



<sup>SM</sup>  
***streaming  
media***

**PRINT ONLINE**

**BUSINESS**

**TECHNOLOGY**

**CONTENT**

## ▶ **LEAD GENERATION media kit 2021**

**ENGAGEMENT**

**QUALIFIED**

**ACTIONABLE LEADS**

**THOUGHT**

**LEADERSHIP**

- **Exclusive **PRINT ONLINE** packages**
- **Exclusive web events**
- **Online only White Papers**
- **Multi-vendor Innovation Series**
- **Collaborative web events**
- **Research @ Streaming Media**

▶ **section 3**

[www.streamingmediaglobal.com](http://www.streamingmediaglobal.com)

## exclusive **PRINT ONLINE** combination packages

### YOUR EXCLUSIVE CONTENT:

#### In Print & Online-With-Lead-Capture!

**PRINT** gives you status, pedigree and profile. **ONLINE** delivers brand awareness, name recognition and traction. Bring these together and you get benchmark-beating lead generation packages that will drive your business where you want it to go.

- GUARANTEED number of leads
- Unrivalled ROI in terms of cost per lead
- Each package includes a full-page display ad

Streaming Media's exclusive **PRINT ONLINE** Sponsored Content Engagement Packages are enhanced advertorials consisting of four, six or ten pages of content which also generate online leads as a downloadable PDF for up to 6 months.

### AT A GLANCE

PLATINUM	GOLD	SILVER
10-page contribution of your content (12 pages in total, including cover and ad in magazine) with 1,000 lead guarantee	6-page contribution (8 pages in total) with 600 lead guarantee	4-page contribution (6 pages in total) with 200 lead guarantee
<b>£13,000/€14,400</b>	<b>£9,500/€10,800</b>	<b>£6,500/ €7,200</b>

Materials: Sponsors supply approx. 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.

### IN DETAIL

**PRINT ONLINE** combination packages are enhanced advertorials consisting of four, six, or ten pages of content and generate online leads as a downloadable PDF for up to 4 months.

PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL
<ul style="list-style-type: none"> <li>• Publish your 10 pages of content in the issue itself (we will provide layout and the "cover" – also includes one full-page display advert placed elsewhere: 12 pages total)</li> <li>• Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 4 months minimum</li> <li>• Announce the PDF with an email broadcast</li> <li>• Run house ads promoting the white papers for 4 months</li> <li>• 1,000 minimum lead guarantee</li> </ul>	<ul style="list-style-type: none"> <li>• Publish your six pages of content in the issue itself (we will provide layout and the "cover" – also includes one full-page display advert placed elsewhere: 8 pages total)</li> <li>• Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 3 months leads minimum</li> <li>• Announce the PDF with an email broadcast</li> <li>• Run house ads promoting the white papers for 3 months</li> <li>• 500 minimum lead guarantee</li> </ul>	<ul style="list-style-type: none"> <li>• Publish your four pages of content in the issue itself (we will provide layout and the "cover" – also includes one full-page display advert placed elsewhere: 6 pages total)</li> <li>• Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 2 months leads minimum</li> <li>• Announce the PDF with an email broadcast</li> <li>• Run house ads promoting the white papers for 2 months</li> <li>• 200 minimum lead guarantee</li> </ul>
<b>PRICE: £13,000/€14,400</b>	<b>PRICE: £9,500/€10,800</b>	<b>PRICE: £6,500/ €7,200</b>

**ADDITIONAL BONUS:**  
Streaming Media will provide editing and layout services with proofs to satisfaction.

**UK, Europe and India Sales**  
**Kat Allen**  
Direct: +44 (0)7712 583784  
Email: kat.allen@streamingmedia.com

**North America Sales**  
**Joel Unickow**  
Direct: +1 250 933 1111  
Email: joel@streamingmedia.com

## multi-vendor PRINT ONLINE innovation series

**THESE MULTI-VENDOR PRINT ONLINE INNOVATION SERIES CONSISTENTLY GENERATE MORE QUALIFIED LEADS THAN ANY OTHER PROGRAMME IN THE INDUSTRY.**

These **Innovation Series** – all on carefully chosen trending topics – first appear in the **PRINT** magazine for maximum credibility. This kind of profile-pumping cannot be achieved through online alone. The Innovation Series then goes **ONLINE** to generate 1000s of highly qualified actionable leads ( including phone /email ) for the participating vendors.

The Innovation Series topics that will appear in the European Magazine in 2020 are:

- Spring: **Measuring and Monitoring to Reduce Churn**
- Summer: **Maximising Efficiencies in Content Delivery**
- Autumn: **Cloud Production Tools**
- Winter: **Content Protection & Monetisation**

### HOW DOES IT WORK? YOU WRITE, WE PUBLISH.

Each Innovation Series is published in one issue of *Streaming Media* magazine and also generates online leads as a downloadable PDF for a number of months, depending on sponsorship package. Design and layout is included in your package, giving the Innovation Series a professional unified look. Each Innovation Series includes an opening cover, an introduction and table of contents, and a back cover page that includes the logos and contact details of participating vendors.

**Materials:** Sponsors supply approx. 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.

### IN DETAIL

PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP
<ul style="list-style-type: none"> <li>• 6-page sponsored content contribution <b>EXCLUSIVE</b></li> <li>• First article after introduction and table of contents</li> <li>• Exclusive “Brought to you by [your company logo]” in all outreach marketing</li> <li>• Exclusive front cover Platinum logo positioning</li> <li>• Top enlarged positioning logo placement with contact info on back cover</li> <li>• Custom-made, co-branded Innovation Series standalone PDF for your distribution</li> <li>• 12 months of leads</li> </ul>	<ul style="list-style-type: none"> <li>• 4-page sponsored content contribution</li> <li>• Best position article after Overture article and Platinum Sponsor</li> <li>• Front cover Gold logo positioning</li> <li>• Enlarged positioning logo placement with contact info on back cover</li> <li>• Custom-made, co-branded Innovation Series standalone PDF for your distribution</li> <li>• 6 months of leads</li> </ul>	<ul style="list-style-type: none"> <li>• 2-page sponsored content contribution</li> <li>• Best position article after Industry Overture article and Gold Sponsors</li> <li>• Front cover Silver logo positioning</li> <li>• Positioning logo placement with contact info on back cover</li> <li>• 3 months of leads</li> </ul>
<b>PRICE: £10,000/€11,000</b>	<b>PRICE: £7,000/€8,000</b>	<b>PRICE: £3,800/€4,200</b>

### INNOVATION SERIES CLASSIFIED LISTING

(does not include leads generated by publication)

- **Large €800/£900:** 100 words, logo, & company contact info
- **Small €450/£475:** 50 words, logo, & company contact info

**UK, Europe and India Sales Kat Allen**  
 Direct: +44 (0)7712 583784  
 Email: kat.allen@streamingmedia.com

**North America Sales Joel Unickow**  
 Direct: +1 250 933 1111  
 Email: joel@streamingmedia.com

## streaming media web events – exclusive and collaborative

HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP POSITION • LEVERAGED BRAND EQUITY • COMPLETE MARKETING PROGRAMME • MULTIPLE TOUCH POINTS

### STREAMING MEDIA CLIENTS CAN CHOOSE FROM TWO OPTIONS:

#### 1. EXCLUSIVE WEB EVENTS

**You pick the topic, you choose the panel**

#### 2. COLLABORATIVE WEB EVENTS

**Trending topic, multiple vendors**

### WHAT ARE STREAMING MEDIA WEB EVENTS?

- Our Web Events are complete turn-key live events. We do all the promotion, all the registration, and coordinate all the technology. You show up.
- You can choose to target Europe, North America, or global.
- Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio and/or video.
- Web Events are fully interactive: Live polling, survey, and question & answer sessions make compelling content.
- Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.
- No need for participating vendors to leave their office. Dedicated Streaming Media staff carefully prepare and test audio links; conduct dry-runs of presentations and slides; and go through Q&A.

### WHAT YOU GET

- **High qualified, actionable leads** – from preregistration, live event log-on, and post-event registration and logon to the archived event.
- **Extensive event registration programme with multiple marketing touch points.**
- **Brand Leverage** – use the strength of our Streaming Media brand. Moderated by Streaming Media editor Eric Schumacher-Rasmussen and marketed under the Streaming Media brand.
- **A managed process** – we take care of all of the details: marketing, registration, technology, follow up.
- **Web Events** – Our parent company Information Today has been producing streaming Web Events since 1998. We have produced hundreds of Web Events for clients such as Actuate, Avaya, Convergys, D&B, EMC, Epiphany, IBM, Indus, Inquire, IPrase, Kana, Knova, Microsoft, Netsuite, Oracle, PeopleSoft, RightNow, salesforce.com, Siebel, Soffront, Talisma, Tuvox, and Unica, among others. Information Today is the most experienced webcast producer in publishing today.

### WE TAKE CARE OF ALL THE DETAILS

Streaming Media will produce, market, and broadcast your one-hour audio and/or video Web Event.

### ACTION LIST

#### Our aggressive online and print advertising campaign includes:

- HTML email invitation to our 50,000-name database of your best customers & prospects
- Ability to participate in *Streaming Media's* annual white paper series – with webcast transcribed, graphics included for print
- Banner advertising on StreamingMedia.com
- 3 pre-promotions in StreamingMedia's Xtra newsletter with a 38,000 circulation
- A reminder email to all registrants prior to the event
- Phone call reminder to all registrants
- Collaboration with other Information Today, Inc. media properties where applicable
- Complete registration of attendees with sponsors' customised qualifying questions
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event thank you email with links to archive for both attendees and non-attending registrants
- Optional post-event survey of registration list
- Access to all registrations, including post-event registration for the archived version
- Sponsored webcast archived on StreamingMedia.com

**One affordable price, a fraction of the cost of an à la carte event without any of the headaches.**

Visit [www.streamingmedia.com/weevents](http://www.streamingmedia.com/weevents) to view our many archived events.

## 2021 collaborative multi-vendor web events at a glance

### OFFERS HIGHEST ENGAGEMENT LEVEL WITH PARTICIPANTS

These collaborative multi-vendor web events are moderated by Eric Schmacher-Rasmussen. They include:

- live streamed audio
- synchronised slides
- live polling & surveys
- Q&A

### YOU WANT TO BE ON THE PANEL? NO NEED TO LEAVE YOUR OFFICE!

Dedicated *Streaming Media* staff carefully test the audio links beforehand, run through the presentations and synchronised slides and perform dry runs.

These multi-vendor web events take place on Thursdays – at 1pm EST (7pm CET, 6pm GMT).

Scheduled **TOPICS** (see right) are scheduled for the following 12 months. Frequently, additional Web events are scheduled on trending topics.

DO YOU HAVE A WEB EVENT TOPIC THAT YOU THINK SHOULD BE INCLUDED IN THE CALENDAR?

### SCHEDULED TOPICS FOR 2021 COLLABORATIVE WEB EVENTS

(see next page for full details)

**Summit – The State of Media & Entertainment**

**Virtual Conference – Streaming Media Connect**

**Summit – The State of Low and Ultra-Low Latency**

**Roundtable – Next-Level Live Streaming**

**Roundtable – Encoding & Transcoding for a Multi-Codec World**

**Summit – The State of Sports & Esports Streaming**

**Roundtable – The Future of Sports & Esports**

**Summit – The State of Monetization & Ad Tech**

**Summit – The State of Consumer OTT Trends**

**Roundtable – Future-Proof OTT Strategies**

Visit [streamingmediaglobal.com/webinars](http://streamingmediaglobal.com/webinars) to view one of our many archived events. All available as VOD – continuing to generate leads for the participating vendors long after the event has taken place.

### PRICING FOR WEB EVENTS

**EXCLUSIVE TURNKEY WEB EVENT**

**£13,500 / €14,400**

**COLLABORATIVE WEB EVENT**

(max four sponsors)

**£3,300 / €3,700**

**UK, Europe and India Sales Kat Allen**

Direct: +44 (0)7712 583784

Email: [kat.allen@streamingmedia.com](mailto:kat.allen@streamingmedia.com)

**North America Sales Joel Unickow**

Direct: +1 250 933 1111

Email: [joel@streamingmedia.com](mailto:joel@streamingmedia.com)

## online-only white papers

Looking for highly qualified leads with a strong level of engagement? White papers on the **streamingmedia.com** website are a very effective way of ensuring that your carefully crafted content works hard for you. We host; and above all we promote.

**Sponsored articles** (see ONLINE Media Kit for details and pricing) on the streamingmedia.com website allow you to tell your story in your own words and they will help to improve the SEO on your own website. **But articles don't directly generate leads.**

White Papers are different. One of the most effective ways of not only generating qualified actionable leads, but also positioning your company as an industry thought leader.

You may already have existing white papers that would work well in a lead-generation campaign. White papers can be any length, and are hosted on a special page on the streamingmedia.com website. They are then actively promoted through the website, through banners, and where appropriate also through print advertising.

You may also wish to book additional *Streaming Media* email blasts and banners to further market your white paper, and we will give you significant discounts if these blasts and banners are part of a white paper campaign. Of course you can also promote the white paper through your own website and newsletters.

## HOW DOES IT WORK?

Newsletter readers and visitors to the website are invited to download the white paper. If the system doesn't recognise them from previous visits (through cookies on their machine) then they will first be asked for their full details before they can continue with the download.

You as the sponsor are given a unique URL "key" into our lead collection systems so that you can download these contact details at any time over the period of the campaign.

Leads will be high quality and self-qualified. The very low cost-per-lead on a typical white paper campaign with *Streaming Media* makes this a very popular programme.

White papers can be any length.

## PRICING FOR WHITE PAPERS

3 months promotion	€4,680 / £4,200
6 months promotion	€6,240 / £5,700
12 months promotion	€8,580 / £7,700

### UK, Europe and India Sales

**Kat Allen**

Direct: +44 (0)7712 583784

Email: [kat.allen@streamingmedia.com](mailto:kat.allen@streamingmedia.com)

### North America Sales

**Joel Unickow**

Direct: +1 250 933 1111

Email: [joel@streamingmedia.com](mailto:joel@streamingmedia.com)



## Research @ Streaming Media

Our custom research program includes:

### PHASE 1: The Survey

- Survey design and creation
- Capture, cross-indexing, and raw data from the online survey tool
- A complete Final Report delivers “Key Findings” and in-depth data interpretation authored by an industry analyst working closely with your company.
- Final Report also includes an Executive Summary and a full Respondent Profile.
- Full co-branding and affiliation with Streaming Media, or anonymity, at the survey sponsor’s discretion
- Competitive intelligence—Each survey may include up to five proprietary questions.
- Vendor owns the rights to the Final Report PDF and the data. Streaming Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR the following:

### PHASE 2: Lead-Generation: Marketing the Findings

- Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:
  - Dedicated Email Promotion
  - Newsletter Sponsorships
- Sponsored Content Listing (homepage and newsletters)
- Streaming Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.
- Print distribution of “single page takeaway” in Streaming Media magazine

USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD-GENERATION WITH:

### PHASE 3: Live 1-Hour Webcast: Thought Leadership Series

- Highly qualified, actionable leads—from preregistration, live event log-on, and postevent registration and log-on to the archived event
- Extensive event registration program with multiple marketing touchpoints
- Sponsor exclusivity—Enjoy 100% attentive and exclusive mindshare in a single-sponsored event.
- Brand leverage—Use the strength of the Streaming Media brand. Moderated by Streaming Media’s publisher and marketed under the Streaming Media brand.
- A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead-Generation  
(call for pricing)

#### UK, Europe and India Sales

**Kat Allen**

Direct: +44 (0)7712 583784

Email: [kat.allen@streamingmedia.com](mailto:kat.allen@streamingmedia.com)

#### North America Sales

**Joel Unickow**

Direct: +1 250 933 1111

Email: [joel@streamingmedia.com](mailto:joel@streamingmedia.com)

# production requirements for sponsored content

## INNOVATION SERIES, EXCLUSIVE **PRINT ONLINE** PACKAGES AND ADVERTORIALS

### SPONSORED CONTENT – WE DO THE DESIGN

#### FILE SUBMISSION INSTRUCTIONS:

- To upload sponsored content:
  - Using your web browser, log onto <http://sponsored-content.infotoday.com>
  - Please indicate advertiser, publication, and issue in which the sponsored content will be placed in appropriate fields.
- Materials:
  - Print-quality (min. 300 dpi) logo and graphics can be provided in .jpeg, .tiff, or .eps format.
- Per page:
  - word count is approximately 450 words plus one graphic for each page, or 600 words for each page without art.



→ 25mm margin for header and footer to be placed

#### UK, Europe and India Sales

**Kat Allen**

Direct: +44 (0)7712 583784

Email: [kat.allen@streamingmedia.com](mailto:kat.allen@streamingmedia.com)

#### North America Sales

**Joel Unickow**

Direct: +1 250 933 1111

Email: [joel@streamingmedia.com](mailto:joel@streamingmedia.com)

### SPONSORED CONTENT – ALREADY PRE-DESIGNED

#### WE ACCEPT THE FOLLOWING FORMATS:

- Press Quality or PDF X-1a PDF files are preferred.
  - Fonts must be embedded
  - 300 dpi images only
  - Set black to overprint
  - Flattened transparencies
  - Convert PMS to CMYK
  - Bleeds and crops included
  - Images must be in CMYK
- We can also accept high-resolution Mac format Photoshop TIFF files.
  - Photoshop TIFF files for Mac
  - Flattened layers, CMYK colour, 300 dpi, page dimensions and bleeds according to pub specs
- Full page trim size: 216 x 277mm.
  - We require a 25mm margin top and bottom for our headers and footers to be placed
  - Add 3mm on all sides for bleed

A proof of the ad accurately representing how the ad should appear when printed **MUST** be submitted with the ad. Four-colour ads must include an accurate colour proof. This can be provided as a PDF proof, image, or hardcopy.

Please note: **Streaming Media** does follow its own page numbering system, so please enquire about page number references in your article if needed. Also note that we follow a template for sponsored content. We require a 25mm margin top and bottom for our headers and footers to be placed.

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif, etc.).