Proven Marketing and Demand-Generation Solutions to Grow Your Online Video Business
ABOUT STREAMINGMEDIA.COM

Ask us why we are called ‘The Filter of the Industry.’

A trusted resource since 1998, StreamingMedia.com has been the No. 1 online destination for professionals seeking breaking news, in-depth features, reviews, analysis, and directories for the streaming and digital media markets. With all the excitement surrounding the online video industry, we commonly hear that StreamingMedia.com has always been the “filter of the industry,” helping readers separate the reality from the hype and better understand the technologies and business strategies that work.

The site features thousands of original articles and videos, biweekly enewsletters, and a wide range of resources dedicated to the streaming media industry. StreamingMedia.com is the last word in streaming for business, technology, and content. StreamingMedia.com is committed to bringing our visitors a return for their “time investment” on our site by giving them in-depth information and analysis that can’t be found anywhere else.

Site Overview

No other media property brings this level of online video experience to the table. For more than 20 years, hands-on leadership and expertise have kept this site No. 1 as a resource, as well as a community. Content on the site includes feature articles, breaking news, research reports, a blog, webcasts, an annual industry directory, a biweekly enewsletter, and case studies that showcase the latest real-world streaming and digital media applications. Along with content from the Streaming Media Industry Sourcebook, white papers, web events, Innovation Series, and Streaming Media magazine, StreamingMedia.com features are easily searchable by verticals and topics.

Reserve Your Space Today!

Joel Unickow • Vice President / Publisher
Direct: (250) 933-1111 • Email: joel@streamingmedia.com

Streaming Media, a division of Information Today, Inc.
143 Old Marlton Pike • Medford, NJ 08055
WHAT IS STREAMING MEDIA MAGAZINE?

Streaming Media magazine is designed with one purpose in mind: to help executives and technology managers who use online video do their jobs better, whether they work in media and entertainment, enterprise, education, government, faith, or any other vertical. Every issue is built around how-to articles that take a look at a technology or business problem and offer solutions. You’ll also find in-depth features on the industry, case studies, and reviews, as well as columns by industry thought leaders and hands-on experts including Jan Ozer, Robert Reinhardt, and Tim Siglin. Whether the focus of your product or service is on content creation, postproduction, live streaming, encoding, or delivery, each issue of Streaming Media magazine will help you get your message into the hands of those people making purchasing decisions: the readers of Streaming Media magazine.

Key Facts:

- Print distribution to more than 10,500 qualified readers and offered digitally to StreamingMedia.com’s online users (see their demographics in the Audience Profile section of this media kit beginning on page 4)
- Eight issues for 2021: January/February, March (Streaming Media Industry Sourcebook), April/May, June, July/August, September, October, November/December
- Distribution at key industry events
- 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.

“An authoritative source on streaming media topics; the first place I go for this information!”
—Head, Library Technology, The College at Brockport–SUNY
AUDIENCE PROFILE

$3.8 BILLION on PRODUCTS & SERVICES

95% of readers rate Streaming Media magazine as their primary, most valuable resource.

Actions subscribers took immediately after reading an issue of Streaming Media magazine:

- Contacted an advertiser online or by phone (3,465 subscribers)
- Downloaded content from StreamingMedia.com (5,565 subscribers)
- Referred an article to a colleague (6,720 subscribers)
- Saved the issue for future reference (7,455 subscribers)

93% of people who read Streaming Media magazine are involved in streaming media-related purchasing decisions.

DATA SOURCE: SEPTEMBER 2020 AUDIENCE SURVEY
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 10,500 highly qualified 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 January, March, April, June, July, September, October, and November to 10,500 executives and professionals who qualify by subscribing online (www.streamingmedia.com/magazine) and is offered digitally to StreamingMedia.com’s online subscribers. Additional copies will be distributed at several industry shows in 2021.

NOTABLE SUBSCRIBER JOB TITLES:

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>C Level</td>
<td>28%</td>
</tr>
<tr>
<td>Vice President</td>
<td>13%</td>
</tr>
<tr>
<td>Director</td>
<td>18%</td>
</tr>
<tr>
<td>Manager/Supervisor</td>
<td>24%</td>
</tr>
<tr>
<td>Staff</td>
<td>17%</td>
</tr>
</tbody>
</table>

DATA SOURCE: SEPTEMBER 2020 AUDIENCE SURVEY

Company Size (number of employees)

<table>
<thead>
<tr>
<th>Company Size (number of employees)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 22,000</td>
<td>15%</td>
</tr>
<tr>
<td>10,000–20,000</td>
<td>15%</td>
</tr>
<tr>
<td>1,000–10,000</td>
<td>22%</td>
</tr>
<tr>
<td>500–999</td>
<td>10%</td>
</tr>
<tr>
<td>250–499</td>
<td>7%</td>
</tr>
<tr>
<td>100–249</td>
<td>9%</td>
</tr>
<tr>
<td>50–100</td>
<td>8%</td>
</tr>
<tr>
<td>Less than 50</td>
<td>14%</td>
</tr>
</tbody>
</table>

AVERAGE Company Size: 3,257 employees
AUDIENCE PROFILE (continued)

Subscribers' Primary Industry ▼

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Industry</td>
<td>22%</td>
</tr>
<tr>
<td>Advertising</td>
<td>2%</td>
</tr>
<tr>
<td>Marketing/PR</td>
<td>4%</td>
</tr>
<tr>
<td>Education</td>
<td>11%</td>
</tr>
<tr>
<td>Enterprise (Corporate)</td>
<td>4%</td>
</tr>
<tr>
<td>Government</td>
<td>5%</td>
</tr>
<tr>
<td>Medical</td>
<td>2%</td>
</tr>
<tr>
<td>Media/Publishing</td>
<td>5%</td>
</tr>
<tr>
<td>Production</td>
<td>5%</td>
</tr>
<tr>
<td>Radio/Music/Podcasting</td>
<td>2%</td>
</tr>
<tr>
<td>Sports</td>
<td>3%</td>
</tr>
<tr>
<td>Faith</td>
<td>3%</td>
</tr>
<tr>
<td>Retail</td>
<td>2%</td>
</tr>
<tr>
<td>Technology</td>
<td>18%</td>
</tr>
<tr>
<td>None of the above</td>
<td>12%</td>
</tr>
</tbody>
</table>

Type of Purchasing Decision Maker ▼

- Business 13%
- Technical 34%
- Both 53%

100% of readers consider themselves their company's advocate or champion for Streaming Media-related purchases.

Areas of the Video Industry Our Subscribers Work In ▼

- Cable Provider (MSO/MVPD) 5%
- Virtual MVPD (MVPD) 10%
- Content Owner/OTT Distribution 8%
- Carrier/Telco 10%
- Cinema/Film 3%
- Video Production 32%
- TV Station/Broadcaster 22%
- Enterprise (Corporate) Video 13%

DATA SOURCE: SEPTEMBER 2020 AUDIENCE SURVEY
AudiencE Profile (continued)

Primary Job Responsibility/Department ▼

Executive Management 20%
Business Development 8%
Marketing 12%
Sales 5%
Product Management 6%
Engineering 10%
IT/Networking/Video or Network Operations Center 22%
Strategy 9%
Research & Development 6%
Customer Service 2%

Budget & Plans ▼

Total average budget for streaming products and services......................... $362,500
Expected increase from 2020 streaming budgets.................................................6.4%

Subscriber’s Company Budget for Streaming Media-Related Products & Services ▼

More than $1M 9%
$500K–$999,999 13%
$100K–$499,999 23%
Less than $100K 55%

Average Budget $362,500

Expected Budget Increases/Decreases for 2021 for Streaming Products & Services ▼

Increase by 25% or more 13%
Increase by 10% to 25% 17%
Increase by 0 to 10% 14%
Stay the same 51%
Decrease by 0 to 10% 3%
Decrease by 10% to 25% 1%
Decrease by 25% or more 1%

Average 2021 budget increase: 6.4%

Data Source: September 2020 Audience Survey
**AUDIENCE PROFILE (continued)**

**How many of the last 4 issues of Streaming Media magazine have you read?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Four</td>
<td>53%</td>
</tr>
<tr>
<td>Three</td>
<td>19%</td>
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<tr>
<td>Two</td>
<td>11%</td>
</tr>
<tr>
<td>One</td>
<td>11%</td>
</tr>
<tr>
<td>None</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Produce and Services Readers Are Most Interested In**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud Video</td>
<td>48%</td>
</tr>
<tr>
<td>Content Delivery/CDN</td>
<td>49%</td>
</tr>
<tr>
<td>Content Protection</td>
<td>25%</td>
</tr>
<tr>
<td>Encoding/Transcoding</td>
<td>50%</td>
</tr>
<tr>
<td>Formats/Codecs/Protocols</td>
<td>40%</td>
</tr>
<tr>
<td>Live Streaming</td>
<td>76%</td>
</tr>
<tr>
<td>Mobile Video</td>
<td>38%</td>
</tr>
<tr>
<td>OTT</td>
<td>37%</td>
</tr>
<tr>
<td>Streaming Music/Audio</td>
<td>24%</td>
</tr>
<tr>
<td>Video Advertising</td>
<td>22%</td>
</tr>
<tr>
<td>Video Production</td>
<td>44%</td>
</tr>
<tr>
<td>Video Analytics</td>
<td>28%</td>
</tr>
<tr>
<td>VR/AR/MR</td>
<td>18%</td>
</tr>
<tr>
<td>Video AI and ML</td>
<td>20%</td>
</tr>
</tbody>
</table>

*Data Source: September 2020 Reader Survey*
REACH OUR AUDIENCE —
OVER 161,000 OPT-IN PROCESSIONALS CAN'T BE WRONG

StreamingMedia.com & StreamingMedia.com/Producer

- Launched: 1998

- SMXtra Newsletter ........................................... 24,000
- SM Bulletin Email Blast ........................................... 24,000
- SMProducer FOCUS Newsletter .......................... 12,000
- SMProducer Bulletin Email Blast ........................ 11,000

SOCIAL NETWORKS
- 14.2K Twitter followers
- 6,200 Facebook followers
- 2,637 LinkedIn followers

- 665,000+ Monthly Impressions
- 133,000+ Monthly Page Views
- 76,000+ Visits Per Month
- 66,000+ Unique Monthly Visitors

Streaming Media Magazine

- 10,500 Qualified Subscribers
  - Publishing since 1998

- Engaged Readers
  - 53% report they have read the last four issues of Streaming Media magazine.
  - 90% of readers prefer the print version as their primary resource.
  - 33% have contacted an advertiser online or by phone.
  - 53% have downloaded content from StreamingMedia.com.
  - 64% have referred an article in Streaming Media magazine to a colleague.

- How Important is SM magazine to our readers?
  - 94% say that Streaming Media is an important source of information they can't find anywhere else.
  - 95% cite that it helps them professionally.
  - 90% say that Streaming Media magazine is their favorite online video industry-related publication.

Streaming Media Webcasts

- More than 400 live webcasts since 2003
- Roundtable or solo events.

Conferences

- Streaming Media West
- Streaming Media East
- Streaming Media Connect
- Streaming Forum, UK
2021 EDITORIAL CALENDAR

IN EVERY ISSUE:
› Behind the Screens: In-depth looks at online video success stories
› NEW! The Streaming Toolbox: Your guide to the latest and greatest streaming tools and services
› “Spotlights”: Sponsored Articles and Industry White Papers

JANUARY/FEBRUARY 2021
› Mixed Signals: What’s Going on With VR, AR, and MR?
› Streaming Ad Tech Relationship Advice
› How to Build an OTT Service People Want to Watch
› Deploying NDI for Cloud Production
› Sponsored Sections
› Executive Predictions
› Innovation Series: Media & Entertainment

Editorial Deadline: November 12
Ad Due Date: December 18
Sponsored Content (White Papers/Innovation Series) Due Date: December 16
Mail Date: January 18

MARCH 2021
The 2021 Streaming Media Industry Sourcebook
› State of … Critical and comprehensive analysis of the market landscape for entertainment, enterprise, mobile video, content delivery, advertising, machine learning, mergers and acquisitions, and more
› Buyers Guide: A collection of checklists and feature comparison charts to help you make the right purchasing choice at every step of the online video workflow, from production to delivery
› How-To’s and Tutorials: Low-Latency HLS and DASH, Migrating to WebRTC, Tech Workflows for Switched Live Streams, and more
› Sponsored Sections
› The 18th Annual Online Video Industry Directory
› Innovation Series: Game-Changing Case Studies

Editorial Deadline: December 15
Ad Due Date: February 8
Sponsored Content (White Papers/Innovation Series) Due Date: February 1
Mail Date: March 10

APRIL/MAY 2021
Streaming Media Producer’s Ultimate How-To Guide
› How to Build Remote Production Kits for Every Budget
› Best Practices for Distanced On-Site Production
› How to Choose and Scale Lecture Capture and Streaming Solutions
…and more!
› Sponsored Sections
› Spring Power Bundles
› Innovation Series: Advanced Live Streaming

Editorial Deadline: February 9
Ad Due Date: March 12
Sponsored Content (White Papers/Innovation Series) Due Date: March 10
Mail Date: April 6

JUNE 2021
› The 2021 Streaming Media 50
› MPEG Codecs, One Year In (VVC, LVEVC, EVC)
› AV1: A Progress Report
› Raise the Bar for Distance Learning
› Sponsored Sections
› View from the Top
› Innovation Series: Advanced Encoding & Transcoding

Editorial Deadline: April 7
Ad Due Date: May 10
Sponsored Content (White Papers/Innovation Series) Due Date: May 6
Mail Date: June 3
2021 EDITORIAL CALENDAR (CONTINUED)

JULY/AUGUST 2021
› Esports for the Win
› The Return of "In Real Life" Streaming
› The Algorithm Series: HTTP2/3 With Quic
› Cloud Production and Esport
› Sponsored Sections
   › Fall Power Bundles
   › Innovation Series: Sports & Esports

Editorial Deadline: May 17
Ad Due Date: June 18
Sponsored Content (White Papers/Innovation Series) Due Date: June 16
Mail Date: July 14

SEPTEMBER 2021
› Welcome to the Ad Tech Jungle
› Managing Multi-CDN
› The Algorithm Series: FPGAs
› How to Produce and Monetize Audience-Less Concert Streams
› Sponsored Section
   › Innovation Series: Content Delivery & Edge Compute

Editorial Deadline: July 9
Ad Due Date: August 11
Sponsored Content (White Papers/Innovation Series) Due Date: August 9
Mail Date: September 3

OCTOBER 2021
› Running the Numbers: Which Metrics Really Matter?
› Spatial Computing and the Future of Streaming Video
› Streaming for Faith-Based Organizations
› Best Practices for Integrating Remote Callers in Live Productions
› Sponsored Section
   › Innovation Series: Advanced Video Data

Editorial Deadline: August 10
Ad Due Date: September 13
Sponsored Content (White Papers/Innovation Series) Due Date: September 9
Mail Date: October 6

NOVEMBER/DECEMBER 2021
› The 2021 Streaming Media Readers' Choice Awards
› OTT Workflow Best Practices
› Deep Dive Into Deepfakes
› Live and On-Demand Closed Captioning
› Sponsored Section
   › Innovation Series: Advanced OTT Strategies and Technologies

Editorial Deadline: September 3
Ad Due Date: October 6
Sponsored Content (White Papers/Innovation Series) Due Date: October 4
Mail Date: October 29
STREAMING MEDIA INDUSTRY SOURCEBOOK

What makes this issue a must?

› The worlds most trusted industry directory of active companies
› 2021 Buyer’s Guide
› Business checklists and templates
› How To’s and Tutorials
› Sponsored White Papers—with lead generation
› Annual Collection of Sponsored Case Studies (Superguide)—with lead generation
› Published each March; 12-month shelf life
› Conclusive advice from industry veterans and experienced end users
› Thickest and most important issue of the year. It’s the annual must-have reference issue.
› The Streamverse—a comprehensive chart of all Sourcebook Industry Vendors and how they fit in the video ecosystem
› The most reliable directory of companies operating in the space today

See separate Sourcebook Kit for more information.

“The annual Sourcebook is outstanding and provides excellent information. Your Sourcebook never leaves my desk!”
—Engineer, Google

“It’s everything I need to know about the industry and which suppliers I need to pay attention to.”
—Disney ABC

The entire industry all in one book: Are you in it?
DISPLAY ADVERTISING RATE CARD

2021 RATE CARD (NET): Display Rates

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<thead>
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<th>1X</th>
<th>4X</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Tab (double-sided)</td>
<td>$5,295</td>
<td>$4,495</td>
<td>$3,995</td>
</tr>
<tr>
<td>Cover 2 - Inside Front</td>
<td>$2,895</td>
<td>$2,495</td>
<td>$2,195</td>
</tr>
<tr>
<td>Cover 3 - Inside Back</td>
<td>$2,695</td>
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<tr>
<td>Cover 4 - Outside Back</td>
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</table>

See page 20 (Advertising Specifications and Terms) for page sizes

EXCLUSIVE OPPORTUNITES:

› Belly Band (wrap): $9,995
› Issue PDF Download Sponsor Package with 1 year of leads: $25,000

Advertising/Showcase Sales Contact:

Joel Unickow • Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

Date of Issue | Ad Materials Due/Sponsored Content Due
---|---
January/February 2021 | December 18/December 16
March 2021 | February 8/February 1
April/May 2021 | March 12/March 10
June 2021 | May 10/May 6
July/August 2021 | June 18/June 16
September 2021 | August 11/August 9
October 2021 | September 13/September 9
November/December 2021 | October 6/October 4
PRODUCT SPOTLIGHTS: SPONSORED CONTENT IN PRINT & ONLINE

EACH PRODUCT SPOTLIGHT INCLUDES:

- Your product name, product URL, and large product image
- Product Description:
  - Product Use — what it does and why it’s awesome
  - Product Target Market — who loves using it
  - Technical Specs — key features (can be a bulleted list)
- Your company logo and contact information (product price optional)
- Published both in print and online at StreamingMedia.com
- PDF reprint

![Lightcast Media Cloud](www.lightcast.com/media-cloud-ovp)

**LIGHTCAST MEDIA CLOUD**

The Media Cloud is an award-winning Media Management System, published both in print and online at StreamingMedia.com. Our customers in every market love using the Media Cloud, including broadcast media, education, and other industries. Our customers manage and deploy all types of media and metadata for all TV-apps on Roku, FireTV, AppleTV, AndroidTV, SmartTVs, iOS, and on-demand media intuitively, from anywhere in the world on desktop or tablet.

**Product Use**

Instant publishing automation of live-streams and on-demand social networks and video platforms to your Media Cloud for your websites, and connect your accounts on the leading channels, create and update navigation structures for all web-, workflow presets.

**Product Description**

Save valuable time and resources by automating your media closed-caption files, language-subtitles and other sidecar files. Manage and deploy all types of media and metadata for all images for all media galleries, players, apps and backgrounds, and on-demand media intuitively, from anywhere in the world on desktop or tablet.

**Product Target Market**

Who loves using it:

- Emergency alerts and safety training
- Real-time communication with residents, students, public
- Storing, transcoding and publishing of historic and current audio and video archives
- Streaming of court sessions, elections, conferences and meetings to public, or to authorized groups only

**Key Platform Features of the Mediacloud:**

- Automation upload, management and publishing of closed-caption files, language-subtitles and other sidecar files
- Central Viewership Analytics
- Geo Targeting & Restrictions
- DRM & Security
- Developer Tools & APIs
- Pre/Mid/Post-Roll Ad-Serving
- Multi-Platform Subscriber Processing System
- Customizable Web Players
- Instant Publishing to Social Media
- Real-Time Publishing to all Platforms
- Metadata Management
- Workflow Automation Presets
- Audio & Video Hosting
- On-Demand Delivery
- Live Streaming
- OTT App Development

**Key Markets:**

- Corporate video
- Government
- House of Worship
- YouTubers
- Social media streamers

**Technical Specifications**

- Global, High-Performance Multi-CDN Delivery
- LIVE-to-VOD CDN-side Event Recording
- Central Viewership Analytics
- Geo Targeting & Restrictions
- DRM & Security
- Developer Tools & APIs
- Pre/Mid/Post-Roll Ad-Serving
- Multi-Platform Subscriber Processing System
- Customizable Web Players
- Instant Publishing to Social Media
- Real-Time Publishing to all Platforms
- Metadata Management
- Workflow Automation Presets
- Audio & Video Hosting
- On-Demand Delivery
- Live Streaming
- OTT App Development

**Sponsorship Packages:**

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>2-Page Spread Product Spotlight (up to 300 words in each Product Description section, plus 2 large product images and logo)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Gold</td>
<td>Full-Page Product Spotlight (up to 150 words in each Product Description section, plus 1 large product image and logo)</td>
<td>$3,400</td>
</tr>
<tr>
<td>Silver</td>
<td>1/2-Page Product Spotlight (up to 75 words in each Product Description section, plus 1 product image and logo)</td>
<td>$1,900</td>
</tr>
</tbody>
</table>

*ADD A VIDEO TUTORIAL to any PRODUCT SPOTLIGHT package for $3,500 (includes production and publishing in an article)
## AT A GLANCE—2021 LEAD-GENERATION PROGRAMS: INNOVATION SERIES & ONLINE EVENTS

<table>
<thead>
<tr>
<th>Issue Month/Participation Deadlines</th>
<th>Innovation Series &amp; Special Sections</th>
<th>Online Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January/February 2021</strong>&lt;br&gt;Space &amp; Final Materials Due: 12/16/20</td>
<td><strong>INNOVATION SERIES: MEDIA &amp; ENTERTAINMENT</strong>&lt;br&gt;EXECUTIVE PREDICTIONS</td>
<td><strong>Jan:</strong> Summit—The State of Media &amp; Entertainment&lt;br&gt;<strong>Feb:</strong> Virtual Conference—Streaming Media Connect</td>
</tr>
<tr>
<td><strong>Spring EU (European Sourcebook)</strong> Space &amp; Final Materials Due: 1/21/21</td>
<td><strong>MONITORING AND MEASURING TO REDUCE CHURN</strong></td>
<td></td>
</tr>
<tr>
<td><strong>March (Annual Industry Sourcebook)</strong> Space &amp; Final Materials Due: 2/1/21</td>
<td><strong>INNOVATION SERIES: GAME-CHANGING CASE STUDIES</strong>&lt;br&gt;THE 18TH ANNUAL ONLINE VIDEO INDUSTRY DIRECTORY</td>
<td><strong>March:</strong> Summit—The State of Low and Ultra-Low Latency</td>
</tr>
<tr>
<td><strong>April/May 2021</strong>&lt;br&gt;Space &amp; Final Materials Due: 3/10/21</td>
<td><strong>INNOVATION SERIES: ADVANCED LIVE STREAMING</strong>&lt;br&gt;SPRING POWER BUNDLES</td>
<td><strong>April:</strong> Roundtable—Next-Level Live Streaming&lt;br&gt;<strong>May:</strong> TBA</td>
</tr>
<tr>
<td><strong>June 2021</strong>&lt;br&gt;Space &amp; Final Materials Due: 5/6/21</td>
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<td><strong>June:</strong> Roundtable—Encoding &amp; Transcoding for a Multi-Codec World</td>
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<td><strong>MAXIMIZING EFFICIENCIES IN CONTENT DELIVERY</strong></td>
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*Exclusive White Paper/Ebook available in every issue*
## AT A GLANCE—2021 LEAD-GENERATION PROGRAMS: INNOVATION SERIES & ONLINE EVENTS

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*Exclusive White Paper/eBook available in every issue*
DEMAND GENERATION—WHITE PAPERS

STREAMING MEDIA’S “SPONSORED CONTENT” PROGRAM (WHITE PAPER)

- Featured content in an issue of Streaming Media magazine for highest qualified impact to 10,500 readers
- On-site presence with contact info capture—Name/Title/Company Address/Phone/Email
- All your marketing is included and created by Streaming Media: “Streaming Media Presents”—emails, banners, and social media pushes all created by us, for you.

Sponsorship Rates

PLATINUM: $20,000
- Publish 10 pages of your content in an issue of Streaming Media magazine as “Featured Sponsored Content”
- Includes minimum 4 worldwide email broadcasts

GOLD: $14,000
- Publish 6 pages of your content in an issue of Streaming Media magazine as “Featured Sponsored Content”
- Includes minimum 2 worldwide email broadcasts

SILVER: $8,000
- Publish 4 pages of your content in an issue of Streaming Media magazine as “Featured Sponsored Content”
- Includes minimum 1 worldwide email broadcasts
- Pages for Online PDF are unlimited.

Contact: Joel Unickow, Publisher, Streaming Media | Direct: 250.933.1111 | joel@streamingmedia.com

www.streamingmedia.com
COST-PER-LEAD (CPL) PROGRAMS

For more than 2 decades, Streaming Media has helped IT marketers generate quality sales leads through its “Best Practices” white paper program, turnkey webinars and dedicated email blast offerings. We have a unique and cost-effective program designed to let you generate quality sales leads through the syndication of your content directly to our subscribers.

How does it work?
Your white papers are posted in a special section on the StreamingMedia.com website and marketed to qualified candidates in the Streaming Media subscriber and affiliate network of more than 161,000 IT and business professionals at organizations across North America via online, email, and email newsletter advertising. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers are screened and cleansed to ensure only legitimate contacts are delivered to your team.

▶ Standard contact capture fields include full name, job title, company name, postal address, phone numbers and email address. Custom fields are available too.

▶ Basic screening eliminates false entries, incomplete forms, students, educational faculty, independent consultants, competitors and leads outside of North America. Global leads can be delivered, as well, to companies that choose to take advantage of Streaming Media’s unique international positioning, at no additional charge.

Why try this program?
▶ The Streaming Media syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your white papers.

▶ The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, and more.

▶ Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to Streaming Media for relevant content.

▶ You only need a logo, headline, 75-word description, and PDF to get started.

Contact
Joel Unickow
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
SPONSORED INNOVATION SERIES
THE POWER OF LEAD GENERATION IN EVERY ISSUE

Streaming Media’s Multi-Sponsor Supplements have consistently generated thousands of leads annually for sponsors since 2004. With niche topics focusing on the very specific needs of qualified buyers, Streaming Media creates the unique opportunity for sellers to engage with buyers in these limited, sponsored contribution publications called Innovation Series.

You Write, We Publish.

Each Innovation Series is published in an issue of Streaming Media magazine and generates online leads for up to a year. Each Innovation Series is designed by Streaming Media’s artist, giving this special section a unified look. It will include an opening cover, a table of contents, and introduction written by our publisher as well as a back cover page that includes company logo and contact information.

Sponsorship Rates:

**PLATINUM SPONSORSHIP – $12K**
- Six-page sponsored content contribution (additional pages at $2K per)
- First article after Overture article written by Streaming Media staff
- Exclusive “Brought to you by [your company logo]” in all outreach marketing
- Exclusive front cover Platinum logo positioning
- Top enlarged positioning logo placement with contact info on back cover
- Custom-made, co-branded Innovation Series standalone PDF for your distribution
- Twelve months of unlimited leads

**GOLD SPONSORSHIP – $8K**
- Four-page sponsored content contribution (additional pages at $2K per)
- Best position article after Overture article and Platinum Sponsor
- Front cover Gold logo positioning
- Enlarged positioning logo placement with contact info on back cover
- Custom-made, co-branded Innovation Series standalone PDF for your distribution
- Six months of unlimited leads

**SILVER SPONSORSHIP – $5K**
- Two-page sponsored content contribution (additional pages at $2K per)
- Best position article after Overture article and Gold Sponsor
- Front cover Silver logo positioning
- Enlarged positioning logo placement with contact info on back cover
- Three months of unlimited leads

**Materials:**
Text can be submitted in Word or TXT files.
A page with no graphics can fit approx. 600 words.
A page with one graphic can fit approx. 450 words (images take up approx 150 words of space).
Print-quality (min. 300 dpi) logo and graphics should be provided in .jpeg, .tiff, or .eps format.

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

**SUPERMARKET (INNOVATION SERIES CLASSIFIED LISTING)**
(Does not include leads generated by publication.)
- Large $995: 100 words, logo, and company contact info
- Small $500: 50 words, logo, and company contact info

**Contact:**
Joel Unickow,
Vice President / Publisher,
Streaming Media
Direct: 250-933-1111
joel@streamingmedia.com
POWER BUNDLES WHEN YOU NEED TO DRIVE TRAFFIC AND ATTENTION TO YOUR OWN SITE.

**TITANIUM $14,900**
- 2 page spread and sponsored article in *Streaming Media* magazine’s NAB or IBC issue
- 20,000 970x250 billboard impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com/Producer
- 2 dedicated email broadcasts to StreamingMedia.com and StreamingMedia.com/Producer combined
- 4 Email newsletter sponsorships (1200x630)

**DIAMOND – $10,000**
- Spread in *Streaming Media* magazine
- 30,000 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com and Producer
- 2 dedicated email broadcasts to StreamingMedia.com and StreamingMedia.com/Producer combined
- Email newsletter sponsorship (1200x630)

**PLATINUM – $7,500**
- Spread in *Streaming Media* magazine
- 30,000 impressions on StreamingMedia.com and StreamingMedia.com/Producer
- Static 300x100 tile on StreamingMedia.com and Producer
- 1 dedicated email broadcast to StreamingMedia.com and StreamingMedia.com/Producer combined
- Email newsletter sponsorship (1200x630)

**GOLD – $5,000**
- Full-page ad in *Streaming Media* magazine’s on-site issue (NAB/IBC)
- 20,000 728x90 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com and Producer
- Full page in *Streaming Media* Magazine
- Email newsletter sponsorship (1200x630)

**SILVER – $2,500**
- 20,000 728x90 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com and Producer
- 1/2 page in *Streaming Media* Magazine
- Email newsletter sponsorship (300x250)

**BRONZE – $1,500**
- 1/3 page in *Streaming Media* Magazine
- Email newsletter sponsorship (300x250)

**Contact**
Joel Unickow, Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
CUSTOM CONTENT DEVELOPMENT

More and more companies are relying on Streaming Media to create content that matters—and gets downloaded.

We handle the writing, editing, and design, then market on StreamingMedia.com and send you the leads. Simple as that. Get in touch with us for details.

Contact
Joel Unickow,
Vice President / Publisher, Streaming Media
Direct: (250) 933-1111
Email: joel@streamingmedia.com
High Impact—Demand-Gen & Instant Engagement With the Best of the Industry

› Turnkey live events: We do the promotion, all the registration, moderation, and delivery. You show up.
› 1-hour sessions broadcast live on the web with streaming audio and/or video with slides/multimedia
› Live polling, survey, and Q&A sessions make compelling content.
› Real-time interaction with senior executives
› Guaranteed 200 lead minimum

Format Options:
› Sponsored Content-Driven: Exclusive Event $15,000
› Editorially/Customer Content-Driven (Streaming Media Provides Content): Call for Pricing (custom)
› Multi-Sponsor Discussion Format (Sponsored Panel): $5,000 per seat
› Multiple Event “Boot Camp” Series: Call for Pricing (custom)

"Great Webinar, thanks so much to Eric and DawnEl, and of course my fellow panelists!"

"Eric and DawnEl, you produce the most professional webinars, we really do appreciate it. Your efforts are far above all the other webinars I do, thank you. Looking forward to something in 2021!"

Contact
Joel Unickow,
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

Visit www.streamingmedia.com/webevents to view one of our many archived events.
Our popular Streaming Media University workshop series offers attendees deep dives into technical processes. A sponsored workshop gives your company a chance to reach our audience and show them how to use your platform, software, or hardware in their own streaming video workflows. We handle the registration, supply the marketing, and help you with the delivery, you supply the content and get the leads.

All of our Sponsored Workshops include:

› Up to a 3 hour online workshop delivered via the Zoom platform; sponsor to provide speaker and content for workshop
› Streaming Media magazine editor to host workshop
› Aggressive online marketing campaign
› Full registration and attendee list for workshop including name, title, company, mailing address, phone, and email address
› Custom slide with logo to be shown at the beginning of workshop
› Workshop listing on Streaming Media University website; sponsor to provide workshop title, speaker details including name/title/headshot/bio, and workshop description
› Logo and 50-word company description listing on Streaming Media University website
› Full session video archive delivered after the workshop for sponsor’s use
› Post-event promotion on Streaming Media's video channel (optional)

Available Dates:

› December 7, 2020
› December 8, 2020
› December 9, 2020
› February 24, 2021
› February 25, 2021

* Workshops will be offered 11:00 AM - 2:00 PM ET / 8:00 AM - 11:00 AM PT OR 3:00 PM - 6:00 PM ET / 12:00 PM - 3:00 PM PT. Date and time selection is subject to approval.

Contact

Joel Unickow, Vice President / Publisher
Direct: (250) 933-1111 • Email: joel@streamingmedia.com
Streaming Media Producer offers sponsored video tutorial series that provide our audience of video production professionals with essential tools for using key products effectively while providing sponsors with invaluable exposure and the credibility that comes with expert instruction and association with the authoritative streaming video production resource. Delivered in an episodic series and divided into manageable segments, each focusing on a specific task, feature, or technique, the tutorials provide both consistent exposure and the appeal of allowing viewers to gain instruction for the specific technique they seek rather than having to search for it in a longer, less-focused tutorial.

The Streaming Media Producer editorial staff will work with the sponsor to select and match an expert instructor to the product and work with the instructor and the sponsor to develop topics and arrange them in sequence for optimum impact. Tutorials in each series will run 5–9 minutes and premiere at scheduled 1- or 2-week intervals, with promotion to the entire Streaming Media audience, as well as in social media channels such as Facebook and Vimeo, with a custom-created Vimeo channel devoted to each series.

Each tutorial series will occupy its own channel on StreamingMedia.com/tutorials, and each episode will appear on StreamingMedia.com/tutorials along with an edited text version with accompanying screenshots. Pricing is as follows:

- Six-part video tutorial series: $15,000
- Three-part video tutorial series: $9,000
- Single video tutorial: $3,500

Reserve your space today!

Contact: Joel Unickow • Vice President / Publisher
(250) 933-1111 • joel@streamingmedia.com

Streaming Media has always been proud to capture full videos of all of our conference sessions from Streaming Media East, Streaming Media West, the Content Delivery Summit, and the Live Streaming Summit. The Streaming Media Conference Video Portal is a state-of-the-art gallery that presents all of these videos on a single page, including full-session videos from each event, interviews with key speakers, and snackable highlight clips added each Monday and Wednesday throughout the year. The Video Portal averages more than 11,000 video impressions per month. Get your brand in front of the full, growing inventory of the Streaming Media Conference Video Portal with a 7-second pre-roll that runs before every video on the page.

Pricing:
- $999 for 1 month
- $1,495 for 2 months
- $1,995 for 3 months
- $2,495 for 5 months

Make your brand the exclusive pre-roll video sponsor of the Streaming Media Conference Video Portal!
STREAMING MEDIA CUSTOM RESEARCH

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)

Contact
Joel Unickow,
Vice President / Publisher, Streaming Media
Direct: (250) 933-1111
Email: joel@streamingmedia.com
REaders’ Choice Awards (RCA)

More than 2,700 industry customers can’t be wrong. And with more than 28,000 votes coming in, this is Streaming Media’s highest-traffic and exposure time of the year.

If you want people to be thinking of you, pick up these incredibly effective sponsorships and watch your popularity and business grow.

Limited Gold Sponsorship: $4,995
- All opt-in voters contact info (leads) – approx. 3,000-4,000
- Logo on all RCA promotion
- 1 email to Bulletin File (to be used in 2021)
- 1 sponsored interview (Skype, Zoom, etc.)
- Inclusion in all marketing from RCA marketing through November
- Sponsor may provide a prize for voters

Silver Sponsorship: $695
- Logo on all RCA promotion
- 1 sponsored interview (Skype, Zoom, etc.)
- 1 second level newsletter sponsorship (300x250)
- Inclusion in all marketing from RCA marketing through November
- Sponsor may provide a prize for voters

Notes:
- Logo (with link) on StreamingMedia.com on all online voting sections
- Logo in Streaming Media magazine
(2019 resulted in more than 2,700 voters participating leads for our Gold Sponsors)
STREAMINGMEDIA.COM RATE CARD

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<th>Ad Size</th>
<th>Location (ROS)</th>
<th>Minimum</th>
<th>Cost</th>
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<td>(320x50 mobile)</td>
<td>(leader board)</td>
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<tr>
<td>300x250</td>
<td>home &amp; in articles</td>
<td>20,000 impressions</td>
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<td>Static 300X100</td>
<td>all pages</td>
<td>monthly</td>
<td>$995/month or $8,400/year</td>
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STREAMING MEDIA XTRA WEEKLY ENEWSLETTER SPONSORSHIP(S)

- 728X90 Top Ad and up to 75 words: $795
- 300X250 Box: $495
- 728X90 Bottom: $395

Outreach, Opt-In Lists (Emails):
Opt-in for third-party email offers, delivered by us

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<th>File Name</th>
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<tr>
<td>Streaming Media Bulletin</td>
<td>$2,995</td>
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<tr>
<td>Streaming Media EU Bulletin</td>
<td>$1,495</td>
</tr>
<tr>
<td>Streaming Media Producer Bulletin</td>
<td>$1,995</td>
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SPONSORED ARTICLE
Post your sponsored article on StreamingMedia.com for $1,495. Length of article is not limited but range is suggested at 700–1,500 words. Video can be included.

Reserve Your Space Today!
Joel Unickow • Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

“StreamingMedia.com is my one stop for all my research and education on the OTT and media industry!”

— Video Producer
FMP Media Solutions
NEWSLETTERS & EMAIL LISTS

StreamingMedia Xtra arrives each Monday and Wednesday with fresh and accurate news compiled and written by StreamingMedia.com editors. It’s the only newsletter of its kind in the industry.

Limited Inventory — Schedule your campaign now!

Schedule your sponsorships around product launches and industry events.

OUTREACH, OPT-IN LISTS (EMAILS):
Opt-in for third-party email offers, delivered by us:

<table>
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<tr>
<th>List</th>
<th>Price</th>
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<tr>
<td>SMBulletin</td>
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<td>SMProducer Bulletin</td>
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<td>SMBulletin &amp; EU Bulletin combined</td>
<td>$3,995</td>
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<td>SMBulletin, EU Bulletin, &amp; Producer Bulletin combined</td>
<td>$4,995</td>
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NEWSLETTERS:
FREQUENCY: Semiweekly

COST:
- 1200x630 Top Ad and up to 75 words: $795
- 300x250 Box: $495
- 1200x630 Bottom: $395

“We have gone from video nowhere to video everywhere in a few short years. Streaming Media keeps me completely up-to-date in this fast moving field.”

—Project Manager, HP

Reserve Your Space Today!
Joel Unickow
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
STREAMING MEDIA provides a cost-effective way to market your company’s media coverage. We offer professional, personalized article reprints to any company that has been editorially covered in Streaming Media magazine or on StreamingMedia.com. PDFs and high-quality reprints of the article are also available.

Streaming Media provides a cost-effective way to market your company’s media coverage. We offer professional, personalized article reprints to any company that has been editorially covered in Streaming Media magazine or on StreamingMedia.com. PDFs and high-quality reprints of the article are also available.

According to Bitmovin’s “Video Developer Report 2019,” latency was a concern of 54% of all its survey participants. Digging into the numbers, subsequent questions revealed that almost 50% of survey participants planned to implement a low-latency technology over the next 1–2 years, with over 50% seeking latency of under 5 seconds and 30% seeking latency of under 1 second (see Figure 1 on page 22).

All of this bodes well for an article on low-latency options, don’t you think? I’ll start with a list of things to know about low-latency technologies, then provide a list of considerations for choosing one.

WebRTC

Most low-latency solutions use one of three technologies: WebRTC, HTTP Adaptive Streaming (HAS), or WebSockets. Per the WebRTC.org FAQ page, “WebRTC is an open framework for the web that enables Real-Time Communications between browsers. WebRTC reaches a maximum of HD resolution (1080p or 720p) and is available on Android, iOS, Windows 10, and Chrome.” Still, according to Wikipedia, WebRTC is supported by all major desktop browsers on Android, iOS, Ubuntu 3.8, Fedora 6, Windows 10, and Mac OS X. This means that it should be considered for low-latency applications.

HAS-Based Solutions

There are multiple HAS-based solutions from multiple vendors, although they operate in many different ways. All of them deploy a form of chunked encoding that breaks the typical 2–6-second segment into chunks that can be downloaded without waiting for the rest of the segment to finish encoding. These chunks are shown on the bottom of Figure 2, which was taken from an Akamai blog post by Will Law (go2sm.com/lawblog).

Besides chunked encoding, these systems adjust the manifest file to signal the availability of the chunks, which are pushed to the origin server via HTTP 1.1 chunked-transfer encoding. In terms of expected latency, Law’s post states, “If distribution is happening over the open internet (especially over a last-mile...”}

Use Reprints for:

- Promoting your company
- Mailings
- Shows
- Media kits
- Enhancing your website
- Portfolios
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:

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StreamingMedia.com offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager).

All banners must conform to the following specifications:

- Maximum file size is the same for either static, animated, or rich media creative.
- All ads are served through DoubleClick for Publishers (DFP).

Testing

StreamingMedia.com requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

Reporting

Reports detailing campaign performance are available.

Submission Instructions

Submit all creative to joel@streamingmedia.com.
Include live linking URL and ALT text.
(ALT text may not exceed 25 characters, including spaces.)

<table>
<thead>
<tr>
<th>Standard Creative Units</th>
<th>Banner Location</th>
<th>Max File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250</td>
<td>home &amp; in articles</td>
<td>150K</td>
</tr>
<tr>
<td>728x90/320x50 (mobile)</td>
<td>top position (leaderboard)</td>
<td>150K</td>
</tr>
<tr>
<td>300x100</td>
<td>all pages</td>
<td>150K</td>
</tr>
<tr>
<td>970x250</td>
<td>billboard</td>
<td>150K</td>
</tr>
</tbody>
</table>

Creative Specifications

- File size: maximum of 150K for any creative unit
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, and HTML5
- We no longer accept Flash (.SWF) creatives.

HTML5 File Size Specifications

- Initial Load (Asset files are immediately loaded when the ad tag is inserted in the page.): 150K
- Politely Loaded (All of the creative’s subsequent assets are loaded once the host webpage has completed loading.): 2MB

Counting Impressions & Clicks

DoubleClick for Publishers counts impressions only when a creative is viewable in a user’s browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive filtering detection methods for both impressions and clicks.

To reserve your space, contact Joel Unickow, Publisher
(250) 933-1111 • joel@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
adsubmit@infotoday.com
Please identify material by name of advertiser, publication, and issue date.
For file submission instructions, see page 33.

CONTRACT AND COPY REGULATIONS
Advertiser is responsible for supplying appropriate artwork by the material due date; when 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. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

For inquiries contact:
Email: adsubmit@infotoday.com

SPECIFICATIONS
Trim size: 8-1/2”x10-7/8”. Add 1/8” all around for bleeds.
Recommended live matter should be within 7-1/4”x10”.
A page consists of three columns, each 2-1/3”x9-5/8”. It is 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 3 months and then deleted unless otherwise instructed.
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.
INFORMATION TODAY, INC.
EMAIL BROADCAST GUIDELINES

TIME & CREATIVE:
1. All creative must be provided a full 3 days in advance.
2. Creative must be 100% done and ready to be proofed.

NEWSLETTER CREATIVE SPECS:
1. Description of 75 words (or less) of text.
2. One URL linking back to your site.
3. 300x250 or 1200x630 in JPG, PNG or GIF format. Flash is prohibited.
4. Dimensions of the banner ads must be 468x120 pixels at 72 dpi.
5. Banners Ads must be smaller than 39k.

EMAIL BULLETIN SPECS:
1. Must provide a subject line for the email.
2. HTML file with content in a center-aligned div or table, no wider than 650 pixels.
3. Limit on file size 200K total.
4. File types referenced (externally, with full URL pointing to image) within the HTML are limited to JPs, PNGs, or GIFs. The following other technologies are not allowed: video, audio, Flash, rich media.
5. Only basic HTML (with inline styles) is allowed. The following is prohibited: Java, JavaScript, and referenced to external style sheets.
6. We do not do customize HTML for such tags as [First Name] [Last Name].

 Reserve Your Space Today!
Joel Unickow
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
2021 DISPLAY ADVERTISING ORDER FORM

COMPANY INFORMATION:

Company Name ________________________________
Address 1 ______________________________________
City, State ZIP _________________________________
Contact Name and Title __________________________
Telephone ______________________________________
Email __________________________________________
Creative Contact _________________________________

AD SIZE OPTIONS

☐ Full Page ☐ Spread ☐ 1/2-spread
☐ 2/3-page ☐ 1/3-page (display) ☐ 1/2-page
☐ Custom Package ________________________________

____ Number of Issues

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@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 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: 250-933-1111

Streaming Media European Edition
Attn: Katherine Allen • Henderson House • Hithercroft Road • Wallingford, Oxfordshire OX10 8LD
United Kingdom • Kat.Allen@infotoday.com • Ph: +44 (0)7712 583784
PRODUCTION REQUIREMENTS FOR WHITE PAPERS

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 Macintosh format
  Photoshop TIFF files.
  › Photoshop TIFF files for Macintosh—Flattened layers, CMYK color,
    300 dpi, page dimensions and bleeds according to pub specs

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 (pdf, .tif, etc.).

› For proper sizing of your ad, please refer to the Advertising Specifications and Terms on page 32 of the media kit.
  › We require a 1” margin top and bottom for our headers and footers to be placed.
  › Add 1/4” 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-color ads must include an accurate color proof. This can be provided as a PDF proof or image.

Please note: Streaming Media does follow its own page numbering system, so please inquire about page number references in your article if needed. Also note that we follow a template for sponsored content. We require a 1” margin top and bottom for our headers and footers to be placed.

Sponsored Content requiring design

File submission instructions:

› To upload sponsored content ad files via the web:
  › Using your web browser, log onto http://sponsored-content.infotoday.com/white-papers-smus/.
  › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.
PRODUCTION REQUIREMENTS FOR DISPLAY ADS


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

We accept the following formats:

› Press Quality or PDF X-1a PDF files are preferred.
  › Fonts must be embedded
  › Set black to overprint
  › Convert PMS to CMYK
  › Images must be in CMYK
  › 300 dpi images only
  › Flattened transparencies
  › Bleeds and crops included

› We can also accept high-resolution Macintosh format Photoshop TIFF files.
  › Photoshop TIFF files for Macintosh—Flattened layers, CMYK color,
    300 dpi, page dimensions and bleeds according to pub specs

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 (pdf, .tif, etc.).

› For proper sizing of your ad, please refer to the Advertising Specifications and Terms on page 32 of the media kit.
  › Add 1/4” on all sides for bleed.

File submission instructions:

› To upload files via the web:
  › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

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

Please identify material by name of advertiser and magazine issue.
2021 SPONSORED CONTENT ORDER FORM

COMPANY INFORMATION:

Company Name

Address 1

City, State, ZIP

Contact Name and Title

Telephone

Email

Creative Contact

CONTENT OPTIONS

☐ Standalone white paper

☐ Platinum  ☐ Gold  ☐ Silver

☐ Innovation Series section

☐ Platinum  ☐ Gold  ☐ Silver  ☐ Custom (use Notes line below)

☐ Supermarket (Superguide Classified Listing)

☐ 100 words (Large) Supermarket  ☐ 50 words (Small) Supermarket

☐ Who to See at NAB/IBC

☐ Executive Prediction/View From the Top

☐ Product Spotlight

☐ Custom Package

Total (NET): $ __________________________ Payment Method __________________________

Notes: __________________________________________________________________________

AGREED:

Company/Agency

Name

Title

Signature

Date

MATERIAL INSTRUCTIONS:
See Production Requirements on the previous page 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. Leads received by ‘Company’ man not be duplicated, shared, sold or used in any way than direct solicitation. Breach of this agreement may result in a fine. 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: 250-933-1111

Streaming Media European Edition
Attn: Katherine Allen  •  Henderson House  •  Hithercroft Road  •  Wallingford, Oxfordshire OX10 8LD
United Kingdom  •  Kat.Allen@infotoday.com  •  Ph: +44 (0)7712 583784