Buyer's Guide
- › Business checklists and templates
- › Editors' Picks and Recommendations
- › Comprehensive, insightful case studies with valuable lessons
- › 12-month shelf life
- › Conclusive advice from industry veterans and experienced end users
- › Thickest and most important issue of the year



IS YOUR ONLINE VIDEO STRATEGY MOSTLY HARMLESS?

DON'T PANIC!

THE HITCHHIKER'S GUIDE TO ONLINE VIDEO!

DON'T THROW IN THE TOWEL! YOU NEED THE HITCHHIKER'S GUIDE TO ONLINE VIDEO!

DON'T LET SOMEONE BUILD A HYPERSPACE BYPASS THROUGH YOUR BUSINESS

MY PORN VIDEOS WILL BACK UP ON YOUR WEBSITE

LEARN TO SPEAK ONLINE VIDEO LINGO

UNDERSTAND THE ONLINE VIDEO BUSINESS UNIVERSE AND HOW TO MAKE A LIVING IN IT

LEARN HOW TO GET THE BEST AUDIO OUT OF YOUR VIDEO

DISASTER AREA

DEEP THOUGHTS ON HOW TO PREPARE YOUR VIDEO FOR ALL NECESSARY DEVICES

42 ORDER TODAY!

IT'S THE ANSWER TO LIFE, THE UNIVERSE, AND EVERYTHING ONLINE VIDEO!

INCREASE YOUR SUCCESS CHANCES TO INFINITE PROBABILITY AND SAVE YOURSELF THE NONSENSE OF MUCKING ABOUT IN HYPERSPACE FOR ANSWERS

FIND OUT HOW MUCH TIME YOUR VIDEO HAS TO MAKE AN IMPACT

CHOOSE THE RIGHT ENCODERS TO INCREASE LIFESPAN OF YOUR VIDEOS

LIFE DON'T SPEAK TO ME ABOUT LIFE

TWIT'S FINAL WE'RE GOING TO DIE!

RUN! PANIC!

INCREASE YOUR SUCCESS CHANCES TO INFINITE PROBABILITY AND SAVE YOURSELF THE NONSENSE OF MUCKING ABOUT IN HYPERSPACE FOR ANSWERS

STREAMING MEDIA INDUSTRY SOURCEBOOK (continued)

➤ Streamticker

Making sense of 2011's mergers, acquisitions, and investments

➤ State Of ...

A look at the major developments during the last 12 months and a look toward the next 12 months, in seven separate articles:

- › Enterprise
- › Media & Entertainment
- › Advertising
- › CDNs, Telcos, and Carriers
- › Connected Home
- › Mobile
- › Government & Education

➤ I. BUYER'S GUIDE

A collection of checklists and analyses to help you make the smartest business and purchasing decisions on a wide variety of products and services:

- › Video App Creation
- › Content Delivery & Acceleration
- › Webcasting Hardware & Software
- › Adaptive Streaming
- › Reporting & Analytics
- › HTML5 vs. Flash vs. Silverlight

➤ II. How-To's and Tutorials

- › Building HTML5 Video Players
- › Encoding for Adaptive & HTTP Streaming
- › Planning for IPv6
- › Webcasting
- › Delivering Video to the Connected Home

➤ III. Case Studies

Real-world success stories from the enterprise, entertainment, education, marketing, and more

➤ IV. Online Video Industry Directory

Highlight your company, products, or services with an affordable Industry Directory listing in the **Sourcebook**. Each Industry Directory listing is positioned in one of four categories—service, software, hardware, or content. Multiple listings are available at a reduced rate for companies that want to appear in more than one category.

Limited Premium Packages



- › Cover Foldout Logo with page # reference to your ad or advertorial
- › 1 Full-Page ad & 1 Full-Page Case Study/Advertorial in Case Study Section
- › 1 Premium Directory Ad Listing

Ad Space Deadline

Dec. 15, 2011

Ad Material Due

Jan. 17, 2012

➤ Advertising/Directory Sales Contact:

Joel Unickow • Publisher
Direct: (250) 716-8815
Fax: (250) 716-8816
Email: joel@streamingmedia.com

INDUSTRY DIRECTORY **BONUS DISTRIBUTION: NAB, IBC, GVExpo, all Streaming Media shows**

➤ Highlight your company, products, or services with an affordable Industry Directory listing in the **Sourcebook**. Each Industry Directory listing is positioned in one of four categories (at right). Multiple listings are available at a reduced rate for companies that want to appear in more than one category.

StreamingMedia.com's online industry directory is trafficked by thousands of buyers looking for companies to do business with. Unlike a Google search, this directory contains real companies, ready to do business. Join the most elite group of Online Video Companies in the industry.

➤ **Primary Industry Categories:**

- Service
- Software
- Hardware
- Content

➤ **INDUSTRY DIRECTORY 2012 Rates (net)**

Basic Listing \$199

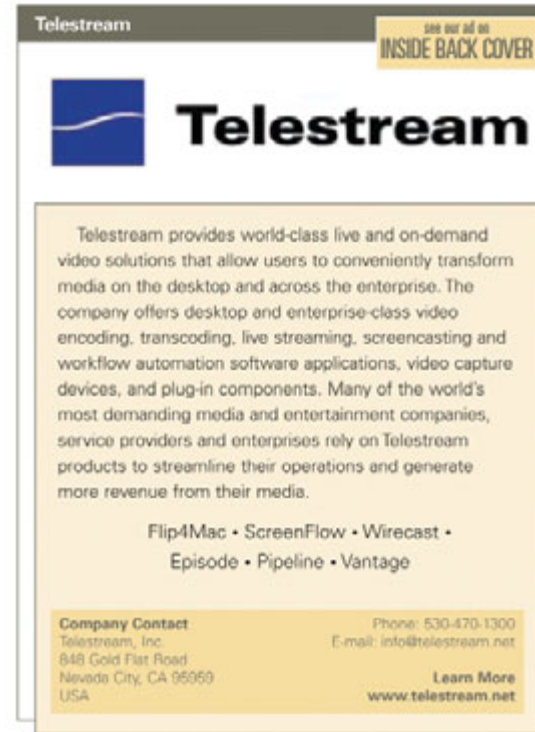
- Bold company name
- 50-word description
- Contact info, including address, phone, website, and a contact's name and email

Enhanced Listing \$499

- Color logo
- Bold company name
- 100-word description
- Contact info, including address, phone, website, and a contact's name and email
- Outline edge around listing

Premium Listing \$999

- Color logo
- Bold company name
- 100-word description
- Contact info, including address, phone, website, and a contact's name and email
- Outline edge around ad
- Tinted background
- Ad page reference burst
- Premium logo and background tint in online directory for 12 months (a \$599 Value).



Sample Premium Listing

ATTENTION DISPLAY ADVERTISERS!

Your display ad includes a Basic Listing.

You may purchase Enhanced & Premium Listings at a 50% discount.

Sample Basic Listing



Sample Enhanced Listing



INDUSTRY SOURCEBOOK—ONLINE

➤ What happens with my Sourcebook Directory ... Online?

When you order your 2012 **Sourcebook** Directory Listing, you get 12 months online exposure—at no additional cost!

➤ How do people find me online?

StreamingMedia.com groups our research centers (editorial) into categories and verticals as well publishes our comprehensive directory here: www.streamingmedia.com/sourcebook

➤ Research Centers:

Products/Services

- › Advertising
- › Content Creation/Production
- › Content Protection/DRM
- › Encoding/Transcoding
- › Formats/Players/Codecs
- › Hosting/Delivery
- › IPTV
- › Legal Issues
- › Mobile
- › Music/Radio
- › Online Video Platforms
- › Video SEO

Industry Verticals

- › Education
- › Enterprise
- › Government
- › Media/Entertainment
- › Streaming Industry

➤ What do I get Online with my Listing Participation?

Basic Listings

- › Logo
- › Company Description
- › Contact Info
- › Choice of (1) Product/Service Category
- › Choice of (1) Industry Vertical

Enhanced Listings

- › Logo
- › Company Description
- › Contact Info
- › Choice of (3) Product/Service Category
- › Choice of (3) Industry Verticals
- › Product Description

Premium Listings

- › Logo
- › Company Description
- › Contact Info
- › Choice of (unlimited) Product/Service Category
- › Choice of (unlimited) Industry Vertical
- › Product Description
- › Video Embedded Into Your Listing
- › Online Resources—5 URLs you can upload pointing to your White Papers, Case Studies, Archived Webcasts, or Special Landing Pages that highlight your solution

Contact us today to place your 2012 listing.

➤ Advertising/Directory Sales Contact:

Joel Unickow • Publisher
Direct: (250) 716-8815
Fax: (250) 716-8816
Email: joel@streamingmedia.com



Example

<http://www.streamingmedia.com/Sourcebook/Ooyala-Inc.-3227.aspx>

DISPLAY AND INDUSTRY DIRECTORY ADVERTISING RATES

➤ 2012 RATE CARD (NET): Display Rates

	1X	6X (sourcebook + 5 magazine issues)
Premium Package	\$5,999	—
Exclusive IFC and spread (see illustration)	\$6,495	—
Tab (double-sided)	\$6,995	\$5,995
Spread	\$5,900	\$5,200
Cover 2	\$3,740	\$3,340
Cover 3	\$3,500	\$3,100
Cover 4	\$3,740	\$3,340
1 page	\$3,400	\$2,900
1/2-spread	\$3,400	\$2,900
1/2-page	\$2,200	\$1,750
2/3-page	\$2,550	\$2,200
1/3-vertical	\$1,730	\$1,480

➤ 2012 Sourcebook Ad Closing Dates:

Date of Issue	Space Reservation	Material Due
February 2011	Dec. 15, 2011	Jan. 17, 2012

➤ INDUSTRY DIRECTORY: 2012 Rates (net)

Listing Type:		Additional Listings:
Basic Listing	\$199	\$ 99
Enhanced Listing	\$499	\$249
Premium Listing	\$999	\$499

Industry Directory listings available to display advertisers at a 50% discount!

➤ ATTENTION VENDORS:

Send a message to the *entertainment*, *enterprise*, and *vertical market* customers you want to influence! The **Sourcebook** is an advertising opportunity that you pay for once ... but benefit from *all year long* as we:

- Mail to qualified subscribers on February 3.
- Distribute copies to attendees at trade shows in 2012.
- Attract and mail to new subscribers in 2012 via our website, conferences, and newsletters.
- Offer the digital version to online users over 12 months.



CALL FOR PRICING on Section Opener pages, multiple-page insertions, and Special Advertising Supplements.

The best spaces are already going fast, so don't delay!

➤ Advertising/Directory Sales Contact:

Joel Unickow • Publisher

Direct: (250) 716-8815

Fax: (250) 716-8816

Email: joel@streamingmedia.com

SOURCEBOOK ADVERTISING

➤ DISPLAY ORDER FORM—2012

➤ COMPANY INFORMATION:

Company Name

Address 1

Address 2

City, State ZIP

Contact Name and Title

Telephone

Fax

Email

Creative Contact

Email

➤ AD SIZE OPTIONS

Full Page *Color (4-color or BW only) _____

Half-Page format orientation (please choose one) vertical horizontal

Special Package _____

_____ Total Quantity of ads ordered

Total (NET): \$ _____ Payment Method _____

Placement Details _____

➤ AGREED:

Company/Agency

Name

Title

Signature

Date

MATERIAL INSTRUCTIONS:

See specifications on page 19 for ad submission requirements, or contact the Production Supervisor at admailbox@infotoday.com.

TERMS AND CONDITIONS:

Advertiser is responsible for supplying appropriate artwork by the material due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are *net*. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

➤ **TO VALIDATE THIS CONTRACT, please sign, date, and return this form (by fax, email, or post mail) to:**

STREAMING MEDIA

Attn: Joel Unickow

143 Old Marlton Pike

Medford, NJ 08055

joel@streamingmedia.com

Ph: (250) 716-8815, Fax: (250) 716-8816

SOURCEBOOK ADVERTISING

➤ INDUSTRY DIRECTORY ORDER FORM—2012 COMPANY INFORMATION

Company Name _____

Address 1 _____

Address 2 _____

Telephone _____ Fax _____

Email _____

Contact Name _____

Title _____

URL _____

Please send me info regarding Streaming Media conferences

➤ PAYMENT INFORMATION

Credit card type:

American Express Discover Mastercard Visa

Name of Card Holder _____

Credit Card Number _____

Expiration Date _____

Signature _____

➤ 5-STEP ORDER FORM:

1. CHOOSE AN INDUSTRY DIRECTORY CATEGORY

- Service Hardware
 Software Content

2. CHOOSE A LISTING

CHOOSE LISTING(S)

- Basic Listing** \$199
 Enhanced Listing \$499
 Premium Listing \$999

QTY

TOTAL

TOTAL THIS ORDER

3. WRITE YOUR LISTING

Write the text for your listing. You **MUST** include all of the following for each listing you purchase. This information will be published:

- **Text:** 50 words (if Basic Listing) or 100 words (if Enhanced or Premium Listing)
- **Logo:** see specs below
- **Primary category name**
(choose one: Hardware, Software, Services, or Content)
- **Company/Contact name, address, phone, URL**
- **Learn more** (space permitting, include URL of white paper, webinar, etc.)

4. ARTWORK SPECS

Logos must be supplied as color EPS or TIFF (Mac format). ALL logos must be sent from a vector-based drawing program (i.e., Illustrator, Freehand, or Corel). Please convert all fonts to outlines and save image as an EPS file. If that is not possible, then they must be sent as TIFF files at least 300dpi with an output size of 3"x 5".

NOTE: JPEG and GIF files are not useable

5. SUBMIT VIA FAX & EMAIL

Fax this form to **(250) 716-8816**

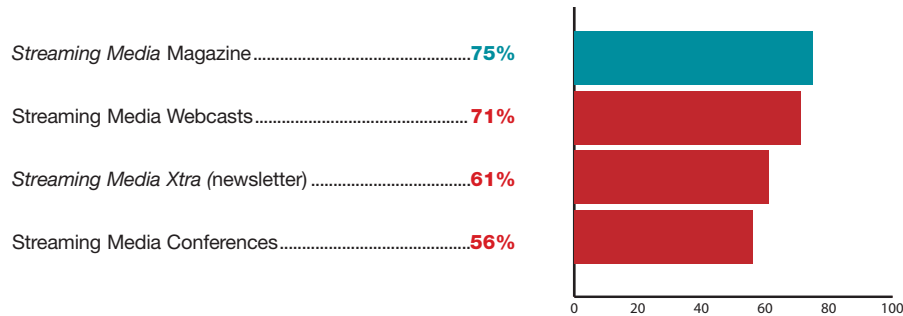
Email your text and logo to:

joel@streamingmedia.com

AUDIENCE PROFILE

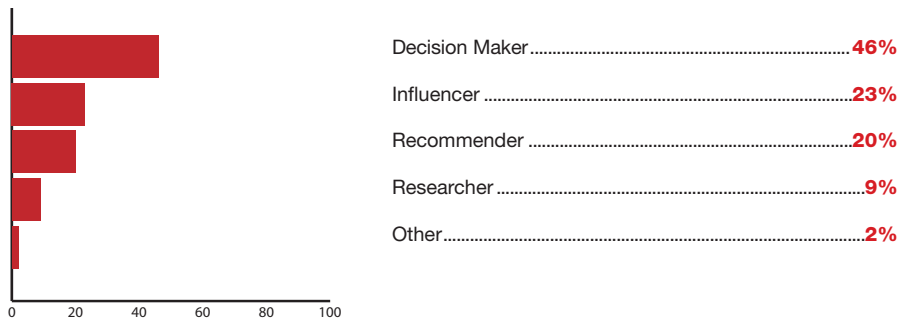
⇒ **How do buyers of products and services related to online video want to be reached?**

How Buyers Want to Be Reached ▾



Qualified buyers would prefer to use *Streaming Media* magazine as their primary, most valuable resource.

Making the Decision ▾



People who read *Streaming Media* magazine (98%) are involved in purchasing products and services for online video.

⇒ **2012 QUALIFIED POOL OF READERSHIP BUDGET TO BE SPENT IN THE NEXT 12 MONTHS ON STREAMING-RELATED PRODUCTS & SERVICES**

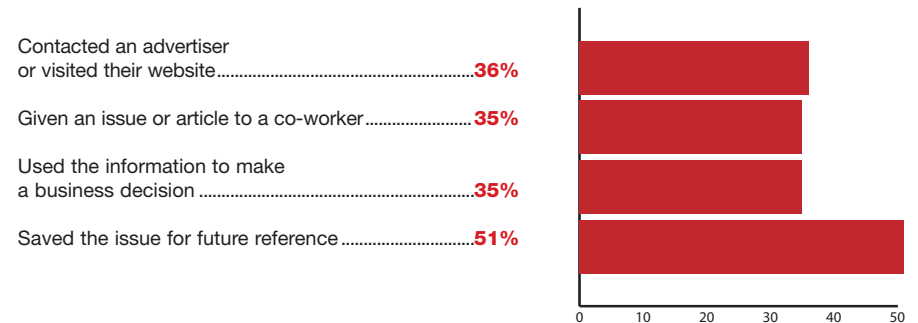
\$6.5 BILLION

\$3,335,000,000 Products

\$3,180,000,000 Services

⇒ **Actions the readers took after reading an issue of *Streaming Media* magazine:**

What They Did ▾



SOURCE: AUDIENCE SURVEY, AUGUST 2011. N=482

AUDIENCE PROFILE

Streaming Media Demographics

Streaming Media magazine readers are **executives** and **managers** who direct the digital media strategies for their organizations. Subscribers include C-level executives (CEO, CTO, CIO), president/VP/director/management staff, creative professionals, software developers/engineers, consultants, and IT/IS management. Subscribers are regularly researching and implementing new streaming media strategies. They're volume buyers of streaming technology solutions who have the power to make purchasing decisions.

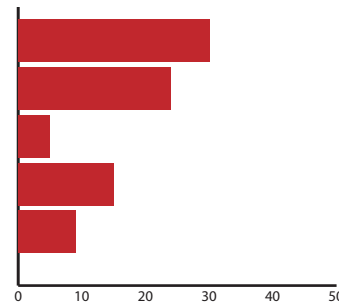
Streaming Media magazine is read by more than 20,000 executives and professionals. They are forward-thinking industry leaders who are continually looking for ways to leverage internal and external rich media assets.

CIRCULATION PROFILE

Streaming Media magazine is distributed in February, April, June, August, October, and December to 20,000 executives and professionals who qualify by subscribing online (www.streamingmedia.com/magazine) and offered digitally to StreamingMedia.com's online subscribers. Additional copies are distributed at 14 industry trade shows in 2012 and early 2013.

- › NAB
- › IBC
- › Streaming Media East and West
- › Streaming Media Europe
- › Government Video Expo
- › Infocomm
- › CTIA
- › NATPE
- › 3GSM

Job Title



Data Source: August 2011 Reader's Survey

Executive Management
(Chairman/CEO/Owner/Partner/President/VP/CFO/COO/CTO/CMO)**30%**

Director/Manager.....**24%**

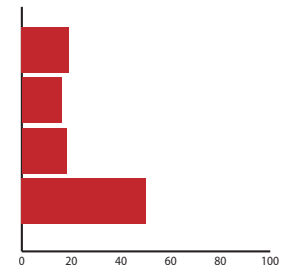
Consultant/Other titles related to the field.....**5%**

Creative Title
(Graphic/Video/Audio Designer/Animator/Artist/Editor).....**15%**

Technical Title
(IT/Developer/Engineer).....**9%**

Company Size (number of employees)

- Over 5,000..... **19%**
- 1,000–5,000..... **16%**
- 100–999..... **18%**
- Under 100..... **50%**



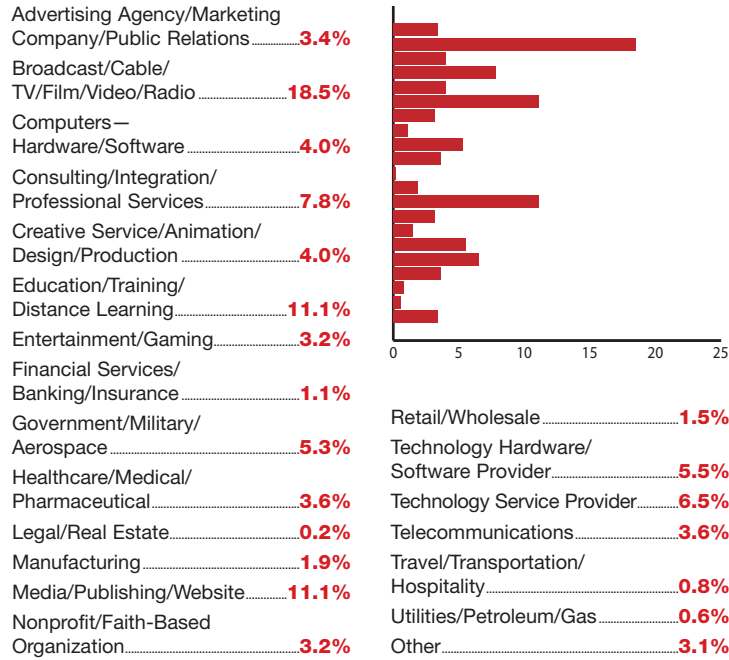
Average Company Size: 1,490 employees

REACH QUALIFIED DECISION MAKERS FROM:

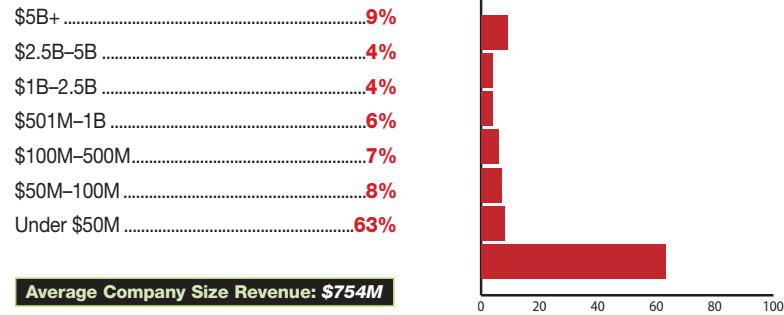
3M	AT&T	Berkeley Technologies	Caterpillar
Acme, Inc.	Ball State University	CA Association of Realtors	CBS Radio
American Cancer Society	BART	Cal State University, Long Beach	CDNetworks Shanghai Co., Ltd.
Ameriprise Financial	Baylor College of Dentistry	Capital Group	Charles Schwab & Co.
Associated Time	Bell Canada	Carsey-Werner Distribution	Cincinnati Childrens Hospital Medical Center

AUDIENCE PROFILE (continued)

Subscribers' Primary Industry ▼

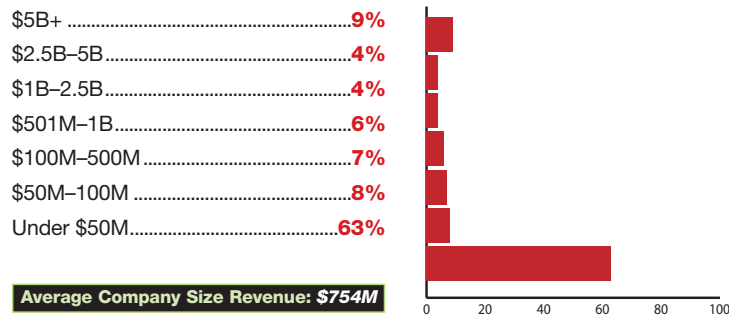


Annual Revenue ▼



Data Source: Streaming Media Annual Reader Survey August 2011

Annual Revenue ▼



Data Source: Streaming Media Annual Reader Survey August 2011

REACH QUALIFIED DECISION MAKERS FROM:

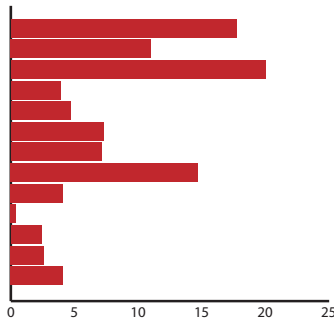
continued

- | | |
|--|--------------------------------|
| Cisco Systems | Ford Motor Credit Company |
| City National Bank | Fort Worth Star-Telegram |
| CNN | Freeman |
| Colonial Life | Gap, Inc. |
| Colorado Springs Utilities | Gateway, Inc. |
| Conquest Vacations | Gazette Communications |
| Cornell University | GE Corporate |
| Direct Supply, Inc. | Gemstar-TV Guide International |
| DIRECTV | Goldman Sachs |
| DoubleClick | GolfTV |
| Embry-Riddle Aeronautical University – Worldwide | Goodmail Systems |
| Entertainment Studios | Government of New Brunswick |
| Epicor Retail | Hanover Group |
| Ernst & Young LLP | Harvard Business School |
| ESPN | HDHomes.tv |
| ESPN360 | HealthWatch.tv |

AUDIENCE PROFILE (continued)

Subscribers Work in These Departments ▼

Executive Management.....	17.7%	Network Operations/ Data Center Operations	2.4%
Marketing/Sales	11%	Product Management	2.6%
Content Creation and Production.....	20.0%	Other.....	4.1%
Corporate Communications/ Advertising.....	3.9%		
Content Post-Production.....	4.7%		
Creative/Design.....	7.3%		
Engineering.....	7.1%		
IT/Information Systems	14.7%		
Training/Education	4.1%		
Finance/Accounting.....	0.4%		



Average Company Size Revenue: \$745M

Vendor Opportunity:

All *Streaming Media* magazine subscribers have been qualified with the ability to purchase, and all have budget ready to spend for 2012.

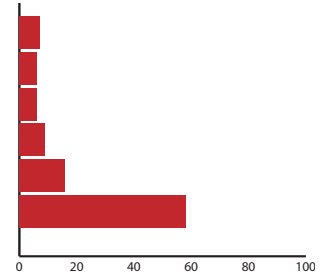
Budget & Plans ▼

Total average budget for streaming products	\$166,750
Total average budget for streaming services.....	\$166,750
Average company size (employees).....	1,490
Average company size (revenue)	\$754,224,000

Subscriber's Company Budget for Streaming-Media-Related PRODUCTS ▼

\$1M+.....	7%
\$500K-\$1M	6%
\$250K-500K	6%
\$100K-250K	9%
\$500K-\$1M	16%
\$50K-100K	58%

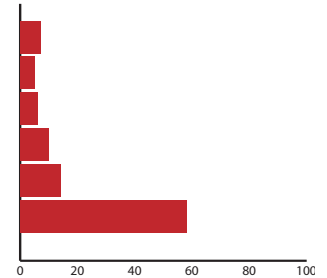
Average/Products \$167K



Subscriber's Company Budget for Streaming-Media-Related SERVICES ▼

\$1M+.....	7%
\$500K-\$1M	5%
\$250K-500K.....	6%
\$100K-250K	10%
\$500K-\$1M.....	14%
\$50K-100K	58%

Average/Products \$167K



Data Source: Annual Reader's Survey August 2011

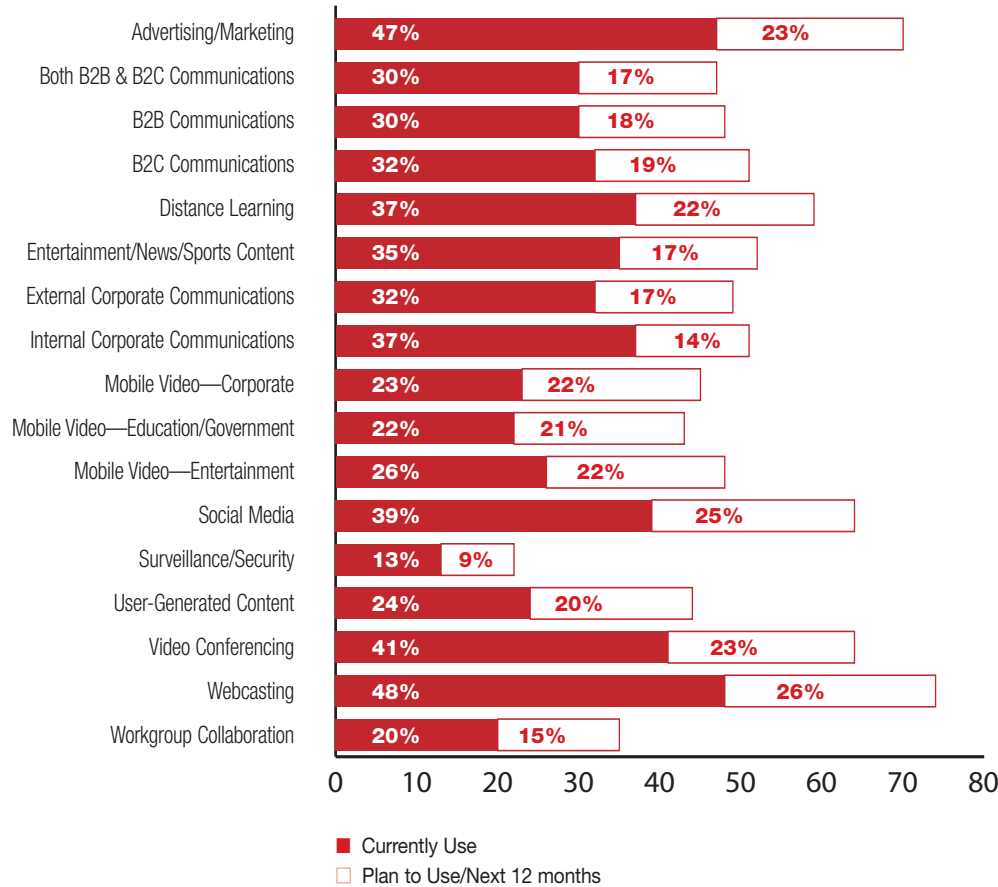
REACH QUALIFIED DECISION MAKERS FROM:

continued

Highlights for Children	IBM Canada	Kaiser Permanente	Mentor Graphics
Hollywood Reel To Real	Idaho Power Company	Kalmbach Publishing Co.	Merck
Horizon Blue Cross Blue Shield of New Jersey	Intel Corporation – Studios	Lockheed Martin	Metlife
HP	ITS Mortgages, LLC	Lone Star College System	Microsoft
IBM	Jazz at Lincoln Center	Mayo Clinic	MTV
	JPMorganChase	Medco Health Solutions, Inc.	MyOutdoorTV.com

AUDIENCE PROFILE (continued)

Subscriber's Streaming Media Usage ▾



Data Source: August 2011 Reader's Survey

REACH QUALIFIED DECISION MAKERS FROM:

continued

- | | |
|--|-------------------------------|
| Nationwide Insurance | Sony Pictures |
| NBC-Universal | SportsJuice.com |
| NE Latino TV | St.Thomas Health Services |
| Nokia Siemens Networks | State Farm Insurance |
| Nortel | Sun Life |
| Northrop Grumman IT | Sun Microsystems |
| OCshowbiz | Target Corporation |
| Oklahoma Horizon TV | The Ohio Department of Health |
| Old Navy | The Sportsman Channel |
| Omega Networks, Inc. | The Weather Channel |
| Outfitters TV | Time, Inc. |
| Paramount | Time Warner Cable |
| Partners HealthCare System, Inc. | Travelers |
| PBA | Tribune Interactive |
| PCC-TV | Turner Broadcasting |
| Pfeifers Sales, Inc. | Unisys |
| Pitney Bowes | University of Florida |
| Providence Health System | University of Toronto |
| Pure Entertainment | USA Today |
| QWest | Vanderbilt University |
| Raycom Sports | Verizon |
| Reed Business Information - Supply Chain Group | Verizon Wireless |
| Resort TV/Bark Studios | Warner Bros. |
| Rocky Mountain PBS | Weather.com |
| Shoreline Community College | Xtreme Speedway Action |
| Sony Electronics | Yahoo! |
| | Yale University |

DISPLAY ADVERTISING RATE CARD

➤ 2012 RATE CARD (NET): **Display Rates**

	1X	6X (5 issues + sourcebook)
Tab (double-sided)	\$6,995	\$5,995
Cover 2	\$3,740	\$3,340
Cover 3	\$3,500	\$3,100
Cover 4	\$3,740	\$3,340
Spread	\$5,900	\$5,200
1 page	\$3,400	\$2,900
1/2 spread	\$3,400	\$2,900
2/3-page	\$2,550	\$2,200
1/2-page	\$2,200	\$1,750
1/3-vertical	\$1,730	\$1,480

See page 19 (Advertising Specifications and Terms) for page sizes

➤ **ATTENTION VENDORS:**

Send a message to the *entertainment*, *enterprise*, and *vertical market* customers you want to influence! **Streaming Media** magazine is a bimonthly advertising opportunity that reaches readers *all year long* as we:

- › Distribute 20,000 copies in February, April, June, August, October, and December to qualified subscribers and to online readers with our interactive rich media digital edition.
- › Distribute copies to attendees at 14 trade shows in 2012 and early 2013.
- › Attract and mail to new subscribers in 2012 via our website, conferences, and enewsletters.

Call for pricing on multiple-page insertions and Special Advertising Supplements.

➤ **DIGITAL EDITION OF STREAMING MEDIA MAGAZINE**

Vendors that purchase print advertising can submit a video ad or rich media to be included in the digital editions of **Streaming Media** magazine.

➤ Date of Issue	Space Reservation	Material Due
February 2012	Dec. 15	Jan. 17
April/May 2012	Feb. 22	March 19
June/July 2012	April 23	May 17
August/September 2012	June 21	July 18
October/November 2012	Aug. 22	Sept. 18
December 2012/January 2013	Oct. 23	Nov. 16

➤ **Advertising/Showcase Sales Contact:**

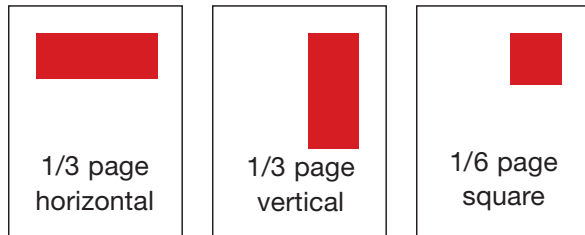
Joel Unickow • Publisher
Direct: (250) 716-8815
Fax: (250) 716-8816
Email: joel@streamingmedia.com

CLASSIFIED MARKETPLACE ADVERTISING RATE CARD

2012 RATE CARD (NET): Showcase Rates

1/6-page	\$500
1/3-page	\$960

showcase sizes	Size (H x W, inches)
> 1/3-page, horizontal	3-1/8" x 7-3/8"
> 1/3-page, vertical	6-3/8" x 3-1/2"
> 1/6-page, square	3-1/8" x 3-1/2"



2012 SHOWCASE AD CLOSING DATES:

Date of Issue	Space Reservation	Material Due
February 2012	Dec. 15	Jan. 17
April/May 2012	Feb. 22	March 19
June/July 2012	April 23	May 17
August/September 2012	June 21	July 18
October/November 2012	Aug. 22	Sept. 18
December 2012/January 2013	Oct. 23	Nov. 16

Advertising/ Showcase Sales Contact:

Joel Unickow • Publisher
Direct: (250) 716-8815
Fax: (250) 716-8816
Email: joel@streamingmedia.com



2012 DISPLAY ADVERTISING ORDER FORM

➔ COMPANY INFORMATION:

Company Name

Address 1

Address 2

City, State ZIP

Contact Name and Title

Telephone

Fax

Email

Creative Contact

Email

➔ AD SIZE OPTIONS

Full Page Spread 1/2-spread 2/3-page 1/3-page (display)

1/2-page format orientation (please choose one) vertical horizontal

1/3-page Showcase format orientation (please choose one) vertical horizontal

1/6-page Showcase

Special Package _____

_____ Total Quantity of ads ordered

Total (NET): \$ _____ Payment Method _____

Placement Details _____

➔ AGREED:

Company/Agency

Name

Title

Signature

Date

MATERIAL INSTRUCTIONS:

See Advertising materials spec sheet for ad submission requirements, or contact the Production Supervisor at admailbox@infoday.com.

TERMS AND CONDITIONS:

Advertiser is responsible for supplying appropriate artwork by the material due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are *net*. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

TO VALIDATE THIS CONTRACT,

please sign, date, and return this form (by fax, email, or post mail) to:

Streaming Media

Attn: Joel Unickow • 143 Old Marlon Pike • Medford, NJ 08055
joel@streamingmedia.com • Ph: (250) 716-8815 • Fax: (250) 716-8816

Streaming Media European Edition

Attn: Sjoerd Vogt • 7 Leamington Drive • Faringdon, SN7 7JZ • United Kingdom
svogt@streamingmedia.com • Ph: +44 (0)1367.241707 • Mobil: +44 (0)7810.253111 • Fax: +44 (0)700.601.9221

MAKE YOUR PRESENCE KNOWN

to the most qualified buyers of online video products and services [2011 budget—over \$2.6 Billion at stake]

—data from the 2010 *Streaming Media* magazine survey.

➤ **PUBLISH YOUR CONTENT IN AN ISSUE OF *STREAMING MEDIA* MAGAZINE AND GET ONLINE LEADS.**

When you publish your multipage content in *Streaming Media* magazine, we will also post it online and in our newsletter for 2 months (a \$4,000 additional value)!

Streaming Media will provide you with a link to all the leads that download your content.

- > **2 Pages:** \$5,900
- > **4 Pages:** \$8K
- > **6 Pages:** \$9K
- > **7–10 Pages:** \$11,995
- > **10+ pages:** call

➤ **Contact Joel Unickow for more details, today.**

Phone: (250) 716-8815

Email: joel@streamingmedia.com

www.streamingmedia.com



ADVERTISING SPECIFICATIONS AND TERMS

➤ MAILING INSTRUCTIONS

Send proofs, and ad material to:

Streaming Media magazine

Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055
(800) 300-9868, Ext. 130; (609) 654-6266, Ext. 130; Fax (609) 654-4309

Please identify material by name of advertiser, publication, and issue date.

➤ CONTRACT AND COPY REGULATIONS

Advertiser is responsible for supplying appropriate artwork by the material due date; where a multiple insertion contract is in force, the Publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the Publisher's approval. The Publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

➤ FREQUENCY DISCOUNTS & RATE ADJUSTMENTS

Frequency rates are based on the total number of insertions of 1/3-page or more. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

➤ TERMS & CONDITIONS

A 5 percent (5%) discount may be applied for prepayment of your advertising insertion. At the time of publication, the invoice, three tearsheets, and a copy of the magazine are sent. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

➤ ELECTRONIC FILES

Macintosh format, QuarkXPress 6.5 or lower, Press Quality PDF, Photoshop, or Illustrator files are preferred. Any/all images used, should be CMYK and saved as either TIFF or EPS files. Any files supplied as RGB or containing SPOT colors will be converted to CMYK. Final file resolution must be at least 300dpi.

An accurate proof of how the ad is to be printed MUST be included with the disc. All four-color ads MUST be supplied with an accurate color proof.

DISC: Electronic files may be supplied on DVD or CD-ROM.

EMAIL: Ads sent via email must not exceed 10MB (gross file size). Files should be compressed as a .sit, .zip, or .sea. Email files to adsubmit@infotoday.com.

➤ UPLOADING FILES

Address: <http://files.infotoday.com>

User ID: advert (case-sensitive)

Password: advert1 (case sensitive)

Electronic ad submission must be followed with a hard copy of the ad that accurately represents how the ad should appear when printed. PDF proofs are accepted, however, due to variations in color printers, PDF proofs will not be considered color-accurate proofs. **Fax copies to Streaming Media magazine at (609) 654-4309.** Original color proofs must be mailed to Streaming Media magazine. Include all fonts (screen and printer) and graphics used in the ad. CMYK mode must be used for four-color text and graphics.

Ad Space	Orientation	Trim Size (w x h, inches)	Bleed Size (w x h, inches)
Full page	Vertical	8.5x10.875	8.75x11.125
Spread	Horizontal	17x10.875	17.25x11.125
2/3 page	Vertical	4.5x10	n/a
1/2 spread	Horizontal	17x5	17.25x5
1/2 page	Horizontal	7x5	n/a
1/3 page	Vertical	2.25x10	n/a

➤ MECHANICAL SPECIFICATIONS

Bleeds: Oversized ads are considered bleeds. There is no extra charge for bleeds.

Mechanical size for bleeds is 8-3/4"x11-1/8".

Live matter should be within 7-1/4"x10".

Trim size is 8-1/2"x10-7/8". A page consists of three columns, each 2-1/3"x9-5/8". Printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended. Publisher-set copy, alterations, and plate change charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for three months and then deleted unless otherwise instructed. Information Today, Inc. cannot be held responsible for any advertising material lost or damaged in printing.

Offset negatives are not accepted (see *Electronic Files*).

Two-color advertisements using any color other than process yellow, cyan, and magenta will be subject to additional charges.

➤ PUBLISHER-SET COPY

Rate: \$400 for full-page ads; \$275 for 1/2-page or less. Copy due same date as space reservations. There is a \$50 charge for any type changes, or codes added by the Publisher. A new proof copy is preferred.

For inquiries about specifications, contact: Michael Hardwick • Direct: (609) 654-6266, ext. 130 • **Email:** mhardwick@infotoday.com

REPRINT ORDER FORM

➔ CUSTOM REPRINTS • E-PRINTS • ARTICLE PERMISSION

Date _____

Issue _____

Article Title _____

Author _____

Send proofs and finished material to:

Contact Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

Authorized Signature _____

CUSTOM REPRINT SPECIFICATIONS/INSTRUCTIONS:

Note: You will be provided with a proof to review your custom reprint before your order is printed.

Mail your order form to:

Information Today, Inc. • Attn: Tiffany Chamenko • 143 Old Marilton Pike • Medford, NJ 08055

or fax to: (609) 654-4309

Contact Tiffany Chamenko directly for more info. Phone: (609)654-6266, Ext. 122 • Email: tchamenko@infotoday.com

Yes, Please enter my order for the following items:

Price

Photocopy Permission:

Number of article pages _____ x \$25 per page = \$ _____

Reprint Permission: entire article for \$250 \$ _____

E-Prints: entire article for \$250 \$ _____

Custom Reprints: Qty _____, No. of pages _____,
 Color choice 4C 2C 1C (fill in price from rate card) \$ _____

Note: Custom reprint price does not include shipping and customization charges.

Sub Total: \$ _____

CT, KY, WI must add sales tax: \$ _____

Total: \$ _____

CREDIT CARD: MC VISA AMEX DISCOVER

CREDIT CARD # _____

EXP. DATE _____

CREDIT CARD PAYMENT IS REQUIRED FOR ALL FIRST-TIME ORDERS. Your credit card will be billed after you order is processed and shipped.

** Please note that prices above are not inclusive of shipping charges and any special customization charges that may be applicable.
 Any additional customization, handling, and shipping charges will be added to your order.

Authorized Signature/Title _____

Date _____