Proven Marketing and Demand-Generation Solutions to Grow Your Online Video Business

WWW.STREAMINGMEDIA.COM
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, Solution Series, and Streaming Media magazine, StreamingMedia.com features are easily searchable by verticals and topics.

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

Streaming Media, a division of Information Today, Inc.  143 Old Marlton Pike • Medford, NJ 08055

THE TOP COMPANIES IN EVERY VERTICAL SUBSCRIBE TO STREAMING MEDIA:

| ABC | Goldman Sachs | Showtime |
| Accuweather | Google | Sirius XM |
| Amazon Studios | Harvard Medical School | Sky |
| AMC | Hearst | Sony Pictures |
| Associated Press | Hulu | Spectrum |
| AT&T | HBO | Starz |
| Ball State University | Intuit | Time Warner |
| BAMTECH Media | ITV | Turner |
| Blizzard Entertainment | Iowa State University | Twitch |
| California University | JPMorgan Chase | Twitter |
| CBC | LinkedIn | University of Arizona |
| CBS | Lockheed Martin | University of California-Berkeley |
| City of Atlanta | Los Angeles Unified School District | University of Michigan |
| City of Philadelphia | Microsoft | UPS |
| CNN | MIT | U.S. Army |
| Comcast | NBC Universal | U.S. Department of Commerce |
| C-SPAN | Netflix | Verizon |
| Discovery | The New York Times | Viacom |
| Communications | DISH Network | Vimeo |
| | Disney | WarnerMedia |
| | ESPN | Wells Fargo |
| | Facebook | WWE |
| | FOX | |
| | Gannett | |

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 2020: January/February, March (Streaming Media Industry Sourcebook), April/May, June, July/August, September, October, November/December
› 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.

“If 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

AMOUNT TO BE SPENT IN THE NEXT 12 MONTHS ON STREAMING-RELATED PRODUCTS & SERVICES JUST BY OUR PRINT SUBSCRIBERS

$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:

<table>
<thead>
<tr>
<th>Decision Maker</th>
<th>39%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommender</td>
<td>40%</td>
</tr>
<tr>
<td>Influencer</td>
<td>14%</td>
</tr>
<tr>
<td>None of the above</td>
<td>7%</td>
</tr>
</tbody>
</table>

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

DATA SOURCE: SEPTEMBER 2019 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 2020, including NAB, IBC, Streaming Media East and West, Streaming Forum, and InfoComm.

NOTABLE SUBSCRIBER JOB TITLES:

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>C Level</td>
<td>22%</td>
</tr>
<tr>
<td>Vice President</td>
<td>12%</td>
</tr>
<tr>
<td>Director</td>
<td>17%</td>
</tr>
<tr>
<td>Manager/Supervisor</td>
<td>23%</td>
</tr>
<tr>
<td>Staff</td>
<td>16%</td>
</tr>
<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

DATA SOURCE: SEPTEMBER 2019 AUDIENCE SURVEY
AUDIENCE PROFILE (continued)

Subscribers’ Primary Industry ▼

- Video Industry (see Areas of Video Industry chart for details): 22%
- Advertising: 2%
- Marketing/PR: 4%
- Education: 11%
- Enterprise (Corporate): 4%
- Government: 5%
- Medical: 2%
- Media/Publishing: 5%
- Production: 5%
- Radio/Music/Podcasting: 2%
- Sports: 3%
- Faith: 3%
- Retail: 2%
- Technology: 18%
- None of the above: 12%

Type of Purchasing Decision Maker ▼

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

90% 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 (vMVPD): 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 2019 AUDIENCE SURVEY
HOW TO REACH OUR AUDIENCE — ONLINE, PRINT, WEBCASTS, CONFERENCES

StreamingMedia.com & StreamingMedia.com/Producer

- Launched: 1998
- SMXtra Newsletter .......................................................... 30,000
- SM Bulletin Email Blast ...................................................... 28,000
- SMProducer Xtra Newsletter .............................................. 13,600
- SMProducer Bulletin Email Blast ......................................... 13,000

SOCIAL NETWORKS

- 13.9K Twitter followers
- 5,800 Facebook followers
- 2,466 LinkedIn followers

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 Forum, UK

Circulation

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

www.streamingmedia.com
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 2019 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%

Expected Budget Increases/Decreases for 2020 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 2020 budget increase: 6.4%
How many of the last 4 issues of Streaming Media magazine have you read? ▼

- Four: 53%
- Three: 19%
- Two: 11%
- One: 11%
- None: 6%

Produce and Services Readers Are Most Interested In ▼

- Cloud Video: 48%
- Content Delivery/CDN: 49%
- Content Protection: 25%
- Encoding/Transcoding: 50%
- Formats/Codecs/Protocols: 40%
- Live Streaming: 76%
- Mobile Video: 38%
- OTT: 37%
- Streaming Music/Audio: 24%
- Video Advertising: 22%
- Video Production: 44%
- Video Analytics: 28%
- VR/AR/MR: 18%
- Video AI and ML: 20%

DATA SOURCE: SEPTEMBER 2019 READER SURVEY
2020 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 2020
› Planes, Trains, and Automobiles: Video on the Move
› Setting the Standards: VVC and MPEG-5
› 8K and Beyond: How Much Is Too Much?
› Dealing With Deep Fakes
› The Algorithm Series: CDN Routing
› Sponsored Sections:
  › Executive Predictions
  › Solution Series: The Cutting Edge of Cloud Video

Editorial Deadline: November 19
Ad Due Date: December 18
Sponsored Content (White Papers/Solution Series) Due Date: December 16
Mail Date: January 16

MARCH 2020
The 2020 Streaming Media Industry Sourcebook
› State of … Critical and comprehensive analysis of the market landscape for entertainment, enterprise, mobile video, content delivery, advertising, and more
› Buyer’s 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: mobile multicam live streaming, 4K over NDI, cloud-based graphics, DIY live streaming, and more
› Sponsored Sections:
  › The 17th Annual Online Video Industry Directory
  › Solution Series: Game-Changing Case Studies

Editorial Deadline: December 20
Ad Due Date: February 6
Sponsored Content (White Papers/Solution Series) Due Date: January 30
Mail Date: March 4

APRIL/MAY 2020
Streaming Media Producer’s Ultimate How-To Guide
› How to Use Digital Mixers and Plugins for Live Audio
› How to Choose a Video Switcher
› How to Assemble a Streaming Kit to Fit Your Budget
› How to Manage Client Expectations for Live Streaming
…And more!
› Sponsored Sections:
  › Who to See at NAB
  › Solution Series: Advanced Live Streaming
  › Solution Series: NAB Special—The Producer’s Gear Guide

Editorial Deadline: February 14
Ad Due Date: March 12
Sponsored Content (White Papers/Solution Series) Due Date: March 10
Mail Date: April 6

JUNE 2020
› The 2018 Streaming Media 50
› Android TV Takes Over?
› Live Streaming Esports: What You Need to Know
› Sounds Good: The Latest in Streaming Audio
› The Algorithm Series: Player Performance
› Best Practices for Live Titling
› Sponsored Section:
  › View From the Top
  › Solution Series: Sports & Esport Solutions

Editorial Deadline: April 14
Ad Due Date: May 8
Sponsored Content (White Papers/Solution Series) Due Date: May 6
Mail Date: June 3
2020 EDITORIAL CALENDAR (CONTINUED)

JULY/AUGUST 2020
› AV1: Are We There Yet?
› Getting Personal: Tech Challenges of Personalization
› Per-Title Encoding Roundup
› Live Video Workflows in the Cloud
› Is Automatic Captioning Ready for Prime Time?
› Sponsored Section:
  › Who to See at IBC
  › Solution Series: Advanced Encoding & Transcoding

Editorial Deadline: May 22
Ad Due Date: June 18
Sponsored Content (White Papers/Solution Series) Due Date: June 16
Mail Date: July 14

SEPTEMBER 2020
› Apple’s Low-Latency HLS: Friend or Foe?
› Riding the 5G Wave
› The Future of Interactive Video
› The Algorithm Series: Live Event Scaling
› How to Choose a Streaming Analytics Platform
› Sponsored Section:
  › Solution Series: Advanced OTT Strategies and Technologies

Editorial Deadline: July 18
Ad Due Date: August 11
Sponsored Content (White Papers/Solution Series) Due Date: August 7
Mail Date: September 3

OCTOBER 2020
› Running the Numbers: Which Metrics Really Matter?
› Where’s the Remote (Production)?
› Checking In With ATSC 3.0
› The Future of Machine-to-Machine Video
› Hardware vs. Software for Live Encoding
› Sponsored Section:
  › Solution Series: Low Latency Solutions

Editorial Deadline: August 17
Ad Due Date: September 11
Sponsored Content (White Papers/Solution Series) Due Date: September 9
Mail Date: October 6

NOVEMBER/DECEMBER 2020
› The 2020 Streaming Media Readers’ Choice Awards
› How to Produce AV1
› The Future of TV Advertising
› It’s Baaaaca! The Return of P2P
› The Algorithm Series: Digital Rights Management
› Local Broadcast and News Survival Strategies
› Sponsored Section:
  › Solution Series: Advanced Analytics, AI, and Machine Learning

Editorial Deadline: September 10
Ad Due Date: October 6
Sponsored Content (White Papers/Solution Series) Due Date: October 2
Mail Date: October 29
What makes this issue a must?

› The worlds most trusted industry directory of active companies
› 2020 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.

“Your 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

### 2019 RATE CARD (NET): Display Rates

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<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
<th>8X</th>
</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>
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<tr>
<td>Cover 3 - Inside Back</td>
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<tr>
<td>Cover 4 - Outside Back</td>
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<tr>
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<tr>
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<td>$2,195</td>
<td>$1,995</td>
</tr>
<tr>
<td>1/2-spread</td>
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<td>$1,995</td>
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<td>2/3-page</td>
<td>$1,995</td>
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<tr>
<td>1/2-page</td>
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<tr>
<td>1/3-vertical</td>
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<td>$995</td>
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</tbody>
</table>

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

### EXCLUSIVE OPPORTUNITIES:

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

### Advertising/Showcase Sales Contact:

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

### Date of Issue  Ad Materials Due/Sponsored Content Due

<table>
<thead>
<tr>
<th>Date of Issue</th>
<th>Ad Materials Due/Sponsored Content Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February 2020</td>
<td>December 18/December 16</td>
</tr>
<tr>
<td>March 2020</td>
<td>February 6/January 30</td>
</tr>
<tr>
<td>April/May 2020</td>
<td>March 5/March 3</td>
</tr>
<tr>
<td>June 2020</td>
<td>May 8/May 6</td>
</tr>
<tr>
<td>July/August 2020</td>
<td>June 11/June 9</td>
</tr>
<tr>
<td>September 2020</td>
<td>August 11/August 7</td>
</tr>
<tr>
<td>October 2020</td>
<td>September 11/September 9</td>
</tr>
<tr>
<td>November/December 2020</td>
<td>October 6/October 2</td>
</tr>
</tbody>
</table>
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

*ADD A VIDEO TUTORIAL to any PRODUCT SPOTLIGHT package for $3,500 (includes production and publishing in an article)
## AT A GLANCE—2020 LEAD-GENERATION PROGRAMS: SOLUTION GUIDES & ROUNDTABLES

<table>
<thead>
<tr>
<th>Issue Month/Participation Deadlines</th>
<th>Solution Series &amp; Special Sections</th>
<th>Collaborative Web Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January/February 2020</strong> &lt;br&gt;Space &amp; Final &lt;br&gt;Materials Due: 12/18/19</td>
<td>THE CUTTING EDGE OF CLOUD VIDEO &lt;br&gt;EXECUTIVE PREDICTIONS</td>
<td>Jan: The Future of Ultra HD: 8K and Beyond &lt;br&gt;Feb: Video Workflows in the Cloud</td>
</tr>
<tr>
<td><strong>Spring EU (European Sourcebook)</strong> Space &amp; Final &lt;br&gt;Materials Due: 1/23/20</td>
<td>MONITORING AND MEASURING TO REDUCE CHURN</td>
<td></td>
</tr>
<tr>
<td><strong>March (Annual Industry Sourcebook)</strong> Space &amp; Final &lt;br&gt;Materials Due: 2/6/20</td>
<td>GAME-CHANGING CASE STUDIES &lt;br&gt;THE 17TH ANNUAL ONLINE VIDEO INDUSTRY DIRECTORY</td>
<td>March: Living in a Multi-Codec World</td>
</tr>
<tr>
<td><strong>April/May 2020</strong> &lt;br&gt;Space &amp; Final &lt;br&gt;Materials Due: 3/12/20</td>
<td>ADVANCED LIVE STREAMING &lt;br&gt;THE PRODUCER’S GEAR GUIDE–NAB SPECIAL &lt;br&gt;WHO TO SEE AT NAB</td>
<td>April: Advanced Live Streaming &lt;br&gt;May: Content Delivery 2020</td>
</tr>
<tr>
<td><strong>June 2020</strong>  &lt;br&gt;Space &amp; Final &lt;br&gt;Materials Due: 5/8/20</td>
<td>SPORTS &amp; ESPORTS STREAMING SOLUTIONS &lt;br&gt;VIEW FROM THE TOP</td>
<td>June: Esports &amp; Sports Streaming</td>
</tr>
<tr>
<td><strong>Summer EU Issue</strong>  &lt;br&gt;Space &amp; Final &lt;br&gt;Materials Due: 5/8/20</td>
<td>MAXIMIZING EFFICIENCIES IN CONTENT DELIVERY</td>
<td></td>
</tr>
</tbody>
</table>

*Exclusive White Paper/Ebook available in every issue*
### AT A GLANCE—2020 LEAD-GENERATION PROGRAMS: SOLUTION GUIDES & ROUNDTABLES

<table>
<thead>
<tr>
<th>Issue Month/Participation Deadlines</th>
<th>Solution Series &amp; Special Sections</th>
<th>Collaborative Web Events</th>
</tr>
</thead>
</table>
| **July/August 2020**              | ADVANCED ENCODING & TRANSCODING    | **July:** Per-Title Encoding  
                                    | WHO TO SEE AT IBC             | **August:** Addressable Television |
| Autumn EU Issue                   | CLOUD PRODUCTION TOOLS            |                          |
| Space & Final                     |                                   |                          |
| Materials Due: 6/18/20             |                                   |                          |
| **September 2020**                | ADVANCED OTT: STRATEGIES AND TECHNOLOGIES | **Sept:** The Future of OTT |
| Space & Final                     | LOW-LATENCY SOLUTIONS             |                          |
| Materials Due: 8/11/20             | VIEW FROM THE TOP                 |                          |
| **October 2020**                  | END-TO-END WORKFLOW SOLUTIONS     | **Oct:** Latency: How Low Can You Go? |
| Space & Final                     |                                   |                          |
| Materials Due: 9/11/20             |                                   |                          |
| **Winter EU Issue**               | ADVANCED ANALYTICS AND AI FOR QOS AND QOE | **Nov:** Analytics, Data, and AI  
| Space & Final                     |                                   | **Dec:** Remote Production Strategies |
| Materials Due: 10/12/20            |                                   |                          |
| **November/December 2020**        |                                   |                          |
| Space & Final                     |                                   |                          |
| Materials Due: 10/6/20             |                                   |                          |

*Exclusive White Paper/eBook available in every issue*
DEMAND GENERATION—GUARANTEED RESULTS

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
SPONSORED SOLUTION 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 Solution Series.

**You Write, We Publish.**

Each Solution Series is published in an issue of *Streaming Media* magazine and generates online leads for up to a year. Each Solution 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 Solution 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 Solution 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 (SOLUTION 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, Publisher, Streaming Media

**Direct:** 250-933-1111
joel@streamingmedia.com
WHO TO SEE AT NAB & IBC

TITANIUM $14,900
- Belly-band all issues going to NAB or IBC
- 2 page spread or sponsored article in Streaming Media magazine’s on-site issue (NAB/IBC)
- 20,000 970x250 billboard impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com/Producer
- Who to See at NAB listing
- 2 dedicated email broadcasts to StreamingMedia.com and StreamingMedia.com/Producer combined
- 4 Email newsletter sponsorships

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/Producer
- Who to See at NAB listing
- Email newsletter sponsorship

SILVER – $2,500
- 20,000 728x90 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com/Producer
- Who to See at NAB listing
- Email newsletter sponsorship

BRONZE – $1,500
- Who to See at NAB listing
- Email newsletter sponsorship

DIAMOND – $10,000
- Full-page ad in Streaming Media magazine’s on-site issue (NAB/IBC)
- 30,000 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com/Producer
- Who to See at NAB listing
- 2 dedicated email broadcasts to StreamingMedia.com and StreamingMedia.com/Producer combined
- Email newsletter sponsorship

PLATINUM – $7,500
- Full-page ad in Streaming Media magazine’s on-site issue (NAB/IBC)
- 30,000 impressions on StreamingMedia.com and StreamingMedia.com/Producer
- Static 300x100 tile on StreamingMedia.com/Producer
- Who to See at NAB listing
- 1 dedicated email broadcast to StreamingMedia.com and StreamingMedia.com/Producer combined
- Email newsletter sponsorship

Contact
Joel Unickow, 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, Publisher, Streaming Media
Direct: (250) 933-1111
Email: joel@streamingmedia.com
STREAMINGMEDIA.COM WEBINARS

THE MOST RESPECTED WEB EVENTS OF THE ONLINE VIDEO INDUSTRY

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

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)
- Masterclass Series—The NEW Webinar Series: Call for Pricing (custom)

Information Today, Inc. Web Events division
Visit www.streamingmedia.com/webevents to view one of our many archived events.

Contact
Joel Unickow, 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 • 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
- $1495 for 2 months
- $1995 for 3 months
- $2495 for 5 months

Make your brand the exclusive pre-roll video sponsor of the Streaming Media Conference Video Portal!
**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
- Second-level logo on all RCA promotion
- 1 email to Bulletin File (to be used in 2020)
- 1 sponsored interview at the SM booth
- Inclusion in all marketing from RCA marketing July–November
- Seat drop prior to RCA Ceremony
- Sponsor may provide a draw prize for those in attendance
- Sponsor may provide a prize for voters

**SILVER SPONSORSHIP: $695**

- Logo on all RCA promotion
- 1 sponsored interview at the Streaming Media booth
- Inclusion in all marketing from RCA marketing July–November
- Sponsor may provide a draw prize for those in attendance
- Sponsor may provide a prize for voters

**Notes:**

- Logo (with link) on StreamingMedia.com on all online voting sections
- Special thank you by Streaming Media magazine editor during the RCA Ceremony
- Logo on thank-you slides at the beginning and end of RCA Ceremony
- Logo on all collateral at Streaming Media West for RCA Ceremony, Eric Schumacher-Rasmussen and Jose Castillo will present the awards in a fast-moving ceremony prior to the Day Two opening keynote presentation.
- Logo in Streaming Media magazine

(2019 resulted in more than 2,700 voters participating)
# STREAMINGMEDIA.COM RATE CARD

| Ad Size       | Location (ROS)       | Minimum               | Cost  
|---------------|----------------------|-----------------------|-------
| 970x250       | billboard            | 10,000 impressions    | $100 CPM  
| 728x90        | top position (leader board) | 20,000 impressions    | $70 CPM  
| (320x50 mobile) |                      |                       |       
| 300x250       | home & in articles   | 20,000 impressions    | $90 CPM  
| Static 300X100 | all pages            | monthly               | $995/month or $8,400/year  

**STREAMING MEDIA XTRA WEEKLY ENEWSLETTER SPONSORSHIP(S)**

- 1st Position (top of the email) $795
- 2nd Position (below the Table of Contents) $495

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

<table>
<thead>
<tr>
<th>File Name</th>
<th>Price per</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streaming Media Bulletin</td>
<td>$2,995</td>
</tr>
<tr>
<td>Streaming Media EU Bulletin</td>
<td>$1,495</td>
</tr>
<tr>
<td>Streaming Media Producer Bulletin</td>
<td>$1,995</td>
</tr>
</tbody>
</table>

**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.

**NEW SITE SPONSORSHIP**
Static 300X100 Tile on StreamingMedia.com for 1 year
Receive up to 1 million impressions annually!

Limited Annual Site Sponsorships
Call for details ASAP

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

— Video Producer
FMP Media Solutions

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Reserve Your Space Today!
Joel Unickow • Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
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 for 2020 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>
<thead>
<tr>
<th>List</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMBulletin</td>
<td>$2,995 per usage</td>
</tr>
<tr>
<td>SM EU Bulletin</td>
<td>$1,495 per usage</td>
</tr>
<tr>
<td>SMPProducer Bulletin</td>
<td>$1,995 per usage</td>
</tr>
<tr>
<td>SMBulletin &amp; EU Bulletin combined</td>
<td>$3,995</td>
</tr>
<tr>
<td>SMBulletin, EU Bulletin, &amp; Producer Bulletin combined</td>
<td>$4,995</td>
</tr>
</tbody>
</table>

NEWSLETTERS:
Newsletters (exclusive top sponsorships – A 468X120 banner ad in JPG, PNG or GIF format. Flash is prohibited.

FREQUENCY: Semiweekly

COST: 1st Position (top of the email): $795
2nd Position (below the Table of Contents): $495

“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 • 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.

Use Reprints for:
- Promoting your company
- Mailings
- Shows
- Media kits
- Enhancing your website
- Portfolios
# REPRINT ORDER FORM

**CUSTOM REPRINTS • E-PRINTS • ARTICLE PERMISSION**

<table>
<thead>
<tr>
<th>Date</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue</td>
<td></td>
</tr>
<tr>
<td>Article Title</td>
<td></td>
</tr>
<tr>
<td>Author</td>
<td></td>
</tr>
</tbody>
</table>

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: Johanna McBride • 143 Old Marlton Pike • Medford, NJ 08055
or fax to: (609) 654-4309
Contact Johanna McBride directly for more info. Phone: (609) 654-6266, Ext. 122 • Email: jmcbride@infotoday.com

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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

- ☐ Eprints: 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 your 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 ___________________________________________________________________________________
**STREAMINGMEDIA.COM MATERIAL SPECS**

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
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.

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:
(609) 654-6266, ext. 130 • 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.
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. A 468X120 banner ad 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. HTML file with content in a center-aligned div or table, no wider than 650 pixels.
2. Limit on file size 200K total.
3. 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.
4. Only basic HTML (with inline styles) is allowed. The following is prohibited: Java, JavaScript, and referenced to external style sheets.
5. Must provide a subject line for the email.
6. We do not do customize HTML for such tags as [First Name] [Last Name].

 Reserve Your Space Today!
Joel Unickow • Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com
# 2020 Display Advertising Order Form

## Company Information:

<table>
<thead>
<tr>
<th>Company Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address 1</td>
<td></td>
</tr>
<tr>
<td>City, State ZIP</td>
<td></td>
</tr>
<tr>
<td>Contact Name and Title</td>
<td></td>
</tr>
<tr>
<td>Telephone</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Creative Contact</td>
<td></td>
</tr>
</tbody>
</table>

## Ad Size Options

- [ ] Full Page
- [ ] Spread
- [ ] 1/2-spread
- [ ] 2/3-page
- [ ] 1/3-page (display)
- [ ] 1/2-page
- [ ] Custom Package

<table>
<thead>
<tr>
<th>Number of Issues</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (NET): $</td>
<td></td>
</tr>
<tr>
<td>Payment Method</td>
<td></td>
</tr>
<tr>
<td>Placement Details</td>
<td></td>
</tr>
</tbody>
</table>

## Agreed:

<table>
<thead>
<tr>
<th>Company/Agency</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td></td>
</tr>
<tr>
<td>Signature</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td></td>
</tr>
</tbody>
</table>

## 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: Sjoerd Vogt  
7 Leamington Drive  
Faringdon, SN7 7JZ  
United Kingdom  
svogt@streamingmedia.com  
Ph: +44 (0)1367.241707  
Mobile: +44 (0)7810.253111

---

www.streamingmedia.com
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
  › 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, image, or hardcopy. A fax proof for B/W ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

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.

› Submission on disc:
  › Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
  › Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

› Mail disc to:
  Ad Trafficking Coordinator
  Information Today, Inc.
  143 Old Marlton Pike
  Medford, NJ 08055-8750
  (800) 300-9868 • (609) 654-6266, ext. 130
  Fax: (609) 654-4309
  adsubmit@infotoday.com

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, image, or hardcopy. A fax proof for B/W ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

Please identify material by name of advertiser and magazine issue.
2020 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

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

www.streamingmedia.com