streaming media

PRINT | ONLINE

Unrivalled access to online audio and video markets around the world.

- **print** – *see page 4*
- **online** – *see page 11*
- **lead generation** – *see page 19*
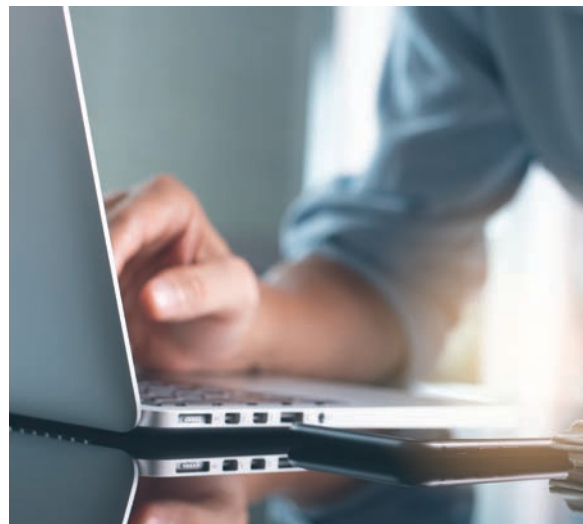- **US and European events**

2021 MEDIA KIT

www.streamingmediaglobal.com

Streaming Media **has long been the number one global destination for professionals seeking breaking news, in-depth features, reviews, analysis, and directories for the online audio and video market – whether in print, online or in person.**

Whether you're a startup, a scaleup or an established business, you want to ensure that your marcomms shine through the fog of white noise. Our print magazines represent status, pedigree and profile. Our extensive online presence delivers brand awareness, name recognition and traction. Bringing these (PRINT / ONLINE) vehicles together gives you benchmark-beating lead generation packages that will drive your business where you want it to go. In 2021, in both Europe and North America, *Streaming Media*'s print publications, online properties and in person and virtual events continue to bring together the entire rich media ecosystem.

Taken together, *Streaming Media*'s global content and global community gives you unrivalled access to online audio and video markets around the world

at a glance – 2021 lead generation programmes

MONTH	EUROPE EDITION				US EDITION				COLLABORATIVE WEB EVENTS
	MAGAZINE ISSUE & DEADLINES	PUBLICATION DATE	INNOVATION SERIES (PRINT ONLINE)	PARTNER SECTION (PRINT ONLINE)	MAGAZINE ISSUE & DEADLINES	PUBLICATION DATE	INNOVATION SERIES (PRINT ONLINE)	PARTNER SECTION (PRINT ONLINE)	
JAN					**1.** JANUARY/FEBRUARY Sponsored content: 16 Dec 2020 Ad materials: 18 Dec 2020	18 Jan 2021	MEDIA & ENTERTAINMENT	EXECUTIVE PREDICTIONS	SUMMIT—THE STATE OF MEDIA & ENTERTAINMENT
FEB	**1.** SPRING Sponsored content: 26 Jan 2021 Ad materials: 26 Jan 2021	18 Feb 2021	CUTTING EDGE CONTENT DELIVERY TECH & STRATEGIES	INDUSTRY DIRECTORY					VIRTUAL CONFERENCE—STREAMING MEDIA CONNECT
MAR					**2.** MARCH Sponsored content: 1Feb 2021 Ad materials: 8 Feb 2021	10 Mar 2021	GAME-CHANGING CASE STUDIES	18TH ONLINE VIDEO INDUSTRY DIRECTORY	SUMMIT—THE STATE OF LOW AND ULTRA-LOW LATENCY
APR					**3.** APRIL/MAY Sponsored content: 10 Mar 2021 Ad materials: 12 Mar 2021	6 Apr 2021	ADVANCED LIVE STREAMING	SPRING POWER BUNDLES	ROUNDTABLE—NEXT-LEVEL LIVE STREAMING
MAY	**2.** SUMMER Sponsored content: 10 May 2021 Ad materials: 10 May 2021	3 Jun 2021	MEASURING AND MONITORING REDUCE CHURN	C-LEVEL INTERVIEWS SPRING POWER BUNDLES					TBA
JUN					**4.** JUNE Sponsored content: 6 May 2021 Ad materials: 10 May 2021	3 Jun 2021	ADVANCED ENCODING & TRANSCODING	VIEW FROM THE TOP	ROUNDTABLE—ENCODING & TRANSCODING FOR A MULTI-CODEC WORLD
JUL					**5.** JULY/AUGUST Sponsored content: 16 Jun 2021 Ad materials: 18 Jun 2021	14 Jul 2021	SPORTS & ESPORTS	FALL POWER BUNDLES	SUMMIT—THE STATE OF SPORTS & ESPORTS STREAMING
AUG	**3.** AUTUMN Sponsored content: 26 Jul 2021 Ad materials: 26 Jul 2021	18 Aug 2021	CLOUD VIDEO WORKFLOW SOLUTIONS	AUTUMN POWER BUNDLES					ROUNDTABLE—THE FUTURE OF SPORTS & ESPORTS
SEP					**6.** SEPTEMBER Sponsored content: 9 Aug 2021 Ad materials: 11 Aug 2021	3 Sep 2021	CONTENT DELIVERY & EDGE COMPUTE		SUMMIT—THE STATE OF MONETIZATION & AD TECH
OCT					**7.** OCTOBER Sponsored content: 9 Sep 2021 Ad materials: 13 Sep 2021	6 Oct 2021	ADVANCE VIDEO DATA		TBA
NOV	**4.** WINTER Sponsored content: 11 Oct 2021 Ad materials: 11 Oct 2021	3 Nov 2021	CONTENT PROTECTION & MONETISATION	EXECUTIVE PREDICTIONS	**8.** NOVEMBER/DECEMBER Sponsored content: 4 Oct 2021 Ad materials: 6 Oct 2021	29 Oct 2021	ADVANCED OTT STRATEGIES AND TECHNOLOGIES		SUMMIT—THE STATE OF CONSUMER OTT TRENDS
DEC									ROUNDTABLE—FUTURE-PROOF OTT STRATEGIES
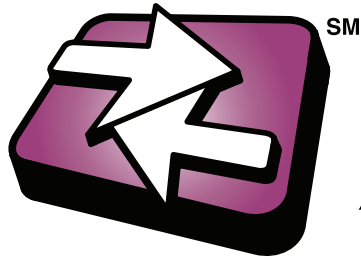
streaming media

PRINT **ONLINE**

▶ *PRINT media kit 2021*

STATUS

PEDIGREE

PROFILE

- *4 European issues: spring, summer, autumn, winter*
- *8 US issues*
- *Europe and US sourcebooks & industry directories*
- *EDITorial and ADVERTorial*
- *curated and syndicated content*
- *digital editions*
- *innovation series*
- *partner sections*

▶ section 1

Streaming Media Magazine – it's about more than just streaming

Streaming Media **magazine** is the only magazine that covers the entire spectrum of online audio and video. It's a resource for executives and technology managers who use rich media in any vertical – enterprise, education, government, media and entertainment, and more. Every issue offers in-depth features, case studies, tutorials, and reviews for readers in all sectors. *Streaming Media* **magazine** covers the entire rich media ecosystem, from content creation to post-production to encoding to delivery. Every issue also features columns by industry thought leaders and hands-on experts like Jan Ozer, Paul Riismandel, Dom Robinson,Tim Siglin and Jason Thibeault.

Appearing in the print magazine (EDITorial and ADVERTorial) achieves a status that is not matched by online-only presence. Direct page-specific links to the Digital Edition allow you to broadcast your print presence.

KEY FACTS:

▶ **European Edition print distribution 4 times a year** to **10,000 qualified** readers (see more information in the *About the Readers* section)

▶ **North American Edition print distribution 8 times a year** to **10,500 qualified** readers (see more information in the *About the Readers* section)

▶ **Digital magazines** available across the globe

▶ **Issue dates and themes:** See *Editorial Calendars* for EU (p6) and US magazines (p7)

▶ **Distribution at key industry events**

▶ **Written and edited by industry practitioners**, experienced users, and streaming business experts
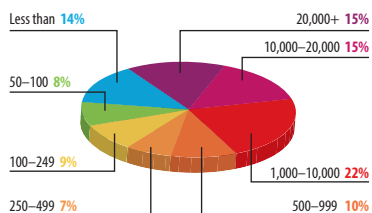
OUR PHILOSOPHY:

▶ **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, owners, and industry leaders in key markets.

This is complemented by impressive budgets specifically allocated to streaming products and services.
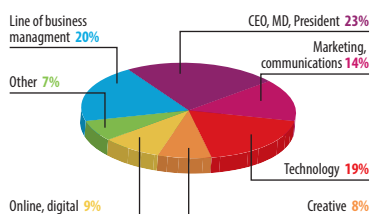
Streaming Media Magazine – about the readers
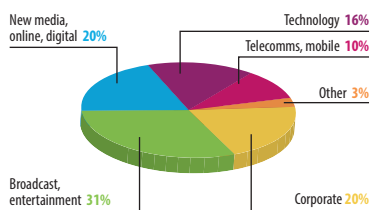
CIRCULATION PROFILE OF *STREAMING MEDIA* MAGAZINE

COMPANY SIZE

- Less than **14%**
- 20,000+ **15%**
- 10,000–20,000 **15%**
- 50–100 **8%**
- 100–249 **9%**
- 250–499 **7%**
- 1,000–10,000 **22%**
- 500–999 **10%**

JOB FUNCTION

- Line of business managment **20%**
- CEO, MD, President **23%**
- Marketing, communications **14%**
- Other **7%**
- Online, digital **9%**
- Technology **19%**
- Creative **8%**

INDUSTRY SECTOR

- New media, online, digital **20%**
- Technology **16%**
- Telecomms, mobile **10%**
- Other **3%**
- Broadcast, entertainment **31%**
- Corporate **20%**

Streaming Media **magazine** readers are executives and managers who direct the digital media strategies for their organisations. 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 distributed on both sides of the Atlantic to a total circulation list of more than 20,000. Qualification is by subscribing online (www.streamingmediaglobal.com /subscribe/). The circulation list of 20,000 translates to a readership of more than 60,000+ executives and professionals continually looking for ways to leverage internal and external rich media assets.

In addition, copies are also distributed at influential conferences and tradeshows.

REACH QUALIFIED DECISION MAKERS FROM:

ACCENTURE, ADTECH, Alamy Ltd, Alcatel-Lucent, Alfanews srl, AMC Networks, AT&T Global Networks, Bank of Italy, BBC, Better Software Group S. A, BNP Paribas, Boiler Room (UK) Ltd, British Universities Film & Video Council, Broadcasting Center Europe, BSkyB, BT Plc, Cable&Wireless, CANAL +, CBC GmbH, CBN TV, Cisco Systems, Council of the European Union, Credit Suisse, Cybercom Finland Oy, Dailymotion, DanceBEAT Records, Danish Broadcasting Corporation, Danish Business Authority, De Montfort University, DeltaCast, Deutsche Bank, Deutsche Telekom AG, Digital Media Finland Oy, Dolby Europe, DR Danish Broadcasting, Dutch Public Broadcasting Company, DVPT.COM, EA Mobile, Edinburgh Napier University, EE/BT, EON UK, EPIC TV, Ericsson AB, Ericsson Netherlands, Ernst and Young, European Broadcasting Union, European Commission, European Parliament, EUROSPORT, Facebook, Financial Times, Flying Eye, France Television, GlobalConnect A/S, Google, Hewlett Packard, Huawei, Hungarian Television, i2i Events Group, I3 Television, IBM, IMG Media Ltd, Imotion Films, Incisive Media, Informitv, International Broadcast Facilities, Intersat Communications, Israel Broadcasting Authority, ITV Plc, Jsyke Bank, Kaunas University of Technology, Keele University, Klagenfurt University, KNect365, Lancaster University, Latvian TV, Level 3 Communications, Liberty Global, liquidstream.tv, Live Events, LiveChannel AB, Logica, London Business School, London Film Academy, London Symphony Orchestra, Manchester United, Media Broadcast GmbH, Mediacom Service srl, Merseyside Police, MGM, Microsoft, Ministry of Finance, MOBIL TV, Motorola, MTV Studios, NASDAQ OMX, National FIlm & TV School, Nationale Opera and Ballet, NICE, Nintendo of Europe GmbH, Nokia, Nortel, Norwegian University of Science & Technology, NRK (Norwegian Broadcasting Corporation), O2 Czech Republic, ON.tv Channels, On2/Google, openreach, ORACLE, Orange Labs, Orange Polska, PA Sport, Philip Morris International, Phoenix Film, Picture Perfect Productions Ltd, Pinewood Studios, Plazamedia GmbH, Portland TV, Primetime AG, Race Television, RadioWorks Ltd, Reading Central SDA Church, RealNetworks GmbH, Riga Technical University, Rolls-Royce Plc, Royal Opera House, Royal Society of Medicine, Samsung Electronics, School of Music, Siemens AG, Silverstream TV, Sky Deutschland, SKY Italy, Sky plc, Sky UK, Skylab, SoftTelecom, Sony Europe, Sony Interactive Entertainment, Sony PSE, SportzZone.tv, Stream España, Stream In, Sveriges Television Ab, Swedish Armed Forces, Tata Communications, Tel Aviv University, Telefonica, Telegraph Media Group, Telekom Montenegro, Telenor Norge AS, Telenor Satellite Broadcasting, The Boston Consulting Group GmbH, The British Library, The University of Edinburgh, The University of Latvia, The VAR Network, The WorkCast Corporation, Thomson Reuters, Thomson Video Networks, T-Mobile Czech Republic a.s., Toshiba Electronics Europe, TV 2 Norway, TV Slovenija, TVBEurope, United Nations, University College London, University of Gothenburg, University of Nottingham, University of Southampton, University of Rotterdam, Vodafone, Walt Disney Company, Warwickshire County Council, Webcast Global, Webcast Norge, World Television Sweden AB, World Television Switzerland

Streaming Media Europe magazine – editorial calendar for **2021**

ISSUE	THEME/FEATURES	ISSUE DATES
1 SPRING	**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 & 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 • 2021 Streaming Media Industry Directory INNOVATION SERIES: Cutting-Edge Content Delivery Technology and Strategies PARTNER SECTION: Industry Directory	18 February 2021
2 SUMMER	• MPEG Codecs, One Year In (VVC, LCEVC, EVC) • Streaming Ad Tech Relationship Advice • AV1: A Progress Report INNOVATION SERIES: Measuring and Monitoring to Reduce Churn PARTNER SECTION: C-Level Interviews Spring Power Bundles	3 June 2021
3 AUTUMN	• Streaming Media European Readers' Choice Awards • The Return of "In Real Life" Streaming • Esports for the Win • Spatial Computing and the Future of Streaming Video INNOVATION SERIES: Cloud Video Workflow Solutions PARTNER SECTION: Autumn Power Bundles	18 August 2021
4 WINTER	• The 2021 Streaming Media Europe 50 • Managing Multi-CDN • Running the Numbers: Which Metrics Really Matter? • Content- and Context-Adaptive Encoding Solutions INNOVATION SERIES: Content Protection & Monetisation PARTNER SECTION: Executive Predictions	3 November 2021

IN EVERY ISSUE (EU AND US MAGAZINES):

VIEW FROM THE EDGE Industry veteran (and curmudgeon) Dom Robinson offers up his always pointed, sometimes poignant, and decidedly outside-the-mainstream take on the issues both at the centre and on the fringes of our industry.

THE PRODUCER'S VIEW Encoding expert Jan Ozer discusses the latest in codecs and formats and keeps you informed about how to get the most out of your encoding. Whether it's AV1 vs. HEVC, subjective vs. perceptive video quality metrics, or adjusting your encoding ladder, Ozer makes sure you're on the right path.

STREAMS OF THOUGHT Tim Siglin looks at the 'deep technology' that underlies streaming audio and video and ponders the bigger picture.

FUTURE IN FOCUS The Streaming Video Alliance's Jason Thibeault analyses, criticises and picks apart the trends and buzzwords of the day, shedding light on which ones are worth paying attention to and which ones are here today, gone tomorrow.

PLUS!

Behind the Screens: In-depth looks at online video success stories.

Tutorials: Step-by-step, how-to articles by the industry's leading practitioners.

Product Reviews: Hardware and software evaluations that cut through the hype and tell you what you need to know to make wise purchasing decisions.

Streaming Spotlight: Get to know the people on the cutting edge of online video.

Streaming Media Magazine US Edition – **2021** editorial calendar

ISSUE	THEME/FEATURES	MAIL DATE
JAN/FEB 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 PARTNER SECTION: Executive Predictions INNOVATION SERIES: Media & Entertainment	18 January 2021
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 PARTNER SECTION: The 18th Annual Online Video Industry Directory INNOVATION SERIES: Game-Changing Case Studies	10 March 2021
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!** PARTNER SECTION: Spring Power Bundles INNOVATION SERIES: Advanced Live Streaming	6 April 2021
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 PARTNER SECTION: View from the Top INNOVATION SERIES: Advanced Encoding & Transcoding	3 June 2021

ISSUE	THEME/FEATURES	MAIL DATE
JJULY/AUG 2021	• Esports for the Win • The Return of "In Real Life" Streaming • The Algorithm Series: HTTP2/3 With Quic • Cloud Production and Esport PARTNER SECTION: Fall Power Bundles INNOVATION SERIES: Sports & Esports	14 July 2021
SEPTEMBER 2021	• Welcome to the Ad Tech Jungle • Managing Multi-CDN • The Algorithm Series: FPGAs • How to Produce and Monetize Audience-Less Concert Streams INNOVATION SERIES: Content Delivery & Edge Compute	3 Sept 2021
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 INNOVATION SERIES: Advanced Video Data	6 October 2021
NOV/DEC 2021	• The 2021 Streaming Media Readers' Choice Awards • OTT Workflow Best Practices • Deep Dive Into Deepfakes • Live and On-Demand Closed Captioning INNOVATION SERIES: Advanced OTT Strategies and Technologies	29 October 2021

Streaming Media **Magazine** – rate card **2021**

Display and Industry Directory Advertising

2021 MAGAZINE RATE CARD
DISPLAY RATES (ALL PRICES EXCLUDE VAT)

SIZE	EUROPEAN EDITION	US EDITION
TAB (DOUBLE-SIDED)	£4,290/ €4,500	£5,500 / €5,800
SPREAD	£3,510 / €3,800	£4,500 / €5,000
COVER 2	£2,340 / €2,600	£3,000 / €3,500
COVER 3	£2,180/ €2,400	£2,800 / €3,100
COVER 4	£2,340 / €2,600	£3,000 / €3,500
1 PAGE	£2,100 / €2,250	£2,500 / €2,800
1/2 SPREAD	£2,100/ €2,250	£2,700 / €3,000
2/3 PAGE	£1,600 / €1,800	£2,100 / €2,400
1/2 PAGE	£1,320 / €1,500	£1,700 / €1,900
1/3 VERTICAL	£1,100 / €1,200	£1,200 / €1,400

SOURCEBOOK INDUSTRY DIRECTORY
2021 RATES (ALL PRICES EXCLUDE VAT)

SIZE	EUROPEAN EDITION	US EDITION
STANDARD LISTING	£300 / €350	£600 / €700
PREMIUM LISTING	£600 / €700	£1,200 / €14,00

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

ATTENTION VENDORS:

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

• Distribute 10,000 copies to opt-in subscribers and attendees at trade shows across the UK & Europe

• Attract and mail to new subscribers via our website, conferences, webinars, and e-newsletters

• Make the Digital Edition of the magazine available online; read by thousands of readers from across the world

Sponsorship/Advertising/Exhibiting Sales Contacts

Kat Allen
UK, Europe and India Sales

Direct: +44 (0)7712 583784
Email: kat.allen@streamingmedia.com

Joel Unickow
North America and Rest of World Sales

Direct: +1 250 933 1111
Email: joel@streamingmedia.com

Streaming Media Magazine (Europe & US) – specifications and terms

CONTRACT AND COPY REGULATIONS

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

FREQUENCY DISCOUNTS & RATE ADJUSTMENTS

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

TERMS & CONDITIONS

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

PRODUCTION REQUIREMENTS

www.infotoday.com/advert/CTPAdSpecs.pdf

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

High-quality hardcopy proof for colour and/or black-and-white ads must be submitted for all ad formats.

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 Mac format Photoshop TIFF files.

• Photoshop TIFF files for Mac – 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 greyscale mode. All graphics must be at least 300 dpi resolution.

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

• For proper sizing of your ad, please refer to the publication's rate card.

• Add 3mm (1/4") on all sides for bleed.

UPLOADING FILES:

Using your web browser, go to:

address: http://files.infotoday.com

and follow the instructions. You will be asked for Advertiser name, publication and issue.

MECHANICAL SPECIFICATIONS

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

A page consists of three columns, each 59mm x 244mm. Printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended.

Publisher-set copy, alterations, and plate change charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for three months and then deleted unless otherwise instructed. Information Today, Inc. cannot be held responsible for any advertising material lost or damaged in printing.

Offset negatives are not accepted (see Electronic Files).

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

AD SPACE ORIENTATION	TRIM SIZE (w x h, mm)	BLEED SIZE (w x h, mm)
FULL PAGE VERTICAL	216 x 277	222 x 283
SPREAD HORIZONTAL	432 x 277	438 x 283
2⁄3 PAGE VERTICAL	114 x 254	n/a
1/2 SPREAD HORIZONTAL	432 x 127	438 x 127
1⁄2 PAGE HORIZONTAL	178 x 127	n/a
1⁄3 PAGE VERTICAL	57 x 254	n/a
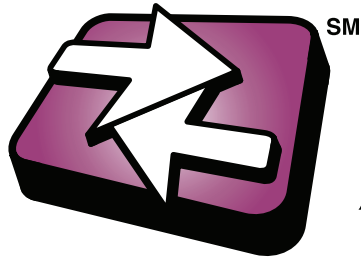
streaming media

PRINT ONLINE

ONLINE media kit 2021

BRAND AWARENESS

NAME RECOGNITION

TRACTION

- website banners
- eNewsletter banners
- exclusive email blasts
- blog banners
- sponsored articles

section 2

www.streamingmediaglobal.com

about **streamingmedia.com** and **streamingmediaglobal.com**

StreamingMedia.com
has long been the #1 online destination for professionals seeking breaking news, indepth features, reviews, analysis, and directories for the streaming and digital media market.

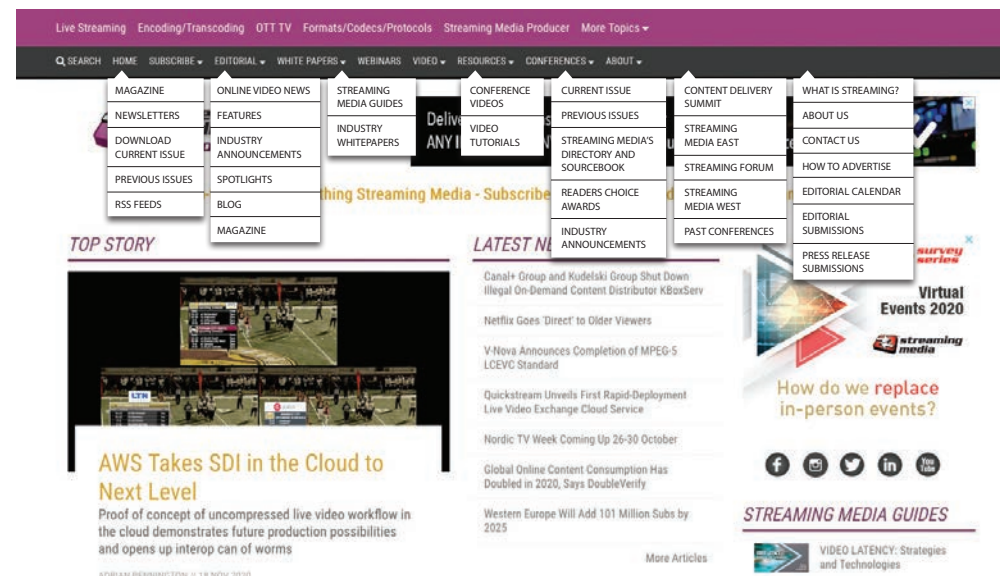**Streamingmedia.com** and **streamingmediaglobal.com** both offer:

• The ability to target Europe, North America or both
• Easy to navigate site design
• Articles and reviews from experts such as Dom Robinson, Tim Siglin, Jan Ozer, and Jason Thibeault
• Easy access to hundreds of hours of audio/ video content
• Sponsored articles

streamingmediaglobal.com
focuses on the news and industry analysis of most interest and relevance to European and global readership and markets.

• Video on demand webinars
• Press releases
• Events diary
• A continuously updated industry directory
• White papers, webcasts, and more

66,000 unique visitors per month

Our sites feature thousands of original articles, weekly enewsletters, and a wide range of resources dedicated to the streaming media industry. **StreamingMedia.com**'s aim is to supply enterprises and organisations implementing the online video and audio with a one-stop site for unparalleled information. **StreamingMedia.com** is committed to bringing our visitors a return for their "time investment" on our site by giving them the information and analysis they can't find anywhere else.

SITE OVERVIEW
Information Today has positioned **StreamingMedia.com** as the place to find information and analysis relating to all facets of the business and technology of streaming and digital media. Content on the site includes feature articles, breaking news, research reports, webcasts, an updated industry directory, a weekly enewsletter, and case studies that showcase the latest realworld streaming and digital media applications. Along with content from the *Streaming Media Industry Sourcebook*, white papers, and the new *Streaming Media* magazine, **StreamingMedia.com** features are easily searchable via our Research Centre categories.

Sponsorship/Advertising/Exhibiting Sales Contacts

Kat Allen
UK, Europe and India Sales

Direct: +44 (0)7712 583784
Email: kat.allen@streamingmedia.com

Joel Unickow
North America and Rest of World Sales

Direct: +1 250 933 1111
Email: joel@streamingmedia.com

streamingmedia.com and streamingmediaglobal.com audience

WHO VISITS STREAMINGMEDIA.COM?

• Top-level executives and IT managers from Fortune 1000 enterprises

• Entertainment and news media companies

• Business and information media companies

• Training and elearning companies

• Online retailers and ecommerce businesses

• Broadcasters (TV, cable, and radio)

• Analysts, investors, and venture capitalists

• Internet publishers and webmasters

• Advertising and web marketing agencies

GEOTARGETING – Less is More

Your online campaigns can be precisely targeted so that only visitors from specific countries or language groups will be served your banners. In this way your cpm-based inventory will be exactly focussed on the regions that you want to reach, and in the languages of choice – thus increasing cost-effectiveness and clickthrough rates significantly.

WHO SHOULD ADVERTISE?

• Enterprise streaming solutions companies

• Streaming media service providers

• Encoding and hosting companies

• Streaming media software and hardware companies

• Storage companies

• Digital rights management companies

• Content delivery networks

• Streaming education and training companies

• Webcasting companies

• Content creators and owners

• Content distribution and syndication companies

• Digital media asset management companies

• Application service providers

• Wireless network/satellite companies

• IPTV companies

HIGHLY FOCUSED, TARGETED, AND WIDELY ACCLAIMED SERVICES TO HELP YOUR MARKETING CAMPAIGNS

QUICK STATS

• Online since 1998

• #1 on search engines

• Approx. 66,000 unique visitors monthly

• Serving approx 1.3 million ads/month

• High click-through percentages against industry benchmark rates
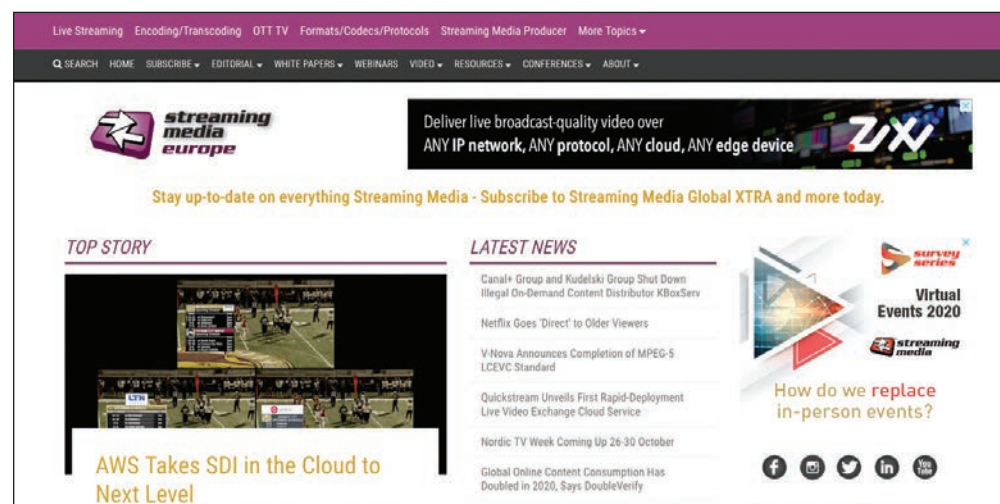
Sponsorship/Advertising/ Exhibiting Sales Contacts

Kat Allen
UK, Europe and India Sales

Direct: +44 (0)7712 583784
Email: kat.allen@streamingmedia.com

Joel Unickow
North America and Rest of World Sales

Direct: +1 250 933 1111
Email: joel@streamingmedia.com

position of banner ads

See page 15 for material specs for these positions.

Billboard: 970x250

Leader board: 728x90

Rich media: 300x250

Rich media: 300x250

Across site: 300x100

Continuation of website further down

streamingmedia.com and streamingmediaglobal.com – material specs

StreamingMedia.com and **streamingmediaglobal.com** offer a variety of banner size options, as well as rich media advertising opportunities. The sites utilise DoubleClick for Publishers (DFP) third-party ad serving technology.

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).

CREATIVE SPECIFICATIONS
• File size: maximum of 200K 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

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:
kat.allen@streamingmedia.com for Europe or **joel@streamingmedia.com** for US/rest of world.

Include live linking URL and ALT text. (ALT text may not exceed 25 characters including spaces).

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.

STANDARD CREATIVE UNITS	MAX FILE SIZE	BANNER LOCATION
970x250	150K	billboard
728 x 90	150K	leader board
300 x 250	150K	rich media
300x100	150K	across site

Any questions, pleae contact:

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

Joel Unickow
North America and Rest of World Sales
Direct: +1 250 933 1111
Email: joel@streamingmedia.com

eNewsletter banners

There are two editions of **Streaming Media's** HTML newsletter: Streaming Media Xtra and Streaming Media Europe Xtra.. They are the only newsletters of their kind in the industry and are packed with fresh and accurate news compiled and written by StreamingMedia.com Editors.

Your banner and 75 words of text appear right at the top of the Newsletter.

SM XTRA

Geographical focus: North America
Circulation: reaches 27,000 opt-in
Frequency: twice a week
(Monday and Wednesday)

SM EUROPE XTRA

Geographical focus: Europe
Circulation: reaches 12,000 opt-in
Frequency: once a week
(Thursday)

SPONSOR ADVERTISING SPECIFICATIONS:

• 468 x120 px GIF or JPG banner

• 75-word text description and URL link in email body

• Sponsorship is archived by issue date on **StreamingMedia.com** (all sponsor links remain active)

• Report of emails broadcasted and clickthroughs at the end of sponsored week

StreamingMedia Xtra sponsorships are sold on a first to book basis.

Reserve your **StreamingMedia Xtra** sponsorship schedule now for the entire year. Schedule your sponsorships around product launches and industry events.

See rate card on page 17 for details of costs.

DEADLINES FOR CREATIVES:

Please provide image and 75 words of text three full business days before date of newsletter.

NEWSLETTER CREATIVE SPECS:

1. Description of 75 words (or less) of text.

2. One (1) URL linking back to your site.

3. A 468 x120 banner ad in JPEG or GIF file format. Flash is prohibited.

4. Dimensions of the banner ads must be 468x120 pixels at 72dpi.

5. Banner Ads must be smaller than 200k.

Sponsorship/Advertising/Exhibiting Sales Contacts

Kat Allen
UK, Europe and India Sales

Direct: +44 (0)7712 583784
Email: kat.allen@streamingmedia.com

Joel Unickow
North America and Rest of World Sales

Direct: +1 250 933 1111
Email: joel@streamingmedia.com

YOUR BANNER HERE

YOUR 75 WORDS OF TEXT HERE

exclusive email blasts

You write it, we send it. **SM Bulletins** enable you to send an exclusive HTML email to our opt-in lists which currently numbers **24,400** individuals in North America and **7,400** individuals in Europe.

There are two geographically focused bulletins:

SM BULLETIN

North America   circulation 24,400
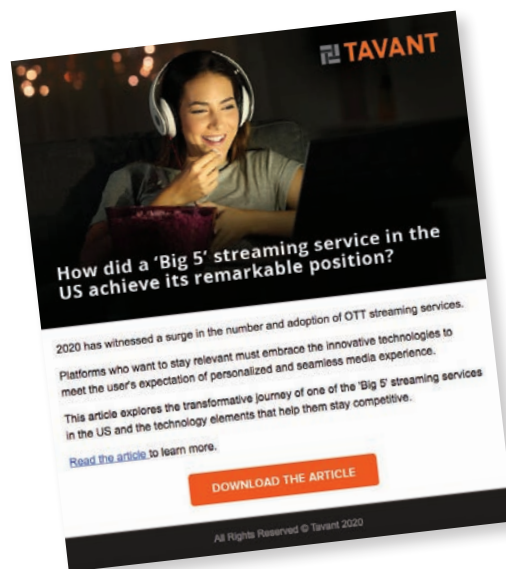
SM EUROPE BULLETIN

Europe   circulation 7,400

These two Bulletins can also be combined with duplicates automatically removed, allowing you to target more than 26,000 unique emails.

See rate card on page 18 for details of costs.

DEADLINES FOR CREATIVES:

1. Ready-to-blast HTML and images must be provided a full 3 days in advance.

2. Images can be hosted by you or by us.

EMAIL BULLETIN SPECS:

1. Centre containing table/Div alignment & no wider than 650 pixels

2. Limit on file size 200K total.

3. File types referenced within the HTML must be limited to JPEGs and 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 creative a full 3 business days before broadcast.

6. We do not do customise HTML for such tags as [First Name] [Last Name].

Sponsorship/Advertising/Exhibiting Sales Contacts

Kat Allen
UK, Europe and India Sales

Direct: +44 (0)7712 583784
Email: kat.allen@streamingmedia.com

Joel Unickow
North America and Rest of World Sales

Direct: +1 250 933 1111
Email: joel@streamingmedia.com

streamingmediaglobal.com – online rate card

AD SIZE	LOCATION (ROS)	MINIMUM PER MONTH	CPM COST €	CPM COST £
970x250 (150k)	billboard	10,000 impressions	84	75
728x90	leader board	20,000 impressions	78	70
300x250	rich media	20,000 impressions	60	55
300x100	across site	20,000 impressions	40	35

SPONSORED ARTICLES

Post your sponsored article on StreamingMedia.com for **€1,370/£995**.

Length of article is not limited but range is suggested at 700–1,500 words. Video and images can be included. Editorial will provide edits and approve proposed article copy.

STREAMING MEDIA *XTRA NEWSLETTERS*

SM Xtra (focus: N America, circ 38k)	€	£
1st position (top of the email)	1,000	900
2nd position (below 1st position)	715	600
SM Europe Xtra (focus: Europe, circ 15k)	€	£
1st position (top of the email)	660	575
2nd position (below 1st position)	480	420

Streaming Media *Xtra Sponsorships are sold on a first to book basis.*

For information about in-person and virtual events targeting both North American and European markets, please see individual Invitations to Sponsor.

STREAMING MEDIA *BULLETINS*

	€	£
SM Bulletin (focus: N America)	2,400	2,100
SM Europe Bulletin (focus: Europe)	1,200	1,050
SM Combined Bulletin (Europe and US, deduped)	2,950	2,650

STATIC 300 X 100 TILE

Cost per Month	€	£
EU Site	600	550
US Site	1,080	950
Both Sites	1,440	1,300

ALL CPM-BASED BANNERS CAN BE GEOTARGETED FOR NO EXTRA COST
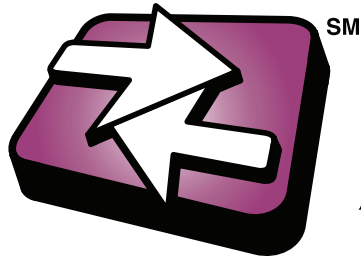
streaming media PRINT ∫ ONLINE

▶ **LEAD GENERATION media kit 2021**

ENGAGEMENT

QUALIFIED ACTIONABLE LEADS

THOUGHT LEADERSHIP

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

▶ section 3

www.streamingmediaglobal.com

exclusive PRINT ONLINE combination packages

YOUR EXCLUSIVE CONTENT:
In Print & Online-With-Lead-Capture!

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

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

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

AT A GLANCE

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

Materials: Sponsors supply approx. 450 words and print-quality (min. 300 dpi) graphic for each page, or 600 words for each page without art.

Sponsors will also supply EPS versions of their logos. *Streaming Media* will provide editing and layout services with proofs to satisfaction.

IN DETAIL

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

PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL
• Publish your 10 pages of content in the issue itself (we will provide layout and the "cover" – also includes one full-page display advert placed elsewhere: 12 pages total)	• Publish your six pages of content in the issue itself (we will provide layout and the "cover" – also includes one full-page display advert placed elsewhere: 8 pages total)	• Publish your four pages of content in the issue itself (we will provide layout and the "cover" – also includes one full-page display advert placed elsewhere: 6 pages total)
• Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 4 months minimum	• Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 3 months leads minimum	• Publish your content PDF online (can be as many pages as you like) – with a lead-gen form in front, 2 months leads minimum
• Announce the PDF with an email broadcast	• Announce the PDF with an email broadcast	• Announce the PDF with an email broadcast
• Run house ads promoting the white papers for 4 months	• Run house ads promoting the white papers for 3 months	• Run house ads promoting the white papers for 2 months
• 1,000 minimum lead guarantee	• 500 minimum lead guarantee	• 200 minimum lead guarantee
PRICE: £13,000/€14,400	**PRICE: £9,500/€10,800**	**PRICE: £6,500/ €7,200**

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

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

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

multi-vendor PRINT ONLINE innovation series

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

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

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

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

HOW DOES IT WORK?
YOU WRITE, WE PUBLISH.

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

Materials: Sponsors supply approx. 450 words and print-quality (min. 300 dpi) graphic for each page, or 600 words for each page without art. Sponsors will also supply EPS versions of their logos. *Streaming Media* will provide editing and layout services with proofs to satisfaction.

IN DETAIL

PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP
• 6-page sponsored content contribution *EXCLUSIVE*	• 4-page sponsored content contribution	• 2-page sponsored content contribution
• First article after introduction and table of contents	• Best position article after Overture article and Platinum Sponsor	• Best position article after Industry Overture article and Gold Sponsors
• Exclusive "Brought to you by [your company logo]" in all outreach marketing	• Front cover Gold logo positioning	• Front cover Silver logo positioning
• Exclusive front cover Platinum logo positioning	• Enlarged positioning logo placement with contact info on back cover	• Positioning logo placement with contact info on back cover
• Top enlarged positioning logo placement with contact info on back cover	• Custom-made, co-branded Innovation Series standalone PDF for your distribution	• 3 months of leads
• Custom-made, co-branded Innovation Series standalone PDF for your distribution	• 6 months of leads	
• 12 months of leads		
PRICE: £10,000/€11,000	**PRICE: £7,000/€8,000**	**PRICE: £3,800/€4,200**

INNOVATION SERIES CLASSIFIED LISTING

(does not include leads generated by publication)

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

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

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

streaming media web events – exclusive and collaborative

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

STREAMING MEDIA CLIENTS CAN CHOOSE FROM TWO OPTIONS:

1. EXCLUSIVE WEB EVENTS

You pick the topic, you choose the panel

2. COLLABORATIVE WEB EVENTS

Trending topic, multiple vendors

WHAT ARE STREAMING MEDIA WEB EVENTS?

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

WHAT YOU GET

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

WE TAKE CARE OF ALL THE DETAILS

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

ACTION LIST

Our aggressive online and print advertising campaign includes:

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

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

Visit www.streamingmedia.com/webevents to view our many archived events.

2021 collaborative multi-vendor web events at a glance

OFFERS HIGHEST ENGAGEMENT LEVEL WITH PARTICIPANTS

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

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

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

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

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

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

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

SCHEDULED TOPICS FOR 2021 COLLABORATIVE WEB EVENTS (see next page for full details)
Summit – The State of Media & Entertainment
Virtual Conference – Streaming Media Connect
Summit – The State of Low and Ultra-Low Latency
Roundtable – Next-Level Live Streaming
Roundtable – Encoding & Transcoding for a Multi-Codec World
Summit – The State of Sports & Esports Streaming
Roundtable – The Future of Sports & Esports
Summit – The State of Monetization & Ad Tech
Summit – The State of Consumer OTT Trends
Roundtable – Future-Proof OTT Strategies

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

PRICING FOR WEB EVENTS	
EXCLUSIVE **TURNKEY WEB EVENT**	**£13,500 / €14,400**
COLLABORATIVE WEB EVENT (max four sponsors)	**£3,300 / €3,700**

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

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

online-only white papers

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

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

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

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

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

HOW DOES IT WORK?

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

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

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

White papers can be any length.

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

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

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

Research @ *Streaming Media*

Our custom research program includes:

PHASE 1: The Survey

• Survey design and creation

• Capture, cross-indexing, and raw data from the online survey tool

• A complete Final Report delivers "Key Findings" and in-depth data interpretation authored by an industry analyst working closely with your company.

• Final Report also includes an Executive Summary and a full Respondent Profile.

• Full co-branding and affiliation with Streaming Media, or anonymity, at the survey sponsor's discretion

• Competitive intelligence—Each survey may include up to five proprietary questions.

• Vendor owns the rights to the Final Report PDF and the data. Streaming Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

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

PHASE 2: Lead-Generation: Marketing the Findings

• Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:

    – Dedicated Email Promotion
    – Newsletter Sponsorships

• Sponsored Content Listing (homepage and newsletters)

• Streaming Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.

• Print distribution of "single page takeaway" in Streaming Media magazine

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

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

• Highly qualified, actionable leads—from preregistration, live event log-on, and postevent registration and log-on to the archived event

• Extensive event registration program with multiple marketing touchpoints

• Sponsor exclusivity—Enjoy 100% attentive and exclusive mindshare in a single-sponsored event.

• Brand leverage—Use the strength of the Streaming Media brand. Moderated by Streaming Media's publisher and marketed under the Streaming Media brand.

• A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

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

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

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

production requirements for sponsored content

INNOVATION SERIES, EXCLUSIVE *PRINT ONLINE* PACKAGES AND ADVERTORIALS

SPONSORED CONTENT – WE DO THE DESIGN

FILE SUBMISSION INSTRUCTIONS:

- To upload sponsored content:
  - Using your web browser, log onto http://sponsored-content.infotoday.com
  - Please indicate advertiser, publication, and issue in which the sponsored content will be placed in appropriate fields.

- Materials:
  - Print-quality (min. 300 dpi) logo and graphics can be provided in .jpeg, .tiff, or .eps format.

- Per page:
  - word count is approximately 450 words plus one graphic for each page, or 600 words for each page without art.

➔ *25mm margin for header and footer to be placed*

➔

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

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

SPONSORED CONTENT – ALREADY PRE-DESIGNED

WE ACCEPT THE FOLLOWING FORMATS:

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

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

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors

will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

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

- Full page trim size: 216 x 277mm.
  - We require a 25mm margin top and bottom for our headers and footers to be placed
  - Add 3mm on all sides for bleed

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

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