

event

DV

THE AUTHORITY FOR Event Videographers

2010

MEDIA KIT

Fact Sheet

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 HDV
- Titles, Menus, Interactive Design
- DVD Creation, Duplication, Printing, Packaging
- 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

About EventDV

EventDV is read by professional event videographers 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 and tutorials they find in each issue of **EventDV**. Event videographers have widely adopted digital video capture and editing tools because their clients demand it. 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 occasion article that I like so I tear it out and put it in 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*

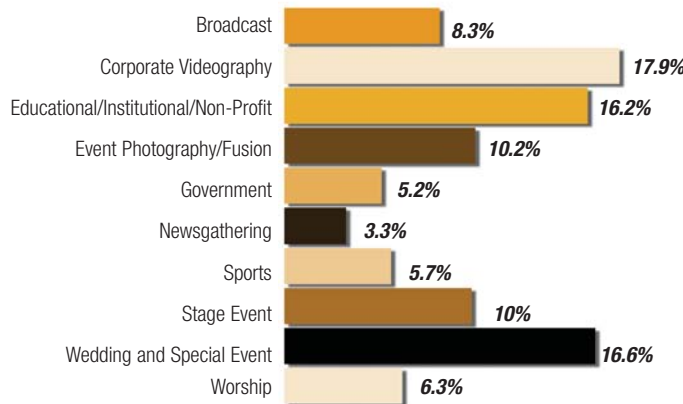
“One of my favorite magazines & resources. Seems to be most relevant to my business.” – *Stingray Technology*

“First off I can’t believe this magazine is free. It is a high-quality magazine that I look forward to receiving ever month.” – *WDH Video*

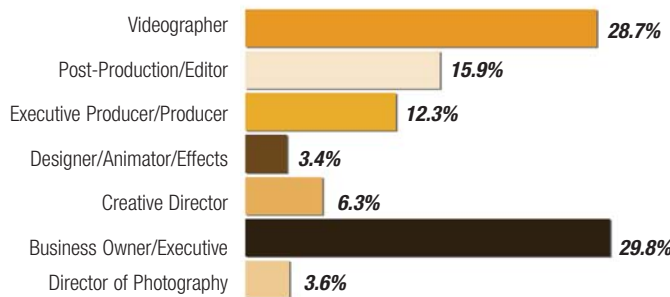


Audience Profile

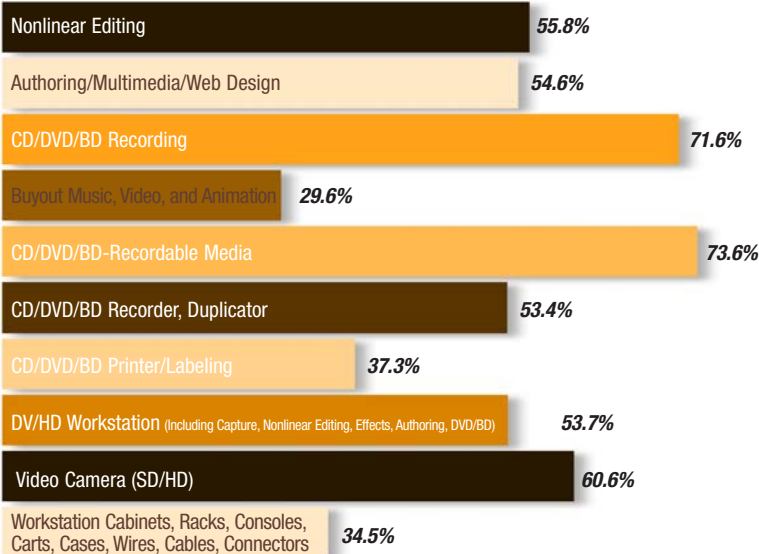
Industry



Primary Organizational Role



Products Readers Approve for Purchase



EventDV Demographics

EventDV readers are pro videographers.

Working on an average of 50 events per year, they shoot video, edit single- and multi-camera source material, create DVD titles, and duplicate discs. Their buying power and use of specific products is documented by the 2005 qualification form data on this page.

EventDV

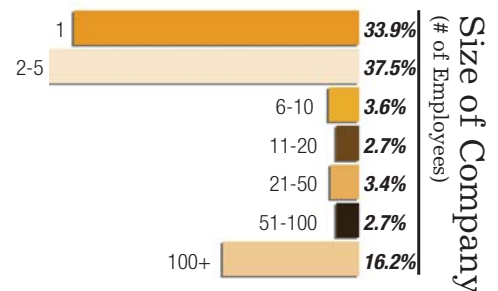
is home to large concentrations of proven buyers

of products in categories like video editing software/hardware, DVD authoring tools, disc duplication, blank media, stock audio/video, and HDV and DV cameras, 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.



Source: August 2009 Reader Survey

Editorial Calendar

january-february

In[Focus]

- Lens Attachments for Cinematic Shooters
- Encoding Tips for HD Producers
- ☛ Buyer's Guide: Lights & Lighting Kits

Editorial Close: 11/03/09
 Ad Space Close: 11/18/09
 Ad Materials Due: 11/25/09
 Mail Date: 12/28/09

march

- Live-Switching HD Events
- Challenges of Photo/Video Fusion
- ☛ Buyer's Guide: HD Reference Monitors

Editorial Close: 1/6/10
 Ad Space Close: 1/21/10
 Ad Materials Due: 1/28/10
 Mail Date: 2/26/10

april

NAB 2010

- HD Editing Workflow
- Choosing Camera Stabilizing Gear
- ☛ Buyer's Guide: Camera Lenses & Filters

Editorial Close: 2/2/10
 Ad Space Close: 2/18/10
 Ad Materials Due: 2/25/10
 Mail Date: 3/25/10

may

- Adventures in Stage Event Video
- Acquiring Great Live Audio
- ☛ Buyer's Guide: Video Storage Solutions

Editorial Close: 3/8/10
 Ad Space Close: 3/23/10
 Ad Materials Due: 3/30/10
 Mail Date: 4/27/10

june

- Adventures in Concept Filmmaking
- Ingesting & Editing D-SLR Video
- ☛ Buyer's Guide: HD Displays

Editorial Close: 4/7/10
 Ad Space Close: 4/22/10
 Ad Materials Due: 4/29/10
 Mail Date: 5/27/10

july-august

- Strategies for HD Content Delivery
- Building Your Business With Social Media
- ☛ Buyer's Guide: Tapeless HD Acquisition Media

Editorial Close: 5/6/10
 Ad Space Close: 5/21/10
 Ad Materials Due: 5/28/10
 Mail Date: 6/28/10

september

- ☛ DV Expo 2010
- ☛ WEVA Expo 2010
- Scripting & Planning for Corporate Video
- Producing Epic Wedding Films
- ☛ Buyer's Guide: Batteries, Cases, Bags, and Other Camera Accessories

Editorial Close: 7/7/10
 Ad Space Close: 7/22/10
 Ad Materials Due: 7/29/10
 Mail Date: 8/26/10

october

- Webcasting Wedding & Event Video
- Producing Corporate Video for the Web
- ☛ Buyer's Guide: Stock Footage, Production Music, and Stock Background Animations

Editorial Close: 8/5/10
 Ad Space Close: 8/20/10
 Ad Materials Due: 8/27/10
 Mail Date: 9/27/10

november

- D-SLRs and the New HD Landscape
- Sweetening Audio in Post
- ☛ Buyer's Guide: Camera Support Equipment

Editorial Close: 9/7/10
 Ad Space Close: 9/22/10
 Ad Materials Due: 9/29/10
 Mail Date: 10/27/10

december

- ☛ GV Expo 2010
- Best of 2010
- Stereoscopic 3D and the Event Filmmaker
- ☛ Buyer's Guide: Audio Gear for Event and Corporate Producers

Editorial Close: 10/6/10
 Ad Space Close: 10/21/10
 Ad Materials Due: 10/28/10
 Mail Date: 11/29/10

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



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%

Mailing Instructions

Submit Advertising Material to:

EventDV magazine

Michael Hardwick, Ad Trafficking Coordinator

143 Old Marilton 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.

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.



Display Specs

Materials Specifications

Electronic Files

Macintosh format, 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 300dpi resolution. Include all graphics used in the ad. Fonts should be converted to outline, however, screen and printer fonts can be sent. We can accept press quality PDFs, however, these will be converted to an EPS or TIFF file for final output. 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 *EventDV* Production Supervisor at 609-654-4309. Original color proofs must be mailed to *EventDV* Production Supervisor.
- 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.

Showcase Rates

CONTINUED
for 2010...

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 one 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

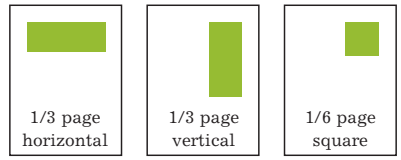
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four-color rates

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 Specs

Materials Specifications

Electronic Files:

Macintosh format, 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 300dpi resolution. Include all graphics used in the ad. Fonts should be converted to outline, however, screen and printer fonts can be sent. We can accept Press Quality PDFs, however, these will be converted to an EPS or TIFF file for final output. 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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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

Colors

- Specialty Inks (Metallic, Neon, etc.) priced upon request.
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