streaming media

THE BUSINESS & TECHNOLOGY OF ONLINE VIDEO

2024

MEDIA KIT

WWW.STREAMINGMEDIA.COM

Proven Marketing and Demand-Generation Solutions to Grow Your Online Video Business

ABOUT STREAMINGMEDIA.COM

Ask us why we are called "the Filter of the Industry."

➡ **A trusted resource since 1998, StreamingMedia.com has been the number-one online destination** for professionals seeking breaking news, in-depth features, reviews, analysis, and directories for the streaming and digital media markets. With all the excitement surrounding the online video industry, we commonly hear that **StreamingMedia.com** has always been "the filter of the industry," helping readers separate the reality from the hype and better understand the technologies and business strategies that work.

The site features thousands of original articles and videos, biweekly enewsletters, and a wide range of resources dedicated to the streaming media industry. **StreamingMedia.com** is the last word in streaming for business, technology, and content. **StreamingMedia.com** is committed to bringing our visitors a return for their "time investment" on our site by giving them in-depth information and analysis that can't be found anywhere else.

➡ Site Overview

No other media property brings this level of online video experience to the table. For more than 20 years, hands-on leadership and expertise have kept this site number one as a resource, as well as a community. Content on the site includes feature articles, breaking news, research reports, a blog, webcasts, an annual industry directory, a biweekly enewsletter, and case studies that showcase the latest real-world streaming and digital media applications. Along with content from the *Streaming Media Industry Sourcebook*, white papers, web events, *Innovation Series*, and *Streaming Media* magazine, **StreamingMedia.com** features are easily searchable by verticals and topics.

➡ Reserve Your Space Today!

Joel Unickow • Vice President / Publisher
Direct: (250) 933-1111 • **Email:** joel@streamingmedia.com

Streaming Media, a division of Information Today, Inc.
143 Old Marlton Pike • Medford, NJ 08055

THE TOP COMPANIES IN EVERY VERTICAL SUBSCRIBE TO STREAMING MEDIA:

ABC	Goldman Sachs	Showtime
Accuweather	Google	Sirius XM
Amazon Studios	Harvard Medical School	Sky
AMC	Hearst	Sony Pictures
Associated Press	Hulu	Spectrum
AT&T	HBO	Starz
Ball State University	Intuit	Time Warner
BAMTECH Media	Iowa State University	Turner
Blizzard Entertainment	ITV	Twitch
California University	JPMorgan Chase	University of Arizona
CBC	LinkedIn	University of California–Berkeley
CBS	Lockheed Martin	University of Michigan
City of Atlanta	Los Angeles Unified School District	UPS
City of Philadelphia	Microsoft	U.S. Army
CNN	MIT	U.S. Department of Commerce
Comcast	NBC Universal	Verizon
C-SPAN	Netflix	Viacom
Discovery Communications	The New York Times	Vimeo
DISH Network	NFL	WarnerMedia
Disney	Oath	Wells Fargo
ESPN	Oracle	WWE
Facebook	San Jose Mercury News	X, formerly Twitter
FOX		
Gannett		

WHAT IS *STREAMING MEDIA* MAGAZINE?

⮕ *Streaming Media* magazine is designed with one purpose in mind: to help executives and technology managers who use online video do their jobs better, whether they work in media and entertainment, enterprise, education, government, faith, or any other vertical. Every issue is built around how-to articles that take a look at a technology or business problem and offer solutions. You'll also find in-depth features on the industry, case studies, and reviews, as well as columns by industry thought leaders and hands-on experts including Llam Moran, Robert Reinhardt, and Tim Siglin. Whether the focus of your product or service is on content creation, postproduction, live streaming, encoding, or delivery, each issue of *Streaming Media* magazine will help you get your message into the hands of those people making purchasing decisions: the readers of *Streaming Media* magazine.

⮕ **The business**

   & technology

   of online video =

⮕ Key Facts:

› Print distribution to more than 15,000 qualified readers and offered digitally to **StreamingMedia.com**'s online users (see their demographics in the Audience Profile section of this media kit beginning on page 4)

› Six issues for 2024: January/February, March/April (*Streaming Media Industry Sourcebook*), May/June, July/August, September/October, November/December

› Distribution at key industry events

› Written and edited by industry practitioners, experienced users, and streaming business experts

⮕ Our Philosophy:

› Editorial is the key to readership.

› Readership is the key to advertising value.

› Audience quality equals advertising results.

Streaming Media magazine's readership is heavily weighted with C-level executives, presidents, owners, and industry leaders in key markets. This is complemented by impressive budgets specifically allocated to streaming products and services.

"An authoritative source on streaming media topics; the first place I go for this information!"

—*Head, Library Technology, The College at Brockport–SUNY*

REACH OUR AUDIENCE —
MORE THAN 161,000 OPT-IN PROFESSIONALS CAN'T BE WRONG

StreamingMedia.com & StreamingMedia.com/Producer

Launched: **1998**

	Circulation
SMXtra Newsletter	22,000
SM Bulletin Email Blast	21,000
SMProducer FOCUS Newsletter	10,000
SMProducer Bulletin Email Blast	10,800

SOCIAL NETWORKS

14.1K
X, formerly **Twitter** followers

6,200
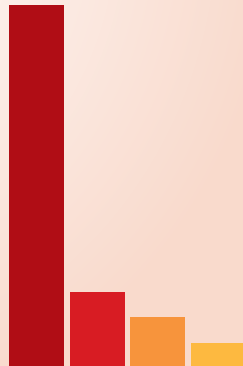**Facebook** followers

15,100
Youtube subscribers

665,000+
Monthly Impressions

82,800+
Monthly Page Views

55,141+
Visits Per Month

45,924+
Unique Monthly Visitors

Streaming Media Magazine

15,000 Qualified Subscribers

- Publishing since **1998**

Engaged Readers

- **53%** report they have read the last four issues of *Streaming Media* magazine.
- **90%** prefer the print version as their primary resource.
- **33%** have contacted an advertiser online or by phone.
- **53%** have downloaded content from StreamingMedia.com.
- **64%** have referred an article in *Streaming Media* magazine to a colleague.

How **Important** is *SM* magazine to our readers?

- **94%** say that *Streaming Media* is an **important source** of information they **can't find anywhere else**.
- **95%** cite that it helps them professionally.
- **90%** say that *Streaming Media* magazine is their **favorite** online video industry-related publication.

Streaming Media Webcasts

- **More than 1,000** live webcasts since 2003
- Roundtable or solo events

Conferences

- Streaming Media NYC
- Streaming Media Connect

2024 EDITORIAL CALENDAR

➜ IN EVERY ISSUE:

- ❯ **Behind the Screens:** In-depth looks at online video success stories
- ❯ **NEW! The Streaming Toolbox: Your guide to the latest and greatest streaming tools and services**
- ❯ **"Spotlights": Sponsored articles and industry white papers**

- ❯ **Case Studies**
- ❯ **In-Depth Product Reviews**
- ❯ **Columns from Robert Reinhardt, Jason Thibeault, Steve Nathans-Kelly, Anthony Burokas, Tim Siglin, Nadine Krefetz, Liam Moran, and more**

➜ JANUARY/FEBRUARY 2024

- ❯ How to Leverage Data for OTT Monetization
- ❯ Cloud Workflows for Live Streaming
- ❯ **Sponsored Sections**
    - ❯ Executive Predictions
    - ❯ CEO Interviews
    - ❯ Spotlights
    - ❯ Best Practices: How to Master Remote Production

Editorial Deadline: December 14

Ad Due Date: January 19

Sponsored Content (White Papers/Streaming Media Guide) Due Date: January 16

Mail Date: February 3

➜ MARCH/APRIL 2024

The 2024 Streaming Media Industry Sourcebook

- ❯ **Streamticker:** Mergers & Acquisitions
- ❯ **State of:** Streaming at Scale, Real-Time Streaming, Education, Enterprise, Monetization, Codecs
- ❯ **Buyers Guide:** Cloud Streaming Solutions, Stream Monitoring, & QA
- ❯ **Sponsored Sections**
    - ❯ Annual Streaming Media Directory
    - ❯ CEO Interviews
    - ❯ Spotlights
    - ❯ Best Practices: Encoding & Transcoding for Video Engineers and Businesss Managers
    - ❯ Best Practices: Case Studies That Matter Most

Editorial Deadline: January 25

Ad Due Date: March 9

Sponsored Content (White Papers/Streaming Media Guide) Due Date: March 2

Mail Date: April 4

➜ MAY/JUNE 2024

- ❯ Streaming Media Trendsetters 2024
- ❯ How to Personalize the Sports Streaming Experience
- ❯ How to Monetize Your FAST Channel
- ❯ **Sponsored Sections**
    - ❯ Trendsetter Product Profiles
    - ❯ CEO Interviews
    - ❯ Spotlights
    - ❯ Best Practices: Fine-Tuning the Broacast Workflow

Editorial Deadline: April 17

Ad Due Date: May 19

Sponsored Content (White Papers/Streaming Media Guide) Due Date: May 16

Mail Date: June 6

➜ JULY/AUGUST 2024

- ❯ AI Tools for Streamlining the Streaming Workflow
- ❯ AI & Streaming Adtech
- ❯ **Sponsored Section**
    - ❯ CEO Interviews
    - ❯ Spotlights
    - ❯ Best Practices: Winning Sports & Esports Strategies

Editorial Deadline: June 15

Ad Due Date: July 20

Sponsored Content (White Papers/Streaming Media Guide) Due Date: July 17

Mail Date: August 4

2024 EDITORIAL CALENDAR (CONTINUED)

SEPTEMBER/OCTOBER 2024
- The 2024 Streaming Media 100
- Edge Delivery for Large-Scale Streams
- Gaming and Premium OTT
- **Sponsored Sections**
  - View From the Top
  - CEO Interviews
  - Spotlights
  - Best Practices: Analyzing your Analytics

Editorial Deadline: August 17

Ad Due Date: September 21

Sponsored Content (White Papers/Streaming Media Guide) Due Date: September 18

Mail Date: October 6

NOVEMBER/DECEMBER 2024
- The 2024 Streaming Media Readers' Choice Awards
- Best Practices for OTT UX Design
- Challenges of FAST Localization
- **Sponsored Sections**
  - CEO Interviews
  - Spotlights
  - Best Practices: Finding Efficiencies in Monetization—Every Penny Counts

Editorial Deadline: November 13

Ad Due Date: November 16

STREAMING MEDIA INDUSTRY SOURCEBOOK

⤷ What makes this issue a must?

> The world's most trusted industry directory of active companies

> 2024 Buyer's Guide

> Business Checklists and Templates

> How To's and Tutorials

> Sponsored White Papers–with lead generation

> Annual Collection of Sponsored Case Studies–with lead generation

> Published each March; 12-month shelf life

> Conclusive advice from industry veterans and experienced end users

> **Reference Issue: Thickest and most important issue of the year. It's the annual must-have reference issue.**

> The Streamverse–a comprehensive chart of all *Sourcebook* Industry Vendors and how they fit into the video ecosystem

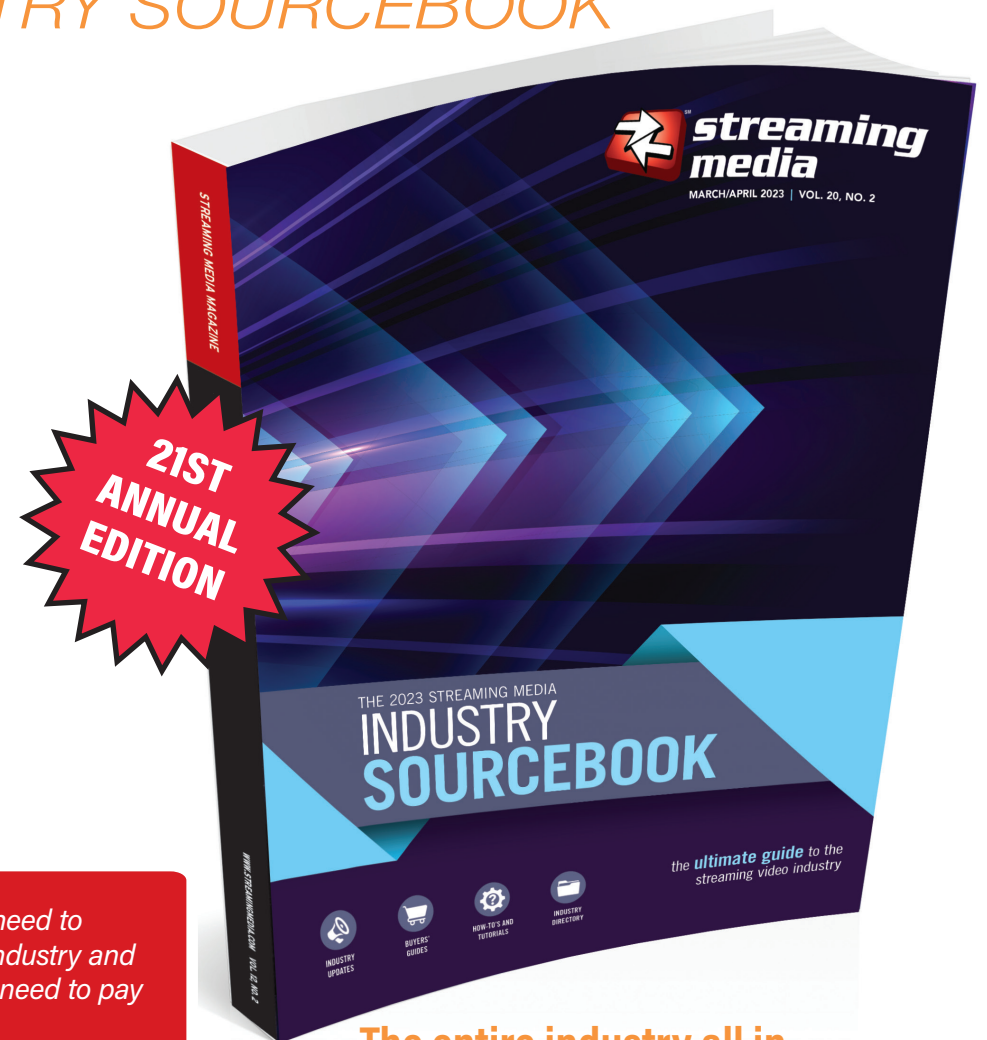> The most reliable directory of companies operating in the space today

See separate *Sourcebook* Kit for more information.

"Your annual Sourcebook *is outstanding and provides excellent information. Your* Sourcebook *never leaves my desk!"*

—*Engineer, Google*

"It's everything I need to know about the industry and which suppliers I need to pay attention to."

—*Disney ABC*

21ST ANNUAL EDITION

streaming media
MARCH/APRIL 2023 | VOL. 20, NO. 2

STREAMING MEDIA MAGAZINE

THE 2023 STREAMING MEDIA
INDUSTRY SOURCEBOOK

the *ultimate guide* to the streaming video industry

INDUSTRY UPDATES
BUYERS' GUIDES
HOW-TO'S AND TUTORIALS
INDUSTRY DIRECTORY

The entire industry all in one book: Are you in it?

![Streaming Media - The Business & Technology of Online Video logo](logo)

DISPLAY ADVERTISING RATE CARD

2024 RATE CARD (NET): Display Rates

	1X	4X	6X
Tab (double-sided)	$5,295	$4,495	$3,995
Cover 2 - Inside Front	$2,895	$2,495	$2,195
Cover 3 - Inside Back	$2,695	$2,295	$1,995
Cover 4 - Outside Back	$2,895	$2,495	$2,195
Spread	$4,495	$3,795	$3,395
1 page	$2,595	$2,195	$1,995
1/2-spread	$2,595	$2,195	$1,995
2/3-page	$1,995	$1,695	$1,495
1/2-page	$1,695	$1,495	$1,295
1/3-vertical	$1,395	$1,195	$995

See page 29 (Advertising Specifications and Terms) for page sizes

Date of Issue	Ad Materials Due/Sponsored Content Due
January/February 2024	January 19/January 16
March/April 2024	March 9/March 2
May/June 2024	May 21/May 16
July/August 2024	July 19/July 16
September/October 2024	September 19/September 16
November/December 2024	November 19/November 14

EXCLUSIVE OPPORTUNITES:

› Belly Band (wrap): $9,995

› Sponsor the PDF Download of each issue and receive leads for a year.

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Direct: (250) 933-1111 ▪ **Email:** joel@streamingmedia.com

![Streaming Media logo] **streaming media** | THE BUSINESS & TECHNOLOGY OF ONLINE VIDEO

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SPOTLIGHTS: SPONSORED CONTENT IN PRINT & ONLINE

YOU WRITE, WE PUBLISH

- Your product name, product URL, and large product image
- Layout and OG (Open Graph) image provided
- Your article has permanent placement on StreamingMedia.com
- Your company logo and contact information (product price optional)
- Published both in print and online at https://www.streamingmedia.com/Articles/Spotlights
- PDF reprint
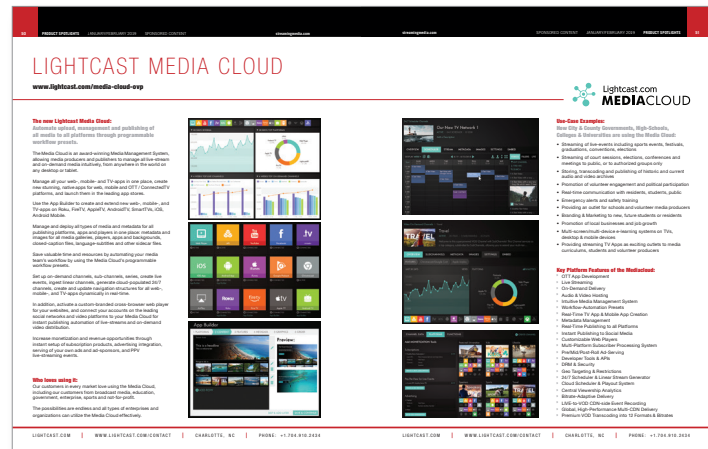
*ADD A VIDEO TUTORIAL OR INTERVIEW to any SPOTLIGHT package for **$3,500** (includes production and publishing in an article)

Diamond Sponsorship $5,900	Platinum Sponsorship $4,900	Gold Sponsorship $2,900
Up to 4 pages print and online article	Up to 2 pages print & online article	Full page print & online article
Social Push	Social Push	Social Push
Newsletter Inclusion 2X	Newsletter Inclusion 2X	—
Exclusive Email broadcast promotion	—	—

AT A GLANCE—2024 LEAD-GENERATION PROGRAMS: STREAMING MEDIA GUIDES & ONLINE EVENTS

Issue Month/ Participation Deadlines	Special Programs (sponsored content) In Print & online	Best Practices (Lead Gen)	Online Events
January/February 2024 Space & Final Materials Due: 1/19/24	EXECUTIVE PREDICTIONS CEO PROFILES SPOTLIGHTS	How to Master Remote Production	**Jan:** What You Need to Know About Encoding January 25, 2024 **Feb:** Streaming Media Connect February 20 – 22, 2024
March/April 2024 (Annual Industry Sourcebook) Space & Final Materials Due: 3/9/24	STREAMING MEDIA DIRECTORY CEO PROFILES SPOTLIGHTS	Case Studies That Matter Most Encoding & Transcoding for Video Engineers and Business Managers	**March:** Overhauling the Broadcast Workflow March 21, 2024 **April:** NAB Preview April 4, 2024
May/June 2024 Space & Final Materials Due: 5/19/24	TRENDSETTER PRODUCT PROFILES CEO PROFILES SPOTLIGHTS	Fine-Tuning the Broadcast Workflow	**June:** Real-Time Streaming Sports, Esports, & Event Live Streams at Scale – June 6
July/August 2024 Space & Final Materials Due: 7/20/24	CEO PROFILES SPOTLIGHTS	Winning Sports & Esports Strategies	**July:** Analytics in a Fragmented World: What Matters Most – July 18 **August:** Streaming Media Connect
September/October 2024 Space & Final Materials Due: 9/21/24	VIEW FROM THE TOP CEO PROFILES SPOTLIGHTS	Analyzing Your Analytics	**Sept:** IBC Preview – September 3 **Oct:** Tweaking the Monetization Strategy CTV, DRM, FAST, etc. – October 24
November/December 2024 Space & Final Materials Due: 11/21/24	CEO PROFILES SPOTLIGHTS	Finding Efficiencies in Monetization—Every Penny Counts	**Nov:** Streaming Media Connect Nov **Dec:** Streaming at the Edge – December 12

*NEW: ASK US HOW WE CAN CREATE AN ARTICLE FOR YOUR BEST PRACTICES TOPIC

STREAMING MEDIA MAGAZINE'S BEST PRACTICES

WHITE PAPER SERIES PRINT / ONLINE

THOUGHT LEADERSHIP & LEAD GENERATION IN ONE COMPLETE, MULTICHANNEL MARKETING PROGRAM

Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of *Streaming Media* magazine, preceded by an introduction by our editor-in-chief, Steve Nathans-Kelly, and an in-depth article by one of our expert contributing editors, and distributed extensively via our magazine and website, StreamingMedia.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Clean leads are delivered regularly to sponsors (200+ minimum guaranteed).

Enormous distribution, reach, and frequency

- Published in *Streaming Media* magazine (15,000 subscribers)
- Inclusion in digital version of *Streaming Media* magazine
- 23,000 email invitations to download a PDF of this special section (twice) – you get the leads
- 2 months of homepage promotion on StreamingMedia.com (60,000 visitors per month)
- Social media campaign on **X** (14,200 followers), Facebook (6,200), and LinkedIn (19,000)
- Distributed on all of *Streaming Media* magazine's social networks throughout the month
- Inclusion in all *Streaming Media Xtra* newsletters (35,000 per issue – 280,000 total)
- Archived on StreamingMedia.com for 1 year
- Editorial and production services included – copyediting, layout, and design

Your editorial topics can range from:

- Effective professional advice/procedures
- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution, how to leverage it, and why it's important

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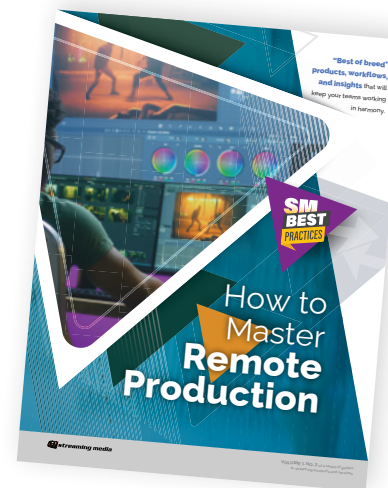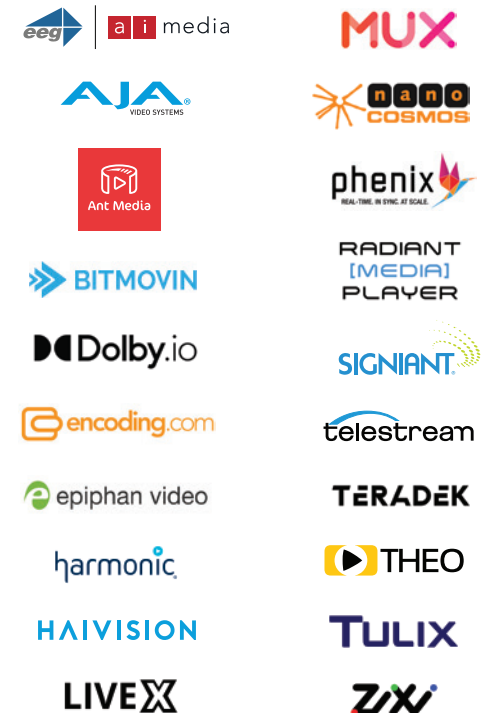
FORMAT & SPONSORSHIP RATES

600 words per page (if text only); deduct approximately 150 words per image. Provide your text, logo, company contact information, and optional images.

1 Page	$3,500
2 Pages	$5,500
3 Pages	$6,900
4 Pages	$8,000

RECENT SERIES SPONSORS

LEAD generation

How to Master Remote Production

SM BEST PRACTICES

STREAMING MEDIA BEST PRACTICES

➔ JANUARY/FEBRUARY 2024

Best Practices: How to Master Remote Production

❯ **Why They'll Read It:** It's 2024. We are all part of a distributed workforce ever connected through public and private networks. Whether you're a video professional working in cinema, broadcast, sports, corporate, or even the general workforce working from home, remote production is a permanent, yet ever-evolving way of life. Luckily, this *Streaming Media* guide brings the knowledge and solutions of different industries to the table in ways that will inspire you with "best of breed" products, workflows, and insights to keep your teams working in harmony, easily, in ways you didn't even know were available.

❯ **Why Participate?** Your company fits here—so many companies do. You'll have the opportunity to show buyers the ease of use, affordability, and security that your solution offers. There's no question everyone will want to read about who they can get the latest and best advances in remote production from. That is you, isn't it?

❯ **Suggested Topics/Keywords:**

▪ Gear/Tools (HW/SW/SaaS)	▪ Monitoring	▪ Centralized Studio	▪ Latency
▪ Distribution	▪ Recording	▪ Production/Editing	▪ Security
▪ Cinema	▪ Remote Integration Model (REMI)	▪ Capture	▪ Outside Broadcast (OB)
▪ Faith		▪ Corporate	▪ Control Room
▪ Cloud		▪ Sports/Esports	

➔ MARCH/APRIL 2024

Proof of Concept: The Industry Case Study Collection

❯ **Why They'll Read It:** Every vendor knows that case studies in our industry are terribly difficult to get—that's what makes them so valuable. This roundup of success stories from the industry's leading companies proves how the sharpest minds and solutions moved the needle in amazing and interesting ways that will inspire you to do the same. Don't believe us? We'll prove it, just like these case studies will.

❯ **Why participate?** Prove your worth: If you are one of the lucky few to have case studies, publish one (or more!) in the industry's largest publication for 20 years running—the *Streaming Media Industry Sourcebook*—and of course online for a year to gather actionable leads.

❯ **Suggested Topics/Keywords:**

▪ 5G	▪ Education Video	▪ Monitoring & Analytics	▪ Video Collaboration
▪ AI/ML for Video	▪ Encoding	▪ OTT	▪ Video Communication
▪ Cloud Video	▪ Faith/Religious Video	▪ Remote Production	▪ Video Editing
▪ Content Delivery	▪ Government Video	▪ Sports/Esports Video	▪ Video Security
▪ Content Protection	▪ Interactive Video	▪ Streaming Gear	▪ VR/AR
▪ Corporate Video	▪ Live Streaming	▪ Streaming Media Suppliers/Vendors/	▪ Video
	▪ Media & Entertainment	Directory Advertising	
	▪ Medical Video	Monetization	

Encoding & Transcoding Best Practices

❯ **Why They'll Read It:** Choosing transcoding options isn't so much about the latest codec flavor of the month as it is about conserving bits, keeping costs down, scaling, striking a practical cloud/on-prem balance, improving sustainability and energy efficiency, and maintaining high-performance and playback compatibility. What are the best practices for encoding in 2024, and what do content providers need to know to make sound encoding decisions that will still look good in 2025? This best practices guide, delivered by key providers and practitioners, points the way.

❯ **Why Participate?** Effective, efficient, and reliable transcoding is the backbone of every successful stream. In this Streaming Media best practices guide, you'll have the chance to show where your solutions fit and share your expertise in this make-or-break component of streaming deployment and delivery.

❯ **Suggested Topics/Keywords:**

▪ AV1	▪ Captioning	▪ Content/Context-Aware Encoding	▪ ABR: HLS/DASH
▪ H.265	▪ Migration/Conversion Strategies	▪ 8K	▪ DRM
▪ VP9		▪ VVC	▪ Per-Title Encoding
▪ EVC	▪ Multi-Platform/Multi-Device	▪ LCEVC	▪ Objective Metrics
▪ CMAF		▪ FFmpeg	▪ IMF

➔ MAY/JUNE 2024

Fine-Tuning the Broadcast Workflow

❯ **Why They'll Read It:** Moving broadcast workflows to the cloud promises heightened efficiency, reduced TCO, quicker response times, and other critical efficiency gains. Sometimes this happens in giant leaps, other times in incremental steps. Whether you're tweaking or overhauling, changing your broadcast workflow and moving cloud-ward brings substantial challenges all along the supply chain, embracing new strategies, and vetting and road-testing new solutions. This guide highlights key strategies and solutions for mastering new and emerging workflow challenges.

❯ **Why participate?** Whether your focus is contribution, distribution, packaging, ingest/acquisition, security, infrastructure, or media management, if you've got a solution or workflow enhancement that benefits streamers and broadcasters, highlight it here, where our readers will be seeking the answers they need.

❯ **Suggested Topics/Keywords:**

▪ Cloud	▪ Content Protection	▪ On-Prem	▪ AI/ML
▪ Contribution	▪ Video Infrastructure	▪ Acquisition	▪ Media Asset Management (MAM)
▪ Packaging	▪ Collaborative Editing	▪ Media Processing	
▪ Distribution		▪ Delivery	

STREAMING MEDIA BEST PRACTICES

SM BEST PRACTICES

JULY/AUGUST 2024
Winning Sports & Esports

> **Why They'll Read It:** Few, if any, streaming verticals demand higher efficiency, performance, or scalability than sports and esports. All the action is live; many events reach tens of millions of viewers or more; and whether it's betting or interactive gameplay raising the stakes, ultra-low latency is an absolute must. What's more, dynamic ad insertion is part of every live sports stream, and sports streamers must deliver ads seamlessly to serve the brands who underwrite their broadcasts. Throw in the intricacies of navigating live sports rights and licensing, and you've got a perfect storm of streaming challenges.

> **Why participate?** That's where our Winning Sports & Esports Best Practices comes in, providing expert insight and strong solutions to the multitude of challenges sports and esports streaming bring. Highlight your solutions and expertise here to put your clients in the winners' circle.

> **Suggested Topics/Keywords:**

- Latency
- Broadcast
- Tools (hardware/software/SaaS)
- Platforms
- Monitoring & Analytics
- Gaming/Betting
- Social Media
- Virtual/Hybrid Events
- WebRTC
- Real-Time Communications
- Corporate Communications
- Carriers
- Closed Captioning for Live Events
- Concerts
- Sports/Esports

SEPTEMBER/OCTOBER 2024
Analyzing Your Analytics

> **Why They'll Read It:** When it comes to monetizing and growing OTT services and FAST channels, data is essential, but knowing how to interpret that data is even more critical, when it comes to actionable analytics and KPIs that enable you to personalize experiences, deliver the rights ads, and reduce churn. Likewise, when monitoring live-stream performance, pulling in data from first mile to last is only half the battle; knowing which datapoints will help you make the right adjustments on-the-fly and improve future streams is what makes that data valuable. In this installment, vendors will offer best practices on how to read and use the data they collect, where to look, and how to make their analytics matter.

> **Why Participate?** In today's competitive media markets, anyone trying to make key decisions without the right analytics is flying blind. Get your message here to light the way.

> **Suggested Topics/Keywords:**

- Redundancy Strategies
- CDN Selection & Switching
- Latency
- QoS/QoE
- Targeted Advertising
- Monitoring & Analytics
- 5G & Beyond
- Edge Servers & Gateways
- Search & Recommendation
- Storage
- Serverless Compute

NOVEMBER/DECEMBER 2024
Best Practices: Finding Efficiencies in Monetization

> **Why They'll Read It:** Content monetization, whether ad-based, subscription, or hybrid, is what keeps this industry humming. FAST was ascendant in 2023, as were multitiered OTT offerings, but making those offerings profitable brought fresh challenges. If you need to evaluate content monetization strategies, look no further than this guide. It will help you make sense (and dollars) with your content, perhaps in ways you didn't even know you could.

> **Why Participate?** This part of the streaming industry may be a gold rush, but faltering business models are looking for advantages to survive and ideally thrive. Especially for those companies offering video advertising solutions, it's time to show the market what you've got. Buyers that turn to *Streaming Media* for its transparency in journalism have plenty of choices. Are you one of them?

> **Suggested Topics/Keywords:**

- FAST
- AVOD
- TVOD
- SSAI
- Brand Safety
- DRM
- Integration
- Gaming
- Product Placement
- SVOD
- PVOD
- Hybrid
- CSAI
- Analytics
- Watermarking
- Platforms
- Syndication

STREAMINGMEDIA.COM WEBINARS

streaming media webinar SM

➜ January 25 – What You Need to Know About Encoding in 2024

The old adage goes that streaming is essentially the process of taking good video and degrading it for distribution. The nicer and more technical term for that process is "transcoding," and where those industry players shouldering the heaviest transcoding load—that is, delivering the highest-volume of live and on-demand streams—turn for transcoding is in a permanent state of flux. The latest projections show old warhorse AVC entering a deep decline, AV1 making major inroads, HEVC on the rise, and various patent pools bringing structure or chaos to the scene, depending on who you ask. Today, choosing transcoding options isn't so much about the latest codec flavor of the month as it is about conserving bits, keeping costs down, striking a practical cloud/on-prem balance, improving sustainability and energy efficiency, and maintaining high-performance and playback compatibility. What does the transcoding landscape look like as 2023 rolls into 2024, and what do content providers need to know to make sound encoding decisions that will still look good in 2025?

➜ March 21 – Overhauling the Broadcast Workflow

As the lines between broadcast TV, CTV, and streaming continue to blur,. processes and architectures for both move incrementally to the cloud, and the future viability of broadcast TV in the face of streaming's continued growth remains an open question, broadcast workflows continue to look more and more like streaming workflows. This webinar taps Digital Natives and others working at the nexus of broadcast and streaming to discuss strategic developments and advanced solutions that are transforming broadcast workflows and delivering success as these technologies evolve and architectures converge in an increasingly cloud-centric landscape.

➜ April 4 – NAB Sneak Preview: See Tomorrow's Streaming Showstoppers Today

Weeks before the broadcast and streaming world collide at NAB 2024 for a glimpse at the cutting-edge media tech that will drive and disrupt its future, leading solution providers from the streaming side of the aisle will pull back the curtain and offer *Streaming Media's* audience a sneak preview of of the top-flight tech they'll be rolling out in Las Vegas. Be the first to see it on April 4, and also hear from key thought leaders about the trends that will rock our world in the months to come.

➜ June 6 – Real Time in the Real World: Ultra-Low Latency Streaming for Sports, Esports, iGaming, and Interactive Events

Delivering large-scale streams in real time is much easier said than done, but it's mission-critical for a number of high-stakes, monetized streaming applications from sports betting to auctions to esports to branded event streams that promise a high degree of user interaction. And while five-nines in real-time may sound to many like too high a mountain to climb, many outfits are delivering real-time streams reliably and profitably. Join key tech providers whose solutions make real-time streaming possible, along with successful streamers who have pulled off real-time streams in the real world for essential insight and best practices on how you can overcome the many obstacles and succeed with real-time streams.

➜ July 18 – Analytics in Action: Leveraging Streaming Data to Boost Your Bottom Line

It goes without saying that better data—effectively analyzed—is a critical tool for revving up streaming revenue, for streaming services and channels and their brand partners alike. Whether your trying to target your OTT audience more effectively to reduce churn or make your live streams run smoother, identifying key datapoints and interpreting them effectively are the game itself. Looking for new angles on analytics to help you and your streams work smarter not harder? Tune in as we convene our panel of experts and get the analytics answers you need.

STREAMINGMEDIA.COM WEBINARS

streaming media webinar

➲ September 3 – IBC Streaming Sensations

Can't wait for IBC to see streaming's most thrilling new tech? Join *Streaming Media's* preshow sneak preview for a glimpse of never-before-seen solutions from key industry vendors who are spilling their secrets for one hour only before the big show in Amsterdam. Ready for IBC 2024's most sensational streaming tech? See it hear first!

➲ October 24 – Monetize This! Innovative Strategies and Technologies for Maximizing FAST, OTT, and CTV Profits

Streaming audiences are fickle friends, ever-ready to churn and chase new channels. In crowded media markets, competing for eyeballs and holding their attention are critical for sustaining subscriber numbers and securing brand partners, and offering great content doesn't guarantee success. What kinds of cutting-edge strategies and adtech innovations will give you a competitive edge and keep your channels popular and profitable? We've gathered some of the industry's best and brightest to discuss practical advice and solutions you can start implementing now.

➲ December 12 – Streaming at the Edge

For years, we've all seen action in moving to the edge, bringing origin points ever closer to the user to make five-nines delivery to far-flung audiences a real possibility for high-stakes, large-scale streams. What is happening at the edge today and how can you leverage it? This webinar will give you a close-up view of streaming at the edge from the providers who make it possible.

Information Today, Inc. Web Events division
Visit www.streamingmedia.com/webevents to view one of our many archived events.

EXCLUSIVE 'CHECKLIST' REPORTS

If clarifying and defining the key issues for technology users are part of your sales cycle, educational white papers offer a tried-and-true approach to increasing your influence and generating new leads for your sales team. *Streaming Media's* exclusive "Checklist" reports are topic- and sponsor-specific assets that dive deep into a special topic of interest among the technology users and executives within our audience. These reports enable our sponsors to leverage the credibility of the Streaming Media brand along with its extensive subject matter expertise and market reach to:

› Build the case for your solution
› Gain industry-wide exposure and enhance positioning
› Generate guaranteed leads
› Acquire custom marketing content

Our team works directly with your organization to produce a five-page report that includes a cover page branded with your company logo, a two-page trends analysis article from *Streaming Media,* and a two-page overview of your company, its solutions, and customer success stories with a conclusion and call to action.

Sponsors have full input and final approval, as well as full usage rights. Upon approval, your white paper will be posted on StreamingMedia.com as a unique PDF for registered viewers and marketed to qualified candidates via online, email, and email newsletter advertising. All download requests will be driven through a unique registration page that captures complete contact and qualifying information. The clean leads produced from downloads will be delivered to your team on a scheduled basis.

A minimum of 200 clean leads are guaranteed.

Cost: $9,500

Call us today for current hot topics that matter most to our readers and your busniess.

For additional information or answers to specific questions, contact:

Joel Unickow
Vice President/Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

COST-PER-LEAD (CPL) PROGRAMS

The most effective 100% guarenteed lead-generation program for targeted leads

For more than 2 decades, Streaming Media has helped IT marketers generate quality sales leads through its "Best Practices" white paper program, turnkey webinars, and dedicated email blast offerings. We have a unique and cost-effective program designed to let you generate quality sales leads through the syndication of your content directly to our subscribers.

How does it work?

Your white papers are posted in a special section on the StreamingMedia.com website and marketed to qualified candidates in the Streaming Media subscriber and affiliate network of more than 161,000 IT and business professionals at organizations across North America via online, email, and email newsletter advertising. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers are screened and cleansed to ensure only legitimate contacts are delivered to your team.

> Standard contact capture fields include full name, job title, company name, postal address, phone numbers, and email address. Custom fields are available too.

> Basic screening eliminates false entries, incomplete forms, students, educational faculty, independent consultants, competitors, and leads outside of North America. Global leads can be delivered at no extra cost to companies that choose to take advantage of Streaming Media's unique international positioning.

Why try this program?

> The Streaming Media syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your white papers that 100% meet your predefined criteria.

> The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, and more.

> Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to Streaming Media for relevant content.

> You only need a logo, headline, 75-word description, and PDF to get started.

Contact

Joel Unickow
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

Example Customers

Akamai
AMD
amagi
aws
digital element
dropp
IMAX
Intertrust ExpressPlay
LUMEN
matrox
PALLYCON
penthera
Synamedia
The Weather Company — An IBM Business
vizrt

POWER BUNDLES WHEN YOU NEED TO DRIVE TRAFFIC AND ATTENTION TO YOUR OWN SITE

TITANIUM – $14,900

- 2-page spread and sponsored article in *Streaming Media* magazine
- 20,000 970x250 billboard impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com/Producer
- 2 dedicated email broadcasts to StreamingMedia.com and StreamingMedia.com/Producer combined
- 4 email newsletter sponsorships (1200x630)

DIAMOND – $10,000

- Spread in *Streaming Media* magazine
- 30,000 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com and Producer
- 2 dedicated email broadcasts to StreamingMedia.com and StreamingMedia.com/Producer combined
- Email newsletter sponsorship (1200x630)

PLATINUM – $7,500

- Spread in *Streaming Media* magazine
- 30,000 impressions on StreamingMedia.com and StreamingMedia.com/Producer
- Static 300x100 tile on StreamingMedia.com and Producer
- 1 dedicated email broadcast to StreamingMedia.com and StreamingMedia.com/Producer combined
- Email newsletter sponsorship (1200x630)

GOLD – $5,000

- Full-page ad in *Streaming Media* magazine
- 20,000 728x90 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com and Producer
- Full page in *Streaming Media* magazine
- Email newsletter sponsorship (1200x630)

SILVER – $2,500

- 20,000 728x90 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com and Producer
- 1/2 page in *Streaming Media* magazine
- Email newsletter sponsorship (300x250)

BRONZE – $1,500

- 1/3 page in *Streaming Media* magazine
- Email newsletter sponsorship (300x250)

Contact

Joel Unickow, Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

STREAMINGMEDIA.COM WEBINARS

THE MOST RESPECTED WEB EVENTS OF THE ONLINE VIDEO INDUSTRY

![streaming media webinar logo]

> "Eric and DawnEl, you produce the most professional webinars. We really do appreciate it. Your efforts are far above all the other webinars I do, thank you. Looking forward to more in 2024!"

High Impact—Demand-Gen & Instant Engagement With the Best of the Industry

> Turnkey live events: We do the promotion, all the registration, moderation, and delivery. You show up.

> 1-hour sessions broadcast live on the web with streaming audio and/or video with slides/multimedia

> Live polling, survey, and Q&A sessions make compelling content.

> Real-time interaction with senior executives

> Guaranteed 200-lead minimum

> "Great webinar. Thanks so much to Eric and DawnEl, and of course my fellow panelists!"
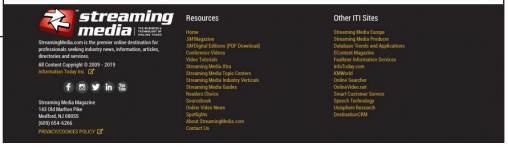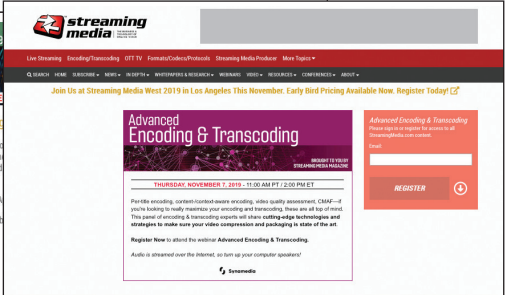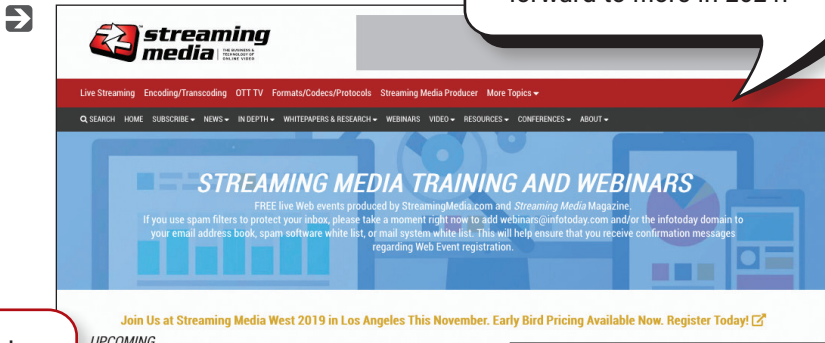
Format Options:

> Sponsored Content-Driven: Exclusive Event $15,000

> Editorially/Customer Content-Driven (Streaming Media Provides Content): Call for Pricing (custom)

> Multi-Sponsor Format (Sponsored Panel): $5,000 per seat

> Multiple Event "Boot Camp" Series: Call for Pricing (custom)

Information Today, Inc. Web Events division
Visit www.streamingmedia.com/webevents to view one of our many archived events.

Contact

Joel Unickow,
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

STREAMING MEDIA CUSTOM RESEARCH

⊡ OUR CUSTOM RESEARCH PROGRAM INCLUDES:

PHASE 1: The Survey

❯ Survey design and creation

❯ Capture, cross-indexing, and raw data from the online survey tool

❯ A complete Final Report delivers "Key Findings" and in-depth data interpretation authored by an industry analyst working closely with your company.

❯ Final Report also includes an Executive Summary and a full Respondent Profile.

❯ Full co-branding and affiliation with Streaming Media, or anonymity, at the survey sponsor's discretion

❯ Competitive intelligence—Each survey may include up to five proprietary questions.

❯ Vendor owns the rights to the Final Report PDF and the data. Streaming Media retains the right to publish the survey findings, with attribution to the sponsor, in its various media outlets online and in print.

⊡ ASIDE FROM GAINING VALUABLE INFORMATION FOR YOUR OWN INTERNAL USE, RESEARCH FINDINGS AND ANALYSIS CAN THEN BE USED AS THE BASIS FOR THE FOLLOWING:

PHASE 2: Lead Generation: Marketing the Findings

❯ Complete Content Syndication program of the Final Report for 1 month to drive downloads and lead generation including:

    ❯ Dedicated Email Promotion

    ❯ Newsletter Sponsorships

❯ Sponsored Content Listing (homepage and newsletters)

❯ Streaming Media will create a registration page, host your report, and capture leads, which you will have download access to 24/7.

❯ Print distribution of "single page takeaway" in *Streaming Media* magazine

⊡ USE RESEARCH FINDINGS AS A PLATFORM FOR LEAD GENERATION WITH:

PHASE 3: Live 1-Hour Webcast: Thought Leadership Series

❯ Highly qualified, actionable leads—from pre-registration, live event log-on, and post-event registration and log-on to the archived event

❯ Extensive event registration program with multiple marketing touchpoints

❯ Sponsor exclusivity—Enjoy 100% attentive and exclusive mindshare in a single-sponsored event.

❯ Brand leverage—Use the strength of the Streaming Media brand. Moderated by *Streaming Media*'s publisher and marketed under the Streaming Media brand.

❯ A managed process—We take care of all the details: marketing, lead-capture, moderation, technology, archiving, and follow-up.

In-Depth Market Research + Lead Generation (call for pricing)

⊡ Contact

Joel Unickow,
Vice President / Publisher, Streaming Media
Direct: (250) 933-1111
Email: joel@streamingmedia.com

READERS' CHOICE AWARDS 2024
STREAMING MEDIA MAGAZINE

READERS' CHOICE AWARDS (RCA)

More than 2,000 industry customers can't be wrong. And with **more than 14,000** votes coming in, this is *Streaming Media's* highest-traffic and exposure time of the year.

If you want people to be thinking of you, pick up these incredibly effective sponsorships and watch your popularity and business grow.

LIMITED GOLD SPONSORSHIP: $7,995

- All opt-in voters' contact info (leads)
- Logo on all RCA pre-/post-promotion
- 1 email to Bulletin File (to be used in 2024; $4,000 value)
- 1 sponsored interview (Skype, Zoom, etc.; $3,500 value)
- Inclusion in all marketing from RCA through November
- Sponsor may provide a prize for voters

SILVER SPONSORSHIP: $995

- Logo on all RCA pre-/post-promotion
- 1 sponsored interview (Skype, Zoom, etc.)
- 1 second-level newsletter sponsorship (300x250)
- Inclusion in all marketing from RCA through November
- Sponsor may provide a prize for voters

Notes:

- Logo (with link) on StreamingMedia.com on all online voting sections
- Logo in *Streaming Media* magazine

STREAMINGMEDIA.COM RATE CARD

Ad Size	Location (ROS)	Minimum	Cost
970x250	billboard	10,000 impressions	$100 CPM
728x90 (320x50 mobile)	top position (leaderboard)	20,000 impressions	$70 CPM
300x250	home & in articles	20,000 impressions	$90 CPM
Static 300X100	all pages	monthly	$995/month or $8,400/year

728x90 Top Ad (up to 75 words)

300x250 Box

Static 300x100

STREAMING MEDIA XTRA WEEKLY ENEWSLETTER SPONSORSHIP(S)

728X90 Top Ad and up to 75 words:	$795
300X250 Box:	$495
728X90 Bottom:	$395

Outreach, Opt-In Lists (Emails):
Opt-in for third-party email offers, delivered by us

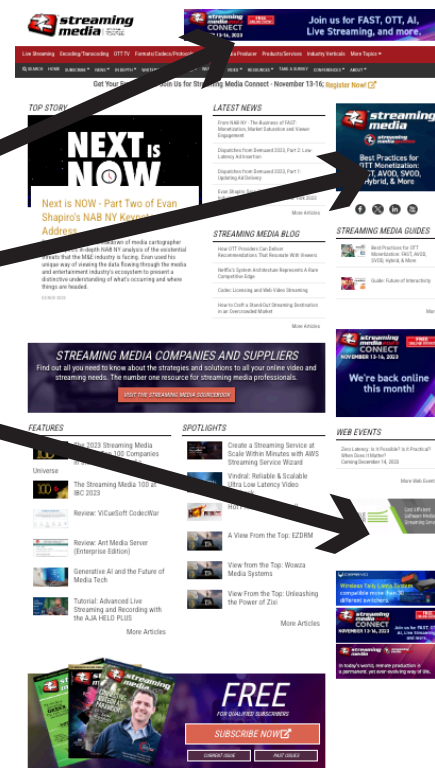| File Name	Price per
Streaming Media Bulletin	$2,995
Streaming Media EU Bulletin	$1,495
Streaming Media Producer Bulletin	$1,995

SPONSORED ARTICLE
Post your sponsored article on StreamingMedia.com for $1,495. Length of article is not limited, but range is suggested at 700–1,500 words. Video can be included.

Reserve Your Space Today!
Joel Unickow · Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

"StreamingMedia.com is my one stop for all my research and education on the OTT and media industry!"

—Video Producer
FMP Media Solutions

NEWSLETTERS & EMAIL LISTS

StreamingMedia Xtra arrives each Monday and Wednesday with fresh and accurate news compiled and written by StreamingMedia.com editors. It's the only newsletter of its kind in the industry.

Limited Inventory — Schedule your campaign now!

Schedule your sponsorships around product launches and industry events.

OUTREACH, OPT-IN LISTS (EMAILS):
Opt-in for third-party email offers, delivered by us:

List	Price
SMBulletin	$3,495 per usage
SM EU Bulletin	$1,995 per usage
SMProducer Bulletin	$2,495 per usage
SMBulletin & *EU Bulletin* combined	$4,495
SMBulletin, EU Bulletin, & *Producer Bulletin* combined	$5,495

NEWSLETTERS:

FREQUENCY: Semiweekly

COST: 1200x630 Top Ad and up to 75 words: $795
300x250 Box: $495
1200x630 Bottom: $395

"We have gone from video nowhere to video everywhere in a few short years. Streaming Media keeps me completely up-to-date in this fast moving field."

—Project Manager, HP

Reserve Your Space Today!

Joel Unickow
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

STREAMINGMEDIA.COM MATERIAL SPECS

StreamingMedia.com offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager).

All banners must conform to the following specifications:

› Maximum file size is the same for either static, animated, or rich media creative.

› All ads are served through DoubleClick for Publishers (DFP).

Testing

StreamingMedia.com 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.

Submission Instructions

Submit all creative to **joel@streamingmedia.com.**

Include live linking URL and ALT text.
(ALT text may not exceed 25 characters, including spaces.)

Creative Specifications

› File size: maximum of 150K for any creative unit

› Acceptable creative units: GIF, Animated GIF, JPG, PNG, and HTML5

› We no longer accept Flash (.SWF) creatives.

HTML5 File Size Specifications

› **Initial Load** (Asset files are immediately loaded when the ad tag is inserted in the page.): 150K

› **Politely Loaded** (All of the creative's subsequent assets are loaded once the host webpage has completed loading.): 2MB

Counting Impressions & Clicks

DoubleClick for Publishers 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 filtering detection methods for both impressions and clicks.

Standard Creative Units	Banner Location	Max File Size
300x250	home & in articles	150K
728x90/320X50 (mobile)	top position (leaderboard)	150K
300X100	all pages	150K
970x250	billboard	150K

To reserve your space, contact **Joel Unickow**, Publisher
(250) 933-1111 ▪ joel@streamingmedia.com

ADVERTISING SPECIFICATIONS AND TERMS

➡ **PLEASE IDENTIFY MATERIAL BY NAME OF ADVERTISER, PUBLICATION, AND ISSUE DATE.**

For file submission instructions, see page 33.

➡ **CONTRACT AND COPY REGULATIONS**

Advertiser is responsible for supplying appropriate artwork by the material due date; when 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.

➡ **FREQUENCY DISCOUNTS & RATE ADJUSTMENTS**

Frequency rates are based on the total number of insertions of 1/3-page or more. 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 short rate. 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.

➡ **TERMS & CONDITIONS**

A 5 percent (5%) discount may be applied for prepayment of your advertising insertion. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices.

For specification inquiries contact:
Email: jcrawford@infotoday.com

➡

Ad Space	Orientation	Trim Size (w x h)	Bleed Size (w x h)
Full page	Vertical	8.5"x10.875" 216mmx277mm	8.75"x11.125" 223mmx283mm
Spread	Horizontal	17"x10.875" 432mmx277mm	17.25"x11.125" 438mmx283mm
2/3-page	Vertical	4.5"x10" 115mmx254mm	n/a n/a
1/2-spread	Horizontal	17"x5" 432mmx127mm	17.25"x5" 438mmx127mm
1/2-page	Horizontal	7"x5" 178mmx127mm	n/a n/a
1/3-page	Vertical	2.25"x10" 57mmx254mm	n/a n/a

➡ **SPECIFICATIONS**

Trim size: 8-1/2"x10-7/8". Add 1/8" all around for bleeds.

Recommended live matter should be within 7-1/4"x10".

A page consists of three columns, each 2-1/3"x9-5/8". It is printed by offset lithography, perfect bound. Halftones of 133- to 150-line screen are recommended. Publisher-set copy, alterations, and plate change charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for 3 months and then deleted unless otherwise instructed.

Two-color advertisements using any color other than process yellow, cyan, and magenta will be subject to additional charges.

➡ **PUBLISHER-SET COPY**

Rate: $400 for full-page ads; $275 for 1/2-page or less. Copy due same date as space reservations. There is a $50 charge for any type changes or codes added by the Publisher. A new proof copy is preferred.

INFORMATION TODAY, INC.
EMAIL BROADCAST GUIDELINES

⮕ TIME & CREATIVE:

1. All creative must be provided a full 3 days in advance.

2. Creative must be 100% done and ready to be proofed.

⮕ NEWSLETTER CREATIVE SPECS:

1. Description of 75 words (or less) of text

2. One URL linking back to your site

3. 300x250 or 1200x630 in JPG, PNG, or GIF format. Flash is prohibited.

4. Dimensions of the banner ads must be 468x120 pixels at 72 dpi.

5. Banners Ads must be smaller than 39K.

⮕ EMAIL BULLETIN SPECS:

1. Must provide a subject line for the email

2. HTML file with content in a center-aligned div or table,
   no wider than 650 pixels

3. Limit on file size 200K total

4. File types referenced (externally, with full URL pointing to image) within the
   HTML are limited to JPGs, PNGs, or GIFs. The following other
   technologies are not allowed: video, audio, Flash, rich media.

5. Only basic HTML (with inline styles) is allowed. The following is prohibited:
   Java, JavaScript, and referenced to external style sheets.

6. We do not do customize HTML for such tags as [First Name]
   [Last Name].

7. Do not include unsubscribe info in the footer of your email.

**⮕ Reserve Your
Space Today!**

Joel Unickow
Vice President / Publisher
Direct: (250) 933-1111
Email: joel@streamingmedia.com

www.**streamingmedia**.com

2024 DISPLAY ADVERTISING ORDER FORM

COMPANY INFORMATION:

_____
Company Name

_____
Address 1

_____
City, State, ZIP

_____
Contact Name and Title

_____
Telephone

_____
Email

_____
Creative Contact

AD SIZE OPTIONS

☐ Full Page   ☐ Spread   ☐ 1/2-spread

☐ 2/3-page   ☐ 1/3-page (display)   ☐ 1/2-page

☐ Custom Package _____

_____ Number of Issues

Total (NET): $ _____   Payment Method _____

Placement Details _____

AGREED:

_____
Company/Agency

_____
Name

_____
Title

_____
Signature   Date

MATERIAL INSTRUCTIONS:

See Advertising materials spec sheet for ad submission requirements, or contact the Production Supervisor at admailbox@infotoday.com.

TERMS AND CONDITIONS:

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 Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Frequency rates are based on the total number of insertions of 1/3-page or more within the contract year. 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 short rate. 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.

TO VALIDATE THIS CONTRACT:
please sign, date, and return this form (by fax, email, or post mail) to:

Streaming Media
Attn: Joel Unickow • 143 Old Marlton Pike • Medford, NJ 08055
joel@streamingmedia.com • **Ph:** 250-933-1111

Streaming Media European Edition
Attn: Katherine Allen • Henderson House • Hithercroft Road • Wallingford, Oxfordshire OX10 8LD
United Kingdom • Kat.Allen@infotoday.com • **Ph:** +44 (0)7712 583784

PRODUCTION REQUIREMENTS FOR DISPLAY ADS

➜ **www.infotoday.com/advert/CTPAdSpecs.pdf**

Please identify material by name of advertiser, publication, and issue date.

➜ **We accept the following formats:**

› **Press Quality or PDF X-1a PDF files are preferred.**

   › Fonts must be embedded
   › Set black to overprint
   › Convert PMS to CMYK
   › Images must be in CMYK
   › 300 dpi images only
   › Flattened transparencies
   › Bleeds and crops included

› **We can also accept high-resolution Macintosh format Photoshop TIFF files.**

   › Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

   › When renaming files, make sure to keep the proper file extension (pdf, .tif, etc.).

› **For proper sizing of your ad, please refer to the Advertising Specifications and Terms on page 34 of the media kit.**

   › Add 1/4" on all sides for bleed.

➜ **File submission instructions:**

› **To upload files via the web:**

   › Using your web browser, log onto *http://files.infotoday.com*.

   › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof or image.

Please identify material by name of advertiser and magazine issue.

2024 SPONSORED CONTENT ORDER FORM

➡ COMPANY INFORMATION:

Company Name

Address 1

City, State, ZIP

Contact Name and Title

Telephone

Email

Creative Contact

➡ CONTENT OPTIONS

☐ **Standalone white paper**

☐ **Platinum**　　☐ **Gold**　　☐ **Silver**

☐ **Innovation Series section**

☐ **Platinum**　☐ **Gold**　☐ **Silver**　☐ **Custom (use Notes line below)**

☐ **Supermarket** (*Superguide* Classified Listing)

☐ **100 words** (Large) Supermarket　☐ **50 words** (Small) Supermarket

☐ **Who to See at NAB/IBC** _____

☐ **Executive Prediction/View From the Top** _____

☐ **Product Spotlight** _____

☐ **Custom Package** _____

Total (NET): $_____ Payment Method _____

Notes: _____

➡ AGREED:

Company/Agency

Name

Title

Signature　　　　　　　　　　　　Date

MATERIAL INSTRUCTIONS:

See Production Requirements on the previous page for ad submission requirements, or contact the Production Supervisor at admailbox@infotoday.com.

POLICY PRIVACY AND DATA PROCESSING:

Lead data information is processed in accordance with the Information Today, Inc. Privacy Policy.

TERMS AND CONDITIONS:

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 Streaming Media, a Division of Information Today, Inc., or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed. All prices are *net*. All invoices due Net 30, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. A statement, two tear sheets, and a copy of the magazine are sent at time of publication. Leads received by 'Company' man not be duplicated, shared, sold or used in any way than direct solicitation. All cancellations must be received in writing prior to the space reservation date.

TO VALIDATE THIS CONTRACT:

please sign, date, and return this form (by fax, email, or post mail) to:

Streaming Media

Attn: Joel Unickow • 143 Old Marlton Pike • Medford, NJ 08055

joel@streamingmedia.com • **Ph:** 250-933-1111

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