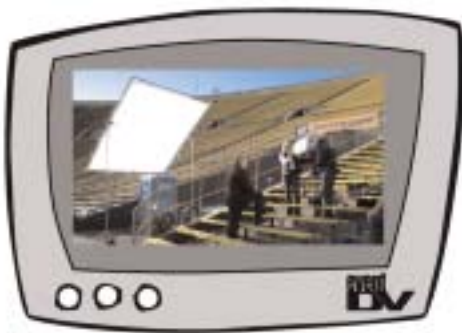


EventDV.net, the Event Videographer's Resource, is the web's one authoritative site for professional videographers working in independent studios and corporate, academic, and worship media departments. Video tutorials by leading videographers and trainers provide valuable instruction in key production 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 authoring tools and duplication equipment, and more.



Our newest resource, **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.net's** contributors the most successful videographers in the field.



EventDV Spotlight is *EventDV's* HTML eNewsletter. 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.

Contact: John Nuzzi,
Associate Publisher, 757/259-1480, jnuzzi@eventd.net

Reserve your space today!

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

Key metrics

EventDV.net serves over 400,000 impressions per month
Over 59,000 total unique visitors per month

Source: doubleClick Reports September 2008

EventDV's Spotlight, newsletter has 21,500 subscribers
EventDV's Bulletin (email list marketing list) has 22,500 opt-in subscribers

Snapshot of Readers and Their Companies

28% of companies have revenue in excess of \$250,000
72% of projects are shot with more than one camera
44% use multiple light kits
21% of our audience moonlights as event videographers
12% of audience work for companies with more than 50 employees
30% of eventdv.net visitors also visit EMediaLive.com

Research Center Categories

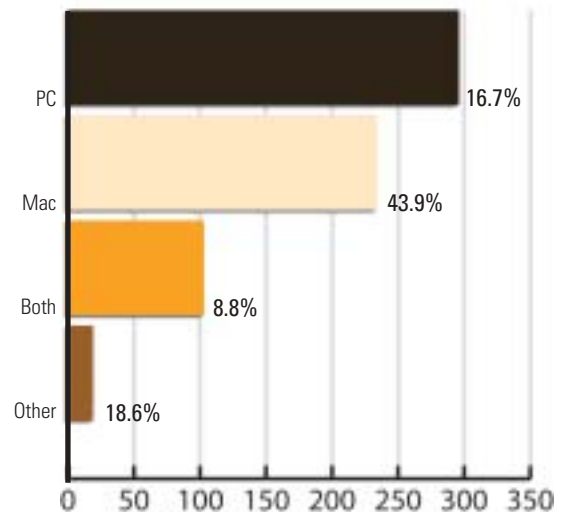
PRODUCTION

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

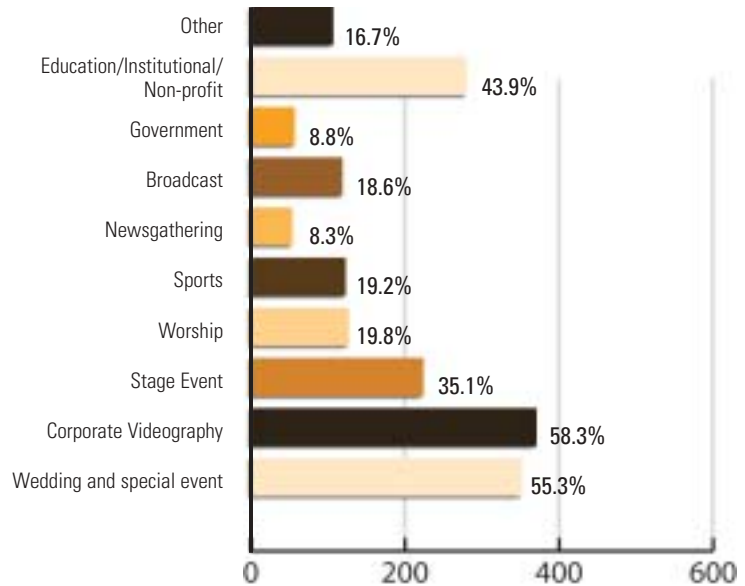
POSTPRODUCTION

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

Readers' Editing Platforms



EventDV Readers Produce a Broad Range of Projects



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Engaged Readership

If I were limited to one info source for my business it would definitely hands-down be *EventDV*.

Charlotte WebVideo

It's a great resource for making purchase decisions and learning what the rest of the world is doing.

Chris P. Jones, Mason Jar Films

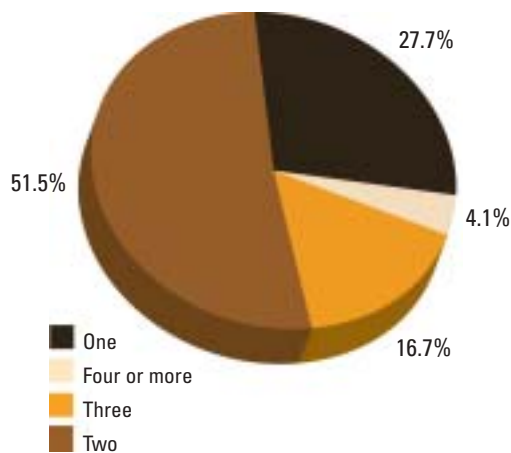
EventDV is my primary source of information about the industry.

Corporate Videographer , Akzonobel coatings

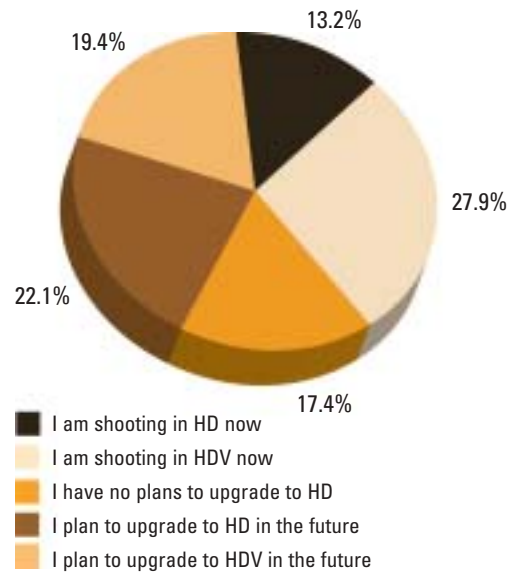
I find it essential on our final decision to authorize and buy new cameras or other video production-related hardware.

Zhiurland Entertainment

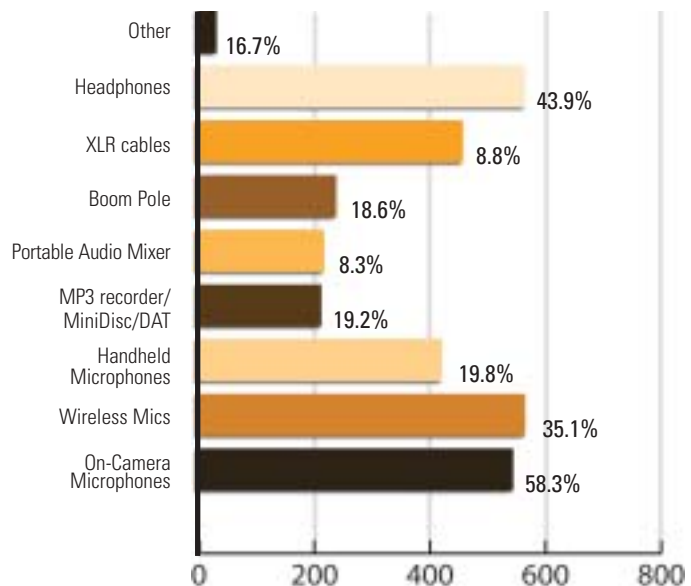
How many cameras do you use in a typical shoot?



What best describes you?



Do you use portable field audio products?



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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, lenses, and support to lighting and audio on the production side and editing, graphics, effects, and DVD authoring tools and royalty-free music and footage on the postproduction side.

Circulation:
21,500

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!

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



December 08, 2008

Sponsored by: proAV



SmartSound SonicFire Pro 5
 Seasons Advantage Effects Package 1D—Full HD Effects
 4GB RAID Card for Only \$599 for a Limited Time!
 Design, LLC Returns To Its Roots
 New Serial Controlled Pan/Tilt Head In Turning Heads
 New Shipping Needs 100 Pro Dual-Drive DVD/CD System
 Seasons Sapphire Plug-ins Version 3 for Avid Editing Products
 DVD/CD Flash Copy Tower Copies Memory Cards and USB
 to DVD's and CDs and is a 1.3 DVD/CD duplicator
 Announces New Spanish Partner for AVCCAM Product Range

In the Studio: SmartSound SonicFire Pro 5
 Jan Dean: I With SonicFire Pro 5, SmartSound has enhanced your ability to find different songs, but more importantly, it has dramatically improved your ability to customize songs to fit your video projects. Specifically, the new Theme feature lets you choose a generic song from SmartSound's library and make it sound like it was custom-written for your commercial, wedding, or other video project.

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

Sponsor Advertising Specifications:

- 75-word text description
- 468 x 60 pixel GIF Web banner linking URL (product photo optional)
- Report of emails broadcasted and click-throughs at the end of sponsored week

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

Reserve your space today!

Banner Size	Location	Minimum	Cost
468 x 60	top	15,000	\$30 CPM
120 x 600	right side	15,000	\$35 CPM
336 x 280	inside articles	15,000	\$40 CPM
130 x 200	left side	15,000	\$40 CPM
30-word text ads	inside articles	15,000	\$30 CPM
125 xx 125	left side	15,000	\$20 CPM

EventDV Spotlight eNewsletter Sponsorships

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

Banner Options Monthly Rates Available

Please contact us.

EventDV Bulletin

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

Sponsored

Text Link (69 characters) Monthly

Homepage Only (top position)	\$500
ROS - all pages	\$850

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Reserve your space today!

Standard Creative Units	Max File Size	Banner Location
468 x 60	35K	Top
120 x 600	35K	Right Side
336 x 280	35K	Articles
130 x 200	35K	Left Side
125 x 125	35K	Left Side
Text Ad	n/a	Articles

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 DFP5 Dart DoubleClick ad serving 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 DFP5 DART DoubleClick.
- 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

DoubleClick has set the industry standard for ad targeting capabilities on the Internet. DART'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 two business days for testing of rich media and five business days for testing of new technology banners.

Reporting

Reports detailing campaign performance are available online.

Submission Instructions

Submit banner creative to: mark.jacobsen@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 1 x 1 pixel to all HTML banners to allow our ad server to count impressions

Counting Impressions & Clicks

DART DoubleClick 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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