

event DV

THE AUTHORITY FOR **EVENT VIDEOGRAPHERS**



2011
MEDIA KIT

WWW.EVENTDV.NET

INTRODUCTION

ABOUT EVENTDV

EventDV is read by professional event videographers and event filmmakers as well as those doing corporate, church, wedding, stage, social event, sports, documentary, legal, and other independent and in-house videography work. These professionals rely on the unique blend of business, technical, and creative guidance tutorials they find in each issue of **EventDV** and in-the-field product reviews. For videographers, **EventDV** is essential reading in a crowded field of more general video publications.

What our readers say about us

“Some magazines I run across an occasional article that I like so I tear it out and put it in a folder for future reference. With *EventDV* there are so many helpful tutorials and tips that I save the entire issue!”
—*Visual Legacy*

“*EventDV* magazine is my primary source of information about the industry.”
—*Corporate Videographer, Akzonobel Coatings*

“I love the magazine... one of the best that I receive. I am interested more in the business side and the creativity of videography, and your magazine offers more of that to the reader than just pushing the latest products, like the other magazines tend to do.”
—*Dynamic Post LLC*

“*EventDV* magazine covers business topics that are relevant to videographers [that are] not covered by other publications.”
—*PSG Productions*

“Very helpful and informative! The articles and tutorials are directly applicable to my business and I can usually implement them on a current project.”
—*Phelps Productions*

“I need to keep up. The mag helps with that. Also, comes from my perspective of video as business, unlike the other Hollywood high-end-hopeful drivel.”
—*FIRST FAVORITE MPC*

“It’s a great magazine and the website is a good place to get the quick lowdown on the industry news.”
—*Tamric Studios*

“The magazine is really packed with cogent information. Without it, I’d really feel out of the loop. It’s also diverse, like our business.”
—*dBuz*

“I read it cover to cover. I especially enjoy reading your unbiased reviews on products.”
—*Village Video*

“*Event DV* magazine is by far the most useful of all the ones I receive. Knowledgeable contributors geared to my small business.”
—*Featured Event Productions*

“The product reviews and columns are geared towards ‘bang-for-the-buck’ which is how I make my business and purchase decisions.”
—*Magnetic Cinema*

“I love *EventDV*. With every issue, I grow as a videographer. I love hearing videographers speak about their technique and approach to video. I can relate to these stories. They help me put things in perspective.”
—*Scott Daniels Inc.*

“It’s a great resource for making purchase decisions and learning what the rest of the world is doing.”
—*Mason Jar Films*

“One of my favorite magazines & resources. Seems to be most relevant to my business.”
—*Stingray Technology*

“When I begin a search for any industry information, the *EventDV* family of media is always my first stop. I rely on it to keep me abreast of the spectrum of product announcements and industry developments and well as providing evaluations and tutorials.”

—*WDH Video*

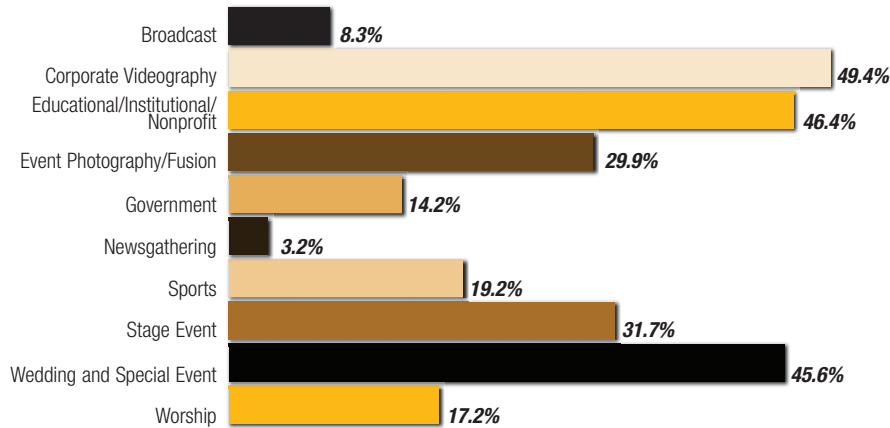
Editorial Overview

EventDV covers the following equipment and services. For complete data on the readership, see the enclosed Audience Profile.

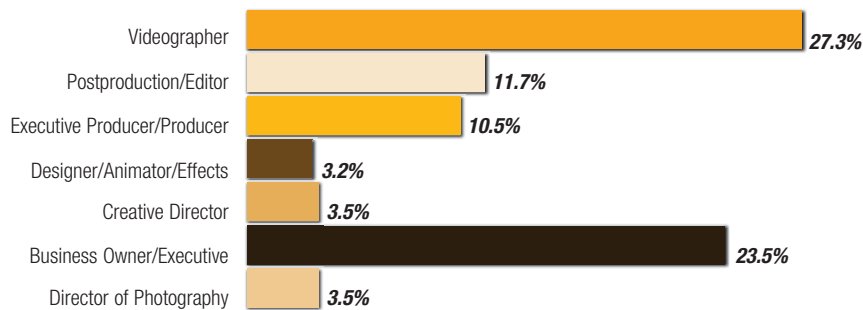
- NLEs, Cameras, & Workstations
- HD and DSLR
- Titles, Menus, Interactive Design
- DVD, Blu-ray, Mobile, and Online Delivery
- Motion Graphics and Effects Software & Plug-Ins
- Microphones & Audio Processing
- Stabilizers, Support, and Lenses
- Bags, Cases, Accessories
- Lighting Equipment
- Stock Footage & Photos, Buyout Music & Soundtracking Tools
- Streaming Video & Encoding
- Live-Switching & IMAG Presentation Gear



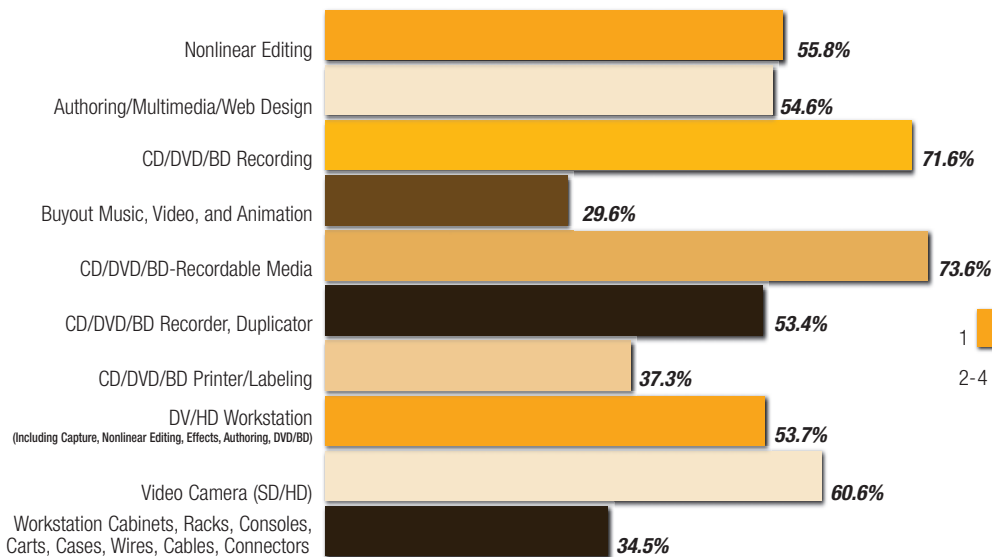
Areas of Professional Work



Primary Organizational Role



Products Readers Approve for Purchase



Source: September 2010 Reader Survey

EventDV Demographics

EventDV readers are pro videographers.

Working on an average of 50 events per year, they shoot video, edit single- and multicamera source material, create DVD titles, duplicate discs, and deliver content online. Their buying power and use of specific products is documented by the survey data on this page.

EventDV

is home to large concentrations of proven buyers

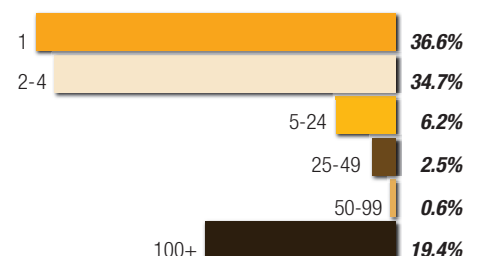
of products in categories like video-editing software/hardware, DVD authoring tools, disc duplication, blank media, stock audio/video, and DSLRs and HD camcorders, to name a few.

A highly targeted audience of videography professionals

Subscribers have the authority to specify, recommend, or authorize purchases.

EventDV is where they stay informed about the leading brands and product offering ... before annual budget dollars are spent.

Size of Company (# of Employees)



2011 Editorial Calendar

ISSUE	EDITORIAL THEMES	EDITORIAL CLOSE	AD SPACE CLOSE	AD MATERIALS DUE	MAIL DATE
JANUARY/FEBRUARY	IN[FOCUS] 2011 <ul style="list-style-type: none"> Editing Multicamera DSLR Footage Meeting Live Event Lighting Challenges 	12/01/10	12/16/10	12/23/10	1/25/11
MARCH	<ul style="list-style-type: none"> Choosing Stabilization Gear Color Correction for Event Productions 	1/6/11	1/21/11	1/28/11	3/1/11
APRIL	NAB 2011 <ul style="list-style-type: none"> Acquiring Great Live Audio Challenges of DSLR Event Production Buyer's Guide: DSLR Gear	2/2/11	2/17/11	2/25/11	3/28/11
MAY	<ul style="list-style-type: none"> 3D Event Video Production Media and Storage Solutions for Event Shooters 	3/8/11	3/23/11	3/30/11	4/28/11
JUNE	<ul style="list-style-type: none"> Winner's Circle: Best of NAB 2011 Adventures in HDR Imaging 	4/6/11	4/21/11	4/28/11	5/27/11
JULY/AUGUST	<ul style="list-style-type: none"> 4/3" Sensor Cameras and the Event Producer Audio Acquisition for DSLR Shooters Buyer's Guide: Plug-Ins, Filters, and Effects	5/5/11	5/20/11	5/27/11	6/28/11
SEPTEMBER	DV Expo 2011 WEVA Expo 2011 <ul style="list-style-type: none"> Gear Up for Corporate Video Shooting and Lighting for Web Delivery 	6/30/11	7/14/11	7/21/11	8/19/11
OCTOBER	<ul style="list-style-type: none"> On-Camera Lighting Solutions Camera Support for DSLRs Buyer's Guide: Stock Footage, Production Music, and Stock Background Animations	8/5/11	8/22/11	8/29/11	9/28/11
NOVEMBER	<ul style="list-style-type: none"> Producing Shortform Video Shooting for the Edit 	9/6/11	9/21/11	9/28/11	10/27/11
DECEMBER	GV Expo 2011 <ul style="list-style-type: none"> HD Delivery and the Cloud Event Filmmakers in the Documentary World 	10/6/11	10/21/11	10/28/11	11/30/11

questions???

For questions about EventDV editorial opportunities, email Stephen Nathans-Kelly at stephen.nathans@infotoday.com

For questions about advertising in EventDV, email John Nuzzi at jnuzzi@eventdv.net

Display Rates

The Authority for Event Videographers



EventDV is published by Information Today, Inc.

RATE CARD NUMBER 3



four-color rates

	1X	3X	6X	9X	12X
1 page	\$4,250	\$4,050	\$3,790	\$3,530	\$3,330
2/3	3,210	3,075	2,900	2,760	2,590
1/2	2,690	2,580	2,470	2,350	2,240
1/3	2,180	2,100	2,010	1,920	1,860
Spread	8,390	7,990	7,530	6,980	6,550
1/2-Spread	4,250	4,025	3,880	3,500	3,275

special positions

	1X	3X	6X	9X	12X
Page 1	\$4,680	\$4,460	\$4,175	\$3,890	\$3,670
Cover 2	4,890	4,660	4,360	4,060	3,835
Cover 3	4,680	4,460	4,175	3,890	3,670
Cover 4	5,110	4,865	4,550	4,245	4,000

Guaranteed Position +10%

Advertising Sales

John Nuzzi
 ASSOCIATE PUBLISHER
 4015 Thorngate Drive
 Williamsburg, VA 23188
 Phone: 757.259.1480
 Fax: 757.259.1481
jnuzzi@eventdv.net

Preferred Positions...

10% additional on space for preferred positions.

Mailing Instructions

Submit Advertising Material to:

EventDV magazine

Michael Hardwick, Ad Trafficking Coordinator
 143 Old Marlton Pike
 Medford, NJ 08055-8750
 800.300.9868, Ext. 130
 609.654.6266, Ext. 130
 Fax: 609.654.4309

Email ad files to:

adsubmit@infotoday.com

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



DISPLAY RATE CARD NUMBER 18N

Materials Specifications

Electronic Files

Macintosh format, press quality PDFs, QuarkXPress 6.5 or lower, Photoshop, or Illustrator files are preferred. All graphics must be supplied as EPS or TIFF files and must be in CMYK mode. All graphics must be at least 300 dpi resolution. Include all graphics used in the ad. Fonts should be converted to outline, however, screen and printer fonts can be sent. Any files submitted as RGB will be converted to CMYK. Any ad containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W graphics should be saved as grayscale.

Disc:

- Electronic files may be supplied on CD-ROM or DVD.
- A proof of the ad accurately representing how the ad should appear when printed MUST be included with the disc. Four-color ads must include an accurate color proof.
- Include all fonts (screen and printer) and graphics used in the ad. CMYK mode must be used for four-color text and graphics.

File Uploads & Email:

- File uploads and emails MUST be followed with a hard copy of the ad that accurately represents how the ad should appear when printed. A clear fax proof for B/W ads is acceptable. Fax copies to the Ad Trafficking Coordinator at 609-654-4309. Original color proofs must be mailed to the Ad Trafficking Coordinator at:

Michael Hardwick
Information Today, Inc.
143 Old Marlton Pike
Medford, NJ 08055

- Include all fonts (screen and printer) and graphics used in the ad. CMYK mode must be used for four-color text and graphics.
- Ads sent via File Upload should be encoded as a BinHex format. Using a web browser, log-on using the following parameters:

Address: <http://files.infotoday.com>
User ID: advert (case-sensitive)
Password: advert1 (case-sensitive)

Once you transfer your file to this location, email the Ad Trafficking Coordinator at mhardwick@infotoday.com that the files have been placed.

- Ads sent via email must not exceed 10MB gross file size. Files should be compressed into a Stuffit file, Zip file, or self-extracting archive. Email files to adsubmit@infotoday.com.

ALL advertisements MUST include a color proof.

Colors

- Specialty Inks (Metallic, Neon, etc.) priced upon request.
- Bleeds: No extra charge; see mechanical requirements.

Mechanical Requirements

- Production: SWOP standard, Web offset, saddle stitched
- Document Setup: 8-1/2"x10-7/8"
- Bleeds: Minimum 1/8" bleed added to all sides of document
- Trim Size: 8-1/2"x10-7/8". Allow 1/2" safety on all sides for live matter
- Special Inserts: Rates, specifications, and availability on request
- Material Held: Ad material not used after 12 months will be deleted

ad dimensions

Space	Size (W x H, inches)	Bleed Size	Live Area
• 2-page spread	17x10-7/8	17-1/4x11-1/8	16-1/2x10-3/8
• Full page	8-1/2x10-7/8	8-3/4x11-1/8	8x10-3/8
• 2/3-page vertical	4-1/2x10		
• 1/2-page spread	17x5	17-1/4x5	16-1/2x5
• 1/2-page horizontal	7x5		
• 1/2-page vertical	4-1/2x7		
• 1/3-page vertical	2-1/4x10		
• 1/3-page square	4-1/2x4-1/2		

General Conditions

Contract & 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.

Terms & Conditions

A 15% discount on space, color, and position is available to recognized advertising agencies. All invoices due net 30 days. A 1.5% per month late charge will be added to overdue invoices. A statement and three tear sheets are sent at time of publication.

Frequency Discounts & Rate Adjustments

Frequency rates are based on the total number of insertions of 1/3 page or more within the contract year, excluding Ad Showcase. 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 a short rate penalty. 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.

RATE CARD NUMBER 2

CONTINUED
for 2011...

Generate LEADS with a Showcase email sponsorship!

EventDV's 1/6- or 1/3-page (color only) Showcase ads now include your 100X130 pixel graphic or company logo linking URL and 25-word sponsor message on 1 monthly email blast to more than 30,000 opt-in email subscribers.

Use EventDV's ad Showcase to:

- Generate LEADS with the included email sponsorship.
- Reach a PRINT and WEB audience every month ... at low cost.
- Afford frequency advertising that pays for itself ... with LEADS!
- Consistently place ads in each issue. The Ad Showcase is easy to find in the back of the magazine.



ALL NEW

print+web showcase!

\$440

Color Showcase +
Email Blast to 30K!

contact

John Nuzzi, Associate Publisher
EventDV, The Authority for Event Videographers
757.259.1480 or fax: 757.259.1481
jnuzzi@eventdv.net

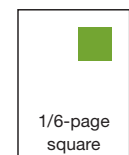


four-color rates

PRINT + WEB	1X	3X	6X	12X
1/6th	\$500	\$480	\$460	\$440
1/3rd	\$960	\$920	\$880	\$830

sizes

Space	Size (W x H, inches)
• 1/3-page horizontal	3-1/8" high x 7-3/8" wide
• 1/3-page vertical	6-3/8" high x 3-1/2" wide
• 1/6-page square	3-1/8" high x 3-1/2" wide



All Showcase prices are net.

All materials must be received on or before the material due date, or a \$75 production charge will apply. See Display Rate Card for all other applicable terms and conditions. Upon receipt of your order, you will be contacted to schedule the email sponsorship.

Frequency discounts are available.

SHOWCASE RATE CARD NUMBER 2

Materials Specifications

Electronic Files

Macintosh format, press quality PDFs, QuarkXPress 6.5 or lower, Photoshop, or Illustrator files are preferred. All graphics must be supplied as EPS or TIFF files and must be in CMYK mode. All graphics must be at least 300 dpi resolution. Include all graphics used in the ad. Fonts should be converted to outline, however, screen and printer fonts can be sent. Any files submitted as RGB will be converted to CMYK. Any ad containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W graphics should be saved as grayscale.

Disc:

- Electronic files may be supplied on Zip, CD-ROM, or DVD.
- Macintosh format, QuarkXPress page documents are preferred. All graphics, if not the entire ad itself, should be saved as TIFF or EPS files.
- A proof of the ad accurately representing how the ad should appear when printed **MUST** be included with the disc. Four-color ads must include an accurate color proof.
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- Specialty Inks (Metallic, Neon, etc.) priced upon request.

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• 1/3-page horizontal	3-1/8" high x 7-3/8" wide
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