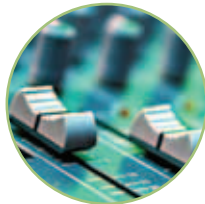


event DV.NET

THE EVENT VIDEOGRAPHER'S **RESOURCE**



2011
MEDIA KIT

WWW.EVENTDV.NET

SITE OVERVIEW

EventDV.net, the Event Videographer's Resource, is the web's one authoritative site for professional videographers and event filmmakers working in independent studios and corporate, academic, and worship media departments. Video tutorials by leading videographers and trainers provide valuable instruction in key production and postproduction techniques and tools. Breaking news items keep readers informed on the latest product releases in digital video production and postproduction, from camcorders to camera support, lighting and sound equipment, nonlinear digital video editing solutions, graphics and effects plug-ins, DVD and Blu-ray authoring tools and duplication equipment, products and services for web delivery, and more.

Our newest resource, **EventDV-TV** (www.eventdv.tv), brings a rich variety of streaming media content to the site, with a selection of channels including video tutorials showcasing innovative techniques for shooting live events and delivering high-quality productions, expert videographer testimonials on key production tools, studio tours, "secret of my success" clips produced by our *EventDV* 25 all-star team honorees, and other content highlighting the proven business strategies that have made **EventDV's** contributors the most successful videographers in the field.

EventDV Spotlight is *EventDV's* HTML newsletter. Subscribers click on links from the HTML email, which bring them back to the full news items on the **EventDV.net** site. **EventDV Spotlight** articles are posted on the home page as breaking news and archived on **EventDV.net** by issue date.



Reserve your space today!

Contact: John Nuzzi • Associate Publisher
757-259-1480 • jnuzzi@eventdv.net

AUDIENCE

EventDV.net, the Event Videographer's Resource, is an online news and research center for professional videographers and event filmmakers working in independent studios, production companies, and academic, church, and corporate media departments.

Key metrics

EventDV.net serves more than 400,000 impressions per month

More than 33,000 total unique visitors per month

Source: Google Analytics September 2010

EventDV's *Spotlight* newsletter has 20,000 subscribers

EventDV's *Bulletin* (email list marketing list) has 22,500

opt-in subscribers

Snapshot of Readers and Their Companies

54% are self-employed

29% of companies have revenue in excess of \$250,000.

72% shoot a typical project with two or more cameras.

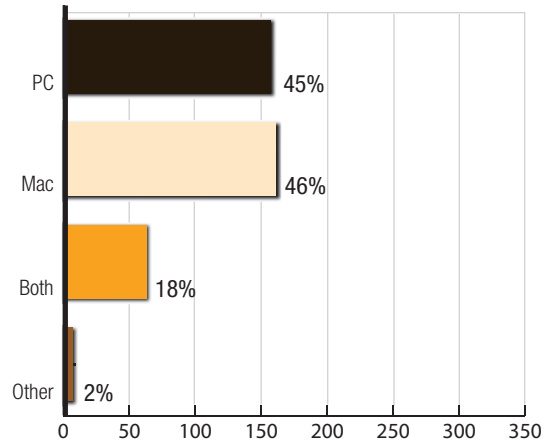
56% use single or multiple light kits.

16% of our audience shoot with vDSLRs and multiple lens attachments.

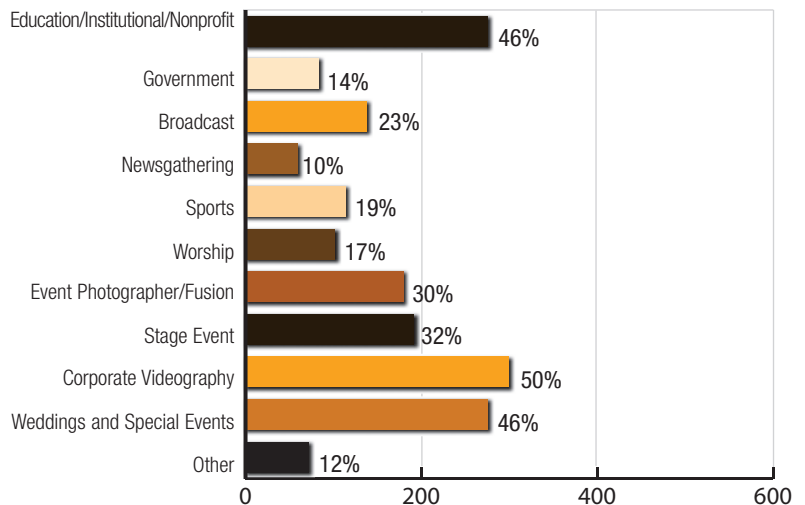
28% of our audience work for companies with more than 50 employees.

60% of EventDV.net visitors also visit EventDVLive.com.

Readers' Editing Platforms



EventDV Readers Produce a Broad Range of Projects



Research Center Categories

PRODUCTION

- Business Strategies & Tips
- Live Event Tips & Techniques
- HD & HDV Cameras
- Camera Support
- Lighting
- Audio

POSTPRODUCTION

- Capture & Displays
- Editing & Authoring Tips & Techniques
- NLEs
- DVD Authoring Tools
- DVD Duplicators and Printers
- Graphics Solutions
- Media Solutions
- Effects Plug-Ins
- Workstations

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AUDIENCE

Engaged Readership

"I look forward to receiving *EventDV*; it is by far the most progressive industry magazine I have seen. Great articles, great contributors. EventDV.tv is awesome ... video is the future and what a great way to offer online education from talented studios willing to share as well as showcasing the different directions that individual businesses are taking to meet the challenges of our market."

-Scott Strimple, United Wedding

"Whenever I need inspiration or equipment recommendations I use the EventDV.net website."

-Laura McMillan, Sierra Media Productions

"These resources have helped me develop new techniques without having to attend special classes or seminars."

-Richard Reid, Valley View Productions

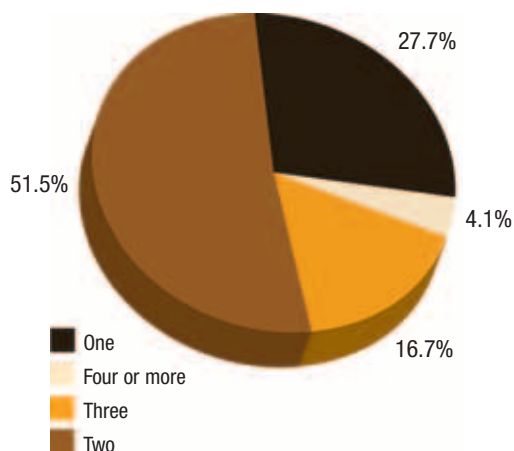
"I look forward to reading the articles in the magazine every month; it's fantastic to have it on hand to refer back to if needed. I also love to watch EventDV-TV and find the broadcasts very informative."

-Tony McLoughlin, Dream Day Productions

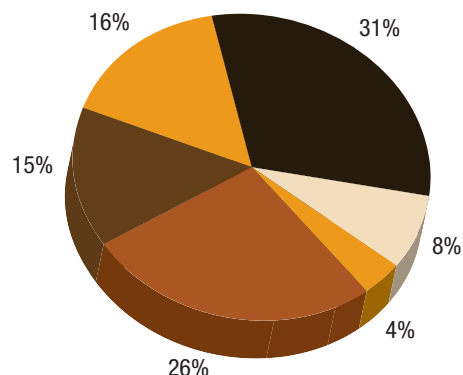
"Everything about *EventDV* is evolving, more informative, and certainly impacts our wide open industry. The magazine is a must-read and the website's a must visit. Can't even imagine doing business without a regular dose of *EventDV*."

-John Mackey, Charlotte WebVideo

How many cameras do you use in a typical shoot?

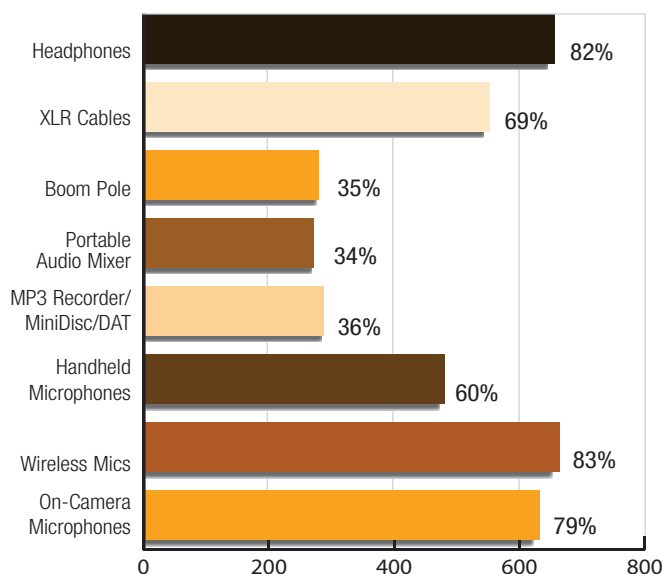


What best describes you?



- I am shooting in HDV now.
- I am shooting in AVCHD now.
- I am shooting video with a digital SLR now.
- I plan to upgrade to HDV/AVCHD in the next 12 months.
- I plan to upgrade to HD/Digital SLR in the next 12 months.
- I have no plans to upgrade to HD or HDV.

Do you use portable field audio products?



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EVENTDV SPOTLIGHT

Newsletter

EventDV Spotlight brings professional videographers what they need to know each week, reporting product announcements and industry developments, trends, and events. Key areas of coverage include all production and postproduction gear ranging from HD cameras, DSLRs, lenses, and support, and stabilization to lighting and audio on the production side and editing, graphics, effects, plug-ins, and royalty-free music and footage on the postproduction side.

Circulation:
20,000

Frequency:
Mondays

Not available in concentrated form like this anywhere else, the *EventDV Spotlight* arrives with fresh and accurate news compiled and written by the editors of *EventDV*.



EventDV Spotlight sponsorships are first come, first served so reserve your sponsorship schedule **now** for the entire year.

Schedule your sponsorships around product launches and industry events!

1x	3x	6x	12x
\$950	\$900	\$850	\$800
per issue			

Sponsor Advertising Specifications:

- 75-word text description
- 468x60 pixel GIF web banner linking URL (product photo optional)
- Report of emails broadcasted and click-throughs at the end of sponsored week

EventDV Bulletin

Send your custom HTML email to the subscribers of the **EventDV Spotlight**. You assign the subject line.

- 1X – \$2,200 per issue
- 3X – \$2,050 per issue
- 6X – \$1,900 per issue
- 12X – \$1,600 per issue

Limited one per week



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RATE CARD

Banner Size	Location	Minimum	Cost
728x90	top	15,000	\$30 CPM
120x600	right side	15,000	\$35 CPM
300x250	inside articles	15,000	\$40 CPM
130x200	left side	15,000	\$40 CPM
30-word text ads	inside articles	15,000	\$30 CPM
125x125	left side	15,000	\$20 CPM



EventDV Spotlight

Newsletter Sponsorships

1 issue (exclusive)	\$950 ea
3 issues (exclusive)	\$900 ea
6 issues (exclusive)	\$850 ea
12 issues (exclusive)	\$800 ea

EventDV Bulletin

1 issue	\$2,200
3 issues	\$2,050
6 issues	\$1,900
12 issues	\$1,600

Sponsored

Text Link <small>(69 characters)</small>	Monthly
Homepage Only (top position)	\$500
ROS – all pages	\$850

EventDV-TV Sponsorships

1st Banner Position (468x60)

1 month – \$900 net
3 months – \$2,500 net
6 months – \$4,000 net

Banners Positions 2-8 (468x60)

1 month – \$600 net
3 months – \$1,500 net
6 months – \$2,400 net

Pre-roll or "Brought to you by" sponsorships

1 month – \$1,000 net
3 months – \$2,400 net
6 months – \$3,600 net
9 months – \$4,050 net
12 months – \$4,800 net

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BANNER OPTIONS

Standard Creative Units	Max File Size	Banner Location
<i>728x90</i>	<i>35K</i>	<i>Top</i>
<i>120x600</i>	<i>35K</i>	<i>Right Side</i>
<i>300x250</i>	<i>35K</i>	<i>Articles</i>
<i>130x200</i>	<i>35K</i>	<i>Left Side</i>
<i>125x125</i>	<i>35K</i>	<i>Left Side</i>
<i>Text Ad</i>	<i>n/a</i>	<i>Articles</i>

The **EventDV.net** site offers a variety of banner size options, as well as rich media advertising opportunities, including sponsored video tutorials and testimonials. The site uses Google Ad Manager technology.

All banners must conform to the following specifications:

- Maximum file size is the same for static, animated, or Rich Media Creative.
- All ads are served up through Google Ad Manager.
- We accept the following creative units: GIF, GIF 89, Rich Media, HTML
- Flash: Linking URL must be embedded in the SWF file.



Measuring Your Results

Targeting

Google Ad Manager has set the industry standard for ad targeting capabilities on the internet. Google Ad Manager's targeting criteria include browser type/OS, day of week, hour of day, domain type, ISP, OSP, company, SIC code, country, state, area code, and ZIP code.

Testing

EventDV.net 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 online.

Submission Instructions

Submit banner creative to john.nuzzi@eventdv.net. Include live linking URL and ALT text. (ALT text may not exceed 25 characters including spaces.)

Creative Limits

EventDV.net recommends no more than 4 looping frames on animation GIFs.

Creative Modifications

When necessary, **EventDV.net** may make the following modifications to a creative:

- change the name of the file
- add a redirect to our servers via the click-through URL so that our ad server can count clicks (**EventDV Spotlight**)
- add a command to open a new browser window when user clicks
- add a 1x1 pixel to all HTML banners to allow our ad server to count impressions

Counting Impressions & Clicks

Google Ad Manager 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 spider filtering detection methods for both impressions and clicks.



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