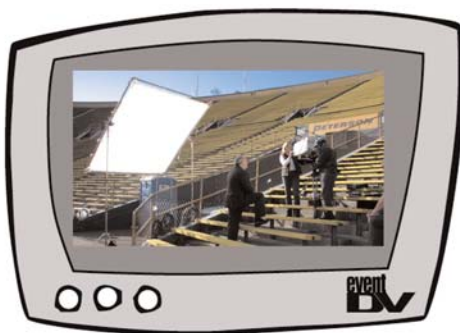


**EventDV.net**, the Event Videographer's Resource, is the web's one authoritative site for professional videographers working in independent studios and corporate, academic, and worship media departments. Video tutorials by leading videographers and trainers provide valuable instruction in key production 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 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@eventd.net](mailto:jnuzzi@eventd.net)

**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 more than 400,000 impressions per month  
More than 21,000 total unique visitors per month

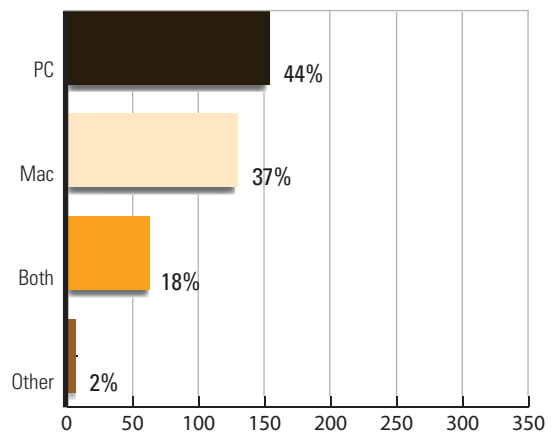
**Source:** Google Analytics September 2009

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

### Snapshot of Readers and Their Companies

- 53% are self employed
- 36% of companies have revenue in excess of \$250,000.
- 72% of projects are shot with more than one camera.
- 75% use multiple light kits.
- 23% of our audience moonlight as event videographers.
- 12% of audience work for companies with more than 50 employees.
- 30% of EventDV.net visitors also visit EMediaLive.com.

### Readers' Editing Platforms



### Research Center Categories

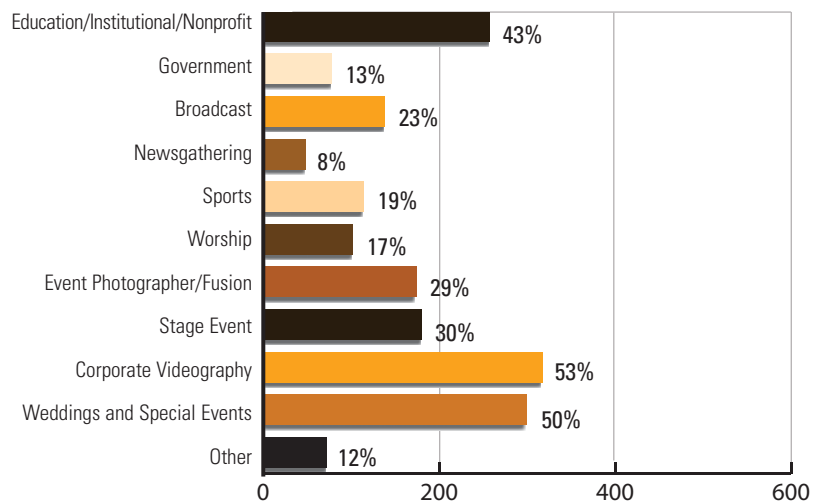
#### PRODUCTION

- 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

### EventDV Readers Produce a Broad Range of Projects



### 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.com 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**

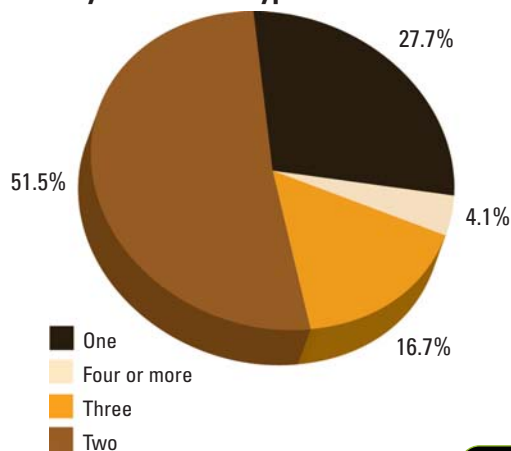
"I look forward to reading the articles in the magazine every month, it's fantastic to have it on hand to refer back to if needed. I also love to watch EventDV-TV and find the broadcasts very informative."

**-Tony McLoughlin, Dream Day Productions**

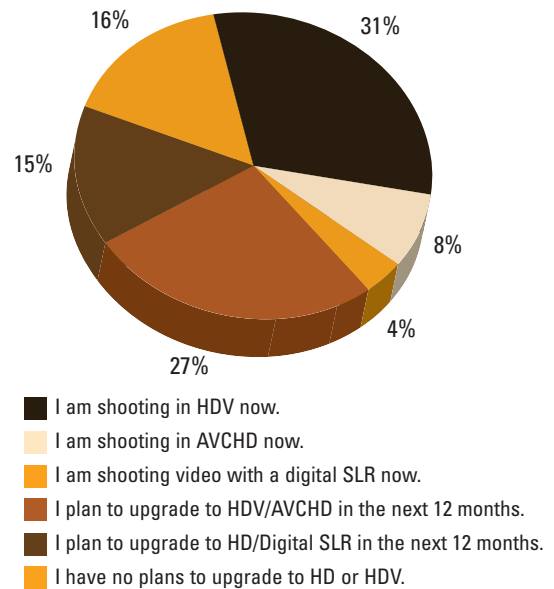
"Everything about EventDV is evolving, more informative and certainly impacts our wide open industry. The magazine is a must-read and the web sites a must visit. Can't even imagine doing business without a regular dose of EventDV."

**-John Mackey, Charlotte WebVideo**

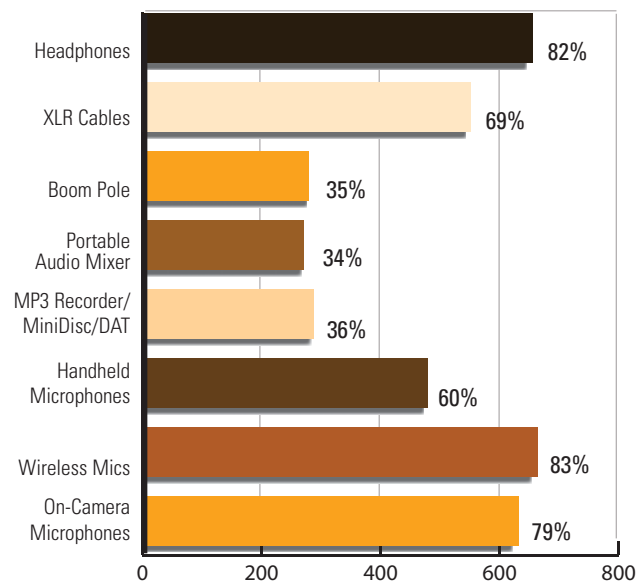
### How many cameras do you use in a typical shoot?



### What best describes you?



### Do you use portable field audio products?



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### 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, 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:**  
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!

### 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

NOTE: A portion of the EventDV Spotlight newsletter will occasionally feature enhanced or targeted news, product announcements and advertisements to the most relevant readers.

**SmartSound Wedding Music Bundles**  
New Only \$499!  
Click It Out!

If you are an event videographer with plans to work on weddings or family events this summer, this is your key to higher quality soundtracks and greater profits!

**HERE'S WHAT YOU GET, FOR ONLY \$499...**

- SmartSound Wedding Music Bundles (120)
- Pick Your Own 4-Piece of Wedding Music (120)
- SmartSound Pro (120)

SmartSound is recognized for their professional quality **Royalty-Free** music and award-winning SmartSound Pro software. With a SmartSound Wedding Music Bundle, you will have dozens of ideal music tracks that are custom-tailored to any length you need using the powerful SmartSound Pro for Windows or Mac. Since it's all Royalty-Free, you pay only once and use it for any number of projects, even those projects you are selling for a profit!

**MORE INFORMATION - BUY A WEDDING BUNDLE**

**SmartSound Wedding Classics** 120 tracks

SmartSound has a wide variety of music for every special occasion. A new music CD is released every month, and the June release is called "Wedding Classics". The CD contains a stunning array of church wedding music, perfect for replacing those difficult live music recordings. Since SmartSound

August 13, 2009

Sponsored by: **TodoCast**

TodoCast is the new system of choice for event videographers. The revolutionary TodoCast Sat-Lite kit is the first affordable lightweight satellite dish assembly that mounts to any SUV, pick-up, van, trailer and some cars in just minutes. TodoCast gives you the ability to deliver high quality private, on-demand-view and sponsorable events through your own TodoCast live channel. Today for more information at 866-510-7889 or watch our demo film at [www.todoCast.tv](http://www.todoCast.tv).

[www.todoCast.tv](http://www.todoCast.tv)

Excerpt: Building a Successful Brand  
Footage Firm Offers Free Looping Backgrounds  
Noise Industries and Development Partners Add Support for Newly Released Apple Final Cut Studio  
Asetek Adds Liquid Cooling To HP Z Workstations  
Ross Video Now Shipping CrossOver 16  
Verbatim Shipping New TUFF-CLIP USB Drives

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

**Reserve your space today!**

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Associate Publisher, 757/259-1480, [jnuzzi@eventdv.net](mailto:jnuzzi@eventdv.net)

Banner Size	Location	Minimum	Cost
468x60	top	15,000	\$30 CPM
120x600	right side	15,000	\$35 CPM
336x280	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 Enewsletter Sponsorships

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

### EventDV-TV Sponsorships

1st Banner Position (468x60)  
 1 month - \$1,500 net  
 3 months - \$3,500 net  
 6 months - \$6,000 net

Banners Positions 2-8 (468x60)  
 1 month - \$1,000 net  
 3 months - \$2,500 net  
 6 months - \$4,500 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

### EventDV Bulletin

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

### Sponsored

Sponsored Text Link (69 characters)	Monthly
Homepage Only (top position)	\$500
ROS — all pages	\$850

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

**Reserve your space today!**

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

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](mailto: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 that 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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