

# event DV TV



**EventDV has launched EventDV-TV, its new all-video channel, at [www.eventdv-tv.com](http://www.eventdv-tv.com).**

This new all-video site incorporates a number of different types of content, including tie-ins to *EventDV* print articles, such as camera reviews augmented with sample footage from the testing and feature demonstrations using voice-over; video tutorials; videographer profiles, studio tours, and secret-of-my-success videos; panel discussions and reports from regional professional videographer associations; exclusive behind-the-scenes and making of ... clips chronicling exciting projects like Kevin Shahinian's Bollywood wedding film; and Blip.tv-style monthly video series produced by and starring six of the leading videographers in the business.



## Custom Advertising opportunities

	1 Month	3 Months	6 Months	9 Months	12 Months
15-Second Pre-roll before video	\$1000	\$800	\$600	\$450	\$400
Banner Advertising (including "Featured In" tie-ins if your company is mentioned)	\$500	\$450	\$400	\$350	\$300
Sponsored tutorials and video testimonials (Supplied)	\$2,000	\$1,750	\$1,500	\$1,250	\$1,000
Sponsored tutorials and video testimonials (Created by EventDV-TV)	Add \$2,000 for each individual program				

**All EventDV-TV sponsors will receive promotion and recognition in all of our media channels:**

- on-site promotion
- exclusive EventDV-TV Weekly newsletter (20,500 subscribers) promoting new shows on site
- monthly print advertising in *EventDV* magazine

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## Current and upcoming programming schedule:

### Now Featured

#### **Monthly series: Keeping Up With Jones**

EventDV 25 honoree and Re:Frame co-founder Chris P. Jones goes behind the camera with one cutting-edge videographer/studio each month in this travelogue-style documentary series.

#### **Monthly series: Making it Von Reel**

Four-time EventDV 25 all-star Mark Von Lanken explores the shooting techniques, tools, imaging concepts, and postproduction strategies that make Von Wedding Films the mo.

#### **Monthly Series: Hal Slifer's 3 Questions**

EventDV 25 honoree and WEVA Hall of Famer Hal Slifer applies his trademark interview-based storytelling style to this monthly series in which he will approach leading videographers from around the country with questions on the hottest topics in event video today, such as the "fusion" of videography and photography, strategies for dealing with the recession, and more.

#### **Hot Fusion: Road-Testing the Canon 5D Mark II**

EventDV 25 all-star and multiple international award-winner Patrick Moreau of Still-Motion shoots a destination wedding and professional music video with Canon's game-changing 5D Mark II and explores its stunning capabilities and occasional practical limitations on two very different types of shoots in this clip that accompanies his April EventDV cover story on the camera.

#### **Five-part series: Mark Von Lanken In the Field With the Panasonic AG-HMC150**

Four-time EventDV 25 all-star, WEVA Hall of Famer, and leading video trainer Mark Von Lanken has produced a five-part video series to accompany his March EventDV article on the Panasonic AG-HMC150. Segments include discussions of camera features and usability, real-world footage comparisons with the Sony Z1 at an actual wedding shoot (comparing low-light performance, zoom, etc.), as well as a wedding highlight film produced with the camera and more.

#### **Awards Show: The EventDV 25 Revealed!**

At 9:00 a.m. EST on March 17, 18, and 19 in an exclusive 3-part EventDV-TV presentation, EventDV editor-in-chief Stephen Nathans-Kelly will reveal the latest EventDV 25 all-star team, unveiling the new list of the 25 hottest and most influential videographers in the business. Throughout the rest of the year, EventDV-TV will feature "studio tour" and "secret-of-my-success" clips from the new all-star team

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## Debuting in May and June

### **Monthly series: Art House**

EventDV 25 honoree, *Re:Frame* co-founder, and multiple international award-winner Julie Hill explores the use of techniques and concepts from other art forms in event video, with an emphasis on shooting style, shot framing, and editing techniques, including the use of a variety of effects plug-ins for Final Cut Pro.

### **Monthly series: Refocus with Ron and Tasra Dawson**

Web 2.0 marketing gurus Ron & Tasra Dawson discuss ways to grow and transform your video business by networking effectively outside the field, diversifying your services, and making the most of social networking and other online marketing venues.

### **Behind-the-Scenes: The First All-Brevis Wedding**

EventDV 25 all-star and multiple international award-winner Patrick Moreau of StillMotion takes viewers behind the scenes at the first wedding captured from start to finish with cameras outfitted with the Brevis 35mm adapter.

### **Two-part series: (Almost) Live From NAB 2009**

Leading L.A.-area video pros Marc Franklin and Jay Stein offer an event videographer's-eye view of NAB in this two-part series that will premiere a week after NAB 2009 closes. Not your typical scattershot videoblog daily, this edited, polished series will pare down 4 days of product and technology reports, vendor interviews, show analysis, and NAB veteran repartee into two tightly edited shows comprising the definitive NAB 2009 synopsis for the event video industry, with an eye to what's here and what's coming soon and how it will impact the EventDV audience.

### **Two-part series: Building a World-Class Brand (Bruce Patterson and Angela Desveaux)**

EventDV 25 all-star and *Re:Frame* co-founder Bruce Patterson and his wife, Angela Desveaux, of Cloud Nine Creative and WedLuxe Magazine teach videographers about the importance of branding and how to create an appealing, convincing brand image that will enable them to market their services to a high-end clientele.

### **Monthly series: Talk of the Town**

L.A. video expert Mark Franklin surveys the L.A. videography scene, highlighting studios, crossover event/commercial projects, new product showcases, high-profile events, and more.

### **Feature: Live Event Video Presentations**

3 Questions' Hal Slifer hosts a half-dozen shows from studios describing the video presentation techniques and tools that have made live presentations—from SDEs to photomontages and beyond—keystones of their businesses.

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## AUGUST IS **SWEEPS MONTH** ON EVENTDV-TV!

**IN AUGUST 2009, EVENTDV-TV PRESENTS OUR FIRST-EVER SWEEPS MONTH, IN WHICH WE'LL DELIVER AN UNPRECEDENTED 5 NEW SHOWS EVERY WEEK, WITH ONGOING PROMOTIONS TO OUR 20,500-STRONG EVENT DV-TV WEEKLY AUDIENCE TO DRIVE TRAFFIC TO THE SITE!**

*While other industries sleep in late-summer doldrums, the wedding and event video business peaks. Creatively and business-wise, August is the hottest month of the year for EventDV readers; it's the final peak month of the wedding season and the lead-in to the editing season. The creative juices are flowing, and the audience is more attuned than ever to the hottest new trends in the field, all of which will be showcased on EventDV-TV!*

*In addition to our monthly series, all of which will feature new episodes, we'll have exclusive "secret of my success" and "studio tour" programming from our **EventDV 25 honorees**, plus new "production diaries" showcasing extreme event concept videos and the first 3D wedding videos, and much more. Complete **SWEEPS** Programming schedule coming soon. Space is limited, so act now!*

### **Exclusive SWEEPS MONTH Advertising opportunities:**

- **8 EVENTDV-TV WEEKLY NEWSLETTERS:** 1x \$600; 2x \$500 each; 4x \$400 each
- **8 RUN-OF-SITE BANNERS:** \$600 each
- **8 RUN-OF-SITE PREROLLS:** \$600 each
- **SWEEPS MONTH POWER PACKAGE:** 1x newsletter + 1 banner + 1 preroll = \$1200

