

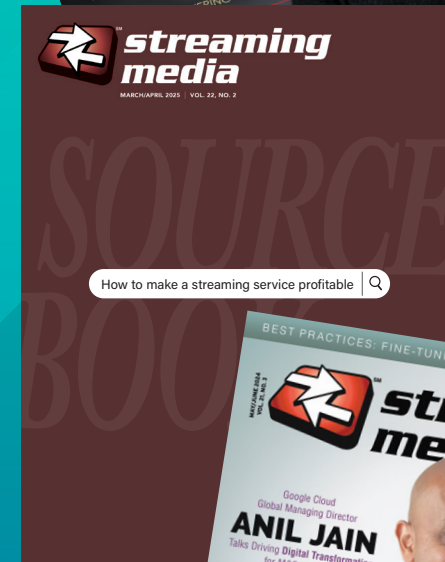


2025

MEDIA KIT

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

WWW.STREAMINGMEDIA.COM



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

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 Marion Ranchet, Nadine Krefetz, and Jason Thibeault. Whether the focus of your product or service is 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: its readers.

➔ **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 2025: 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:**

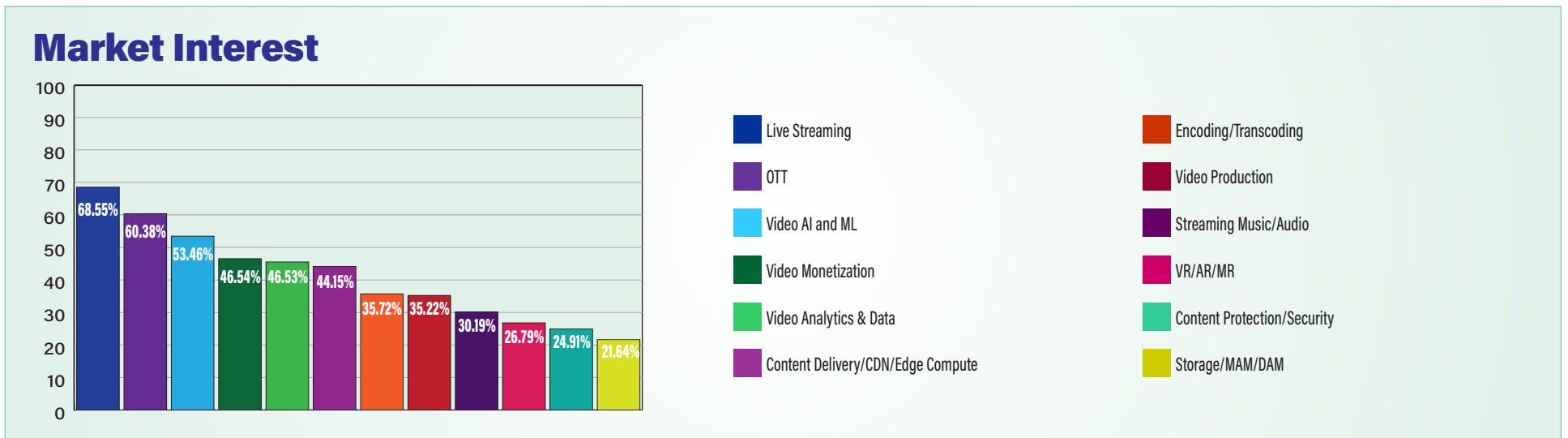
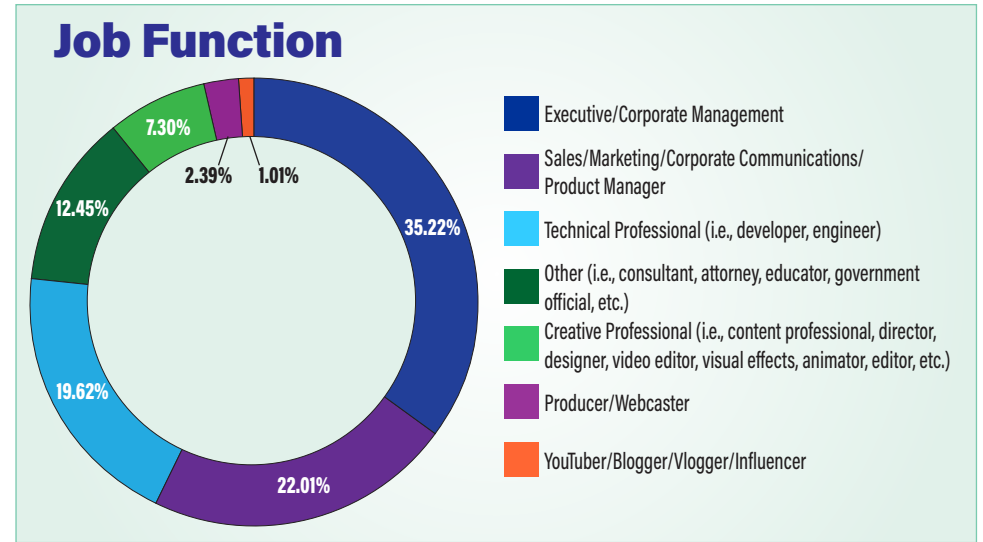
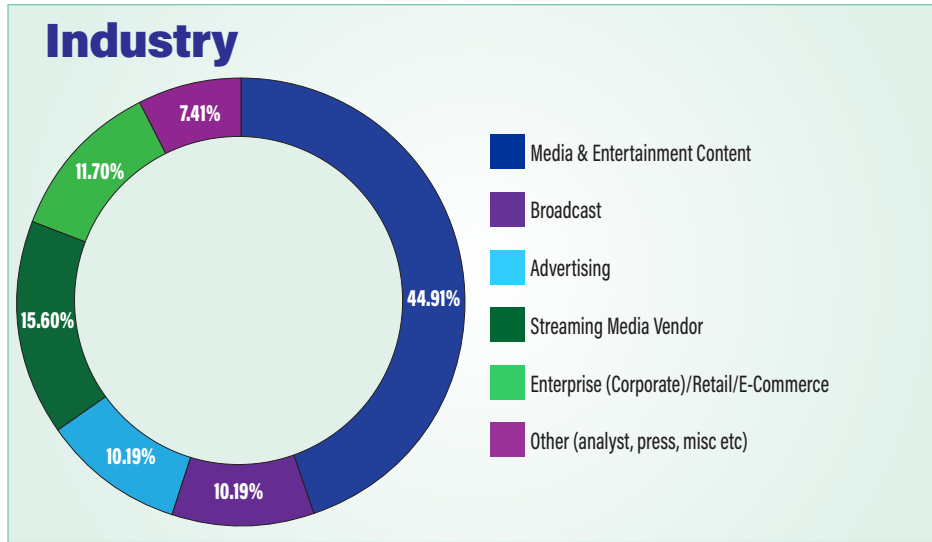
- › Editorial is the key to readership.
- › Readership is the key to advertising value.
- › Audience quality equals advertising results.

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

STREAMING MEDIA DEMOGRAPHICS



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

StreamingMedia.com

➤ Launched: 1998

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

SOCIAL NETWORKS

14.1K

X, formerly Twitter
followers

6,200

Facebook followers

15,100

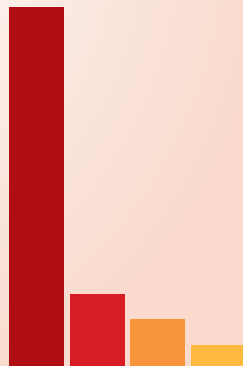
Youtube subscribers

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

2025 EDITORIAL CALENDAR

➔ IN EVERY ISSUE:

- An in-depth Q&A cover story with industry experts, innovators, and disruptors
- “Spotlights”: Sponsored articles and industry white papers
- Best Practices: Sponsored articles and industry white papers focused on key streaming verticals

➔ JANUARY/FEBRUARY 2025

- Cloud Workflows Issue: Managing Cloud Live Streaming CapEx & OpEx
- BACK FOR 2025! The Streaming Media All-Stars: The 25 Hottest & Most Influential People in the Streaming Universe
- **Sponsored Sections**
 - NAB Online Pre-Promotional Package
 - Hot Products
 - Sports Streaming Directory: Who's Who
 - Best Practices: Optimizing On-Premises & Cloud Workflow

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 2025

The 2025 Streaming Media Industry Sourcebook: State of the Industry 2025

- **Streamticker:** Mergers & Acquisitions
- **State of:** Streaming at Scale, FAST, AI in Streaming, Monetization, Codecs
- **Buyers Guide:** Cloud Streaming Solutions, Stream Monitoring, & QA
- **Sponsored Sections**
 - Sourcebook Directory
 - Hot Products
 - Best Practices: Finding Encoding Efficiencies

Editorial Deadline: January 25

Ad Due Date: March 9

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

Mail Date: April 4

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

➔ MAY/JUNE 2025

- CTV Content, Monetization, and Measurement
- The 2025 Streaming Media 100
- **Sponsored Sections**
 - View From the Top & CEO Interviews
 - CEO Interviews
 - Spotlights
 - Best Practices: Fine-Tuning the Live Stream

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 2025

- Live Sports Streaming From Licensing to Distribution
- **Sponsored Section**
 - IBC Online Pre-Promotion Package
 - Hot Products
 - Video AI Directory: Who's Who
 - Best Practices: Sport & Esport Strategies That Matter Most

Editorial Deadline: June 15

Ad Due Date: July 20

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

Mail Date: August 4

2025 EDITORIAL CALENDAR (CONTINUED)

➤ **SEPTEMBER/OCTOBER 2025**

- OTT & CTV Apps, Discovery, and Personalization
- **Sponsored Sections**
 - CTV Directory: Who's Who
 - CEO Interviews
 - Spotlights
 - Best Practices: CTV Performance Optimization—Data-Driven Targeting

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 2025

- AI Issue: AI and Streaming Workflows and Experiences
- The 2025 Streaming Media Readers' Choice Awards
- **Sponsored Sections**
 - Must-Have Gear for 2026
 - Readers' Choice Awards Packages
 - Spotlights
 - Best Practices: Leveraging AI and Automation Solutions

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
- › 2025 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

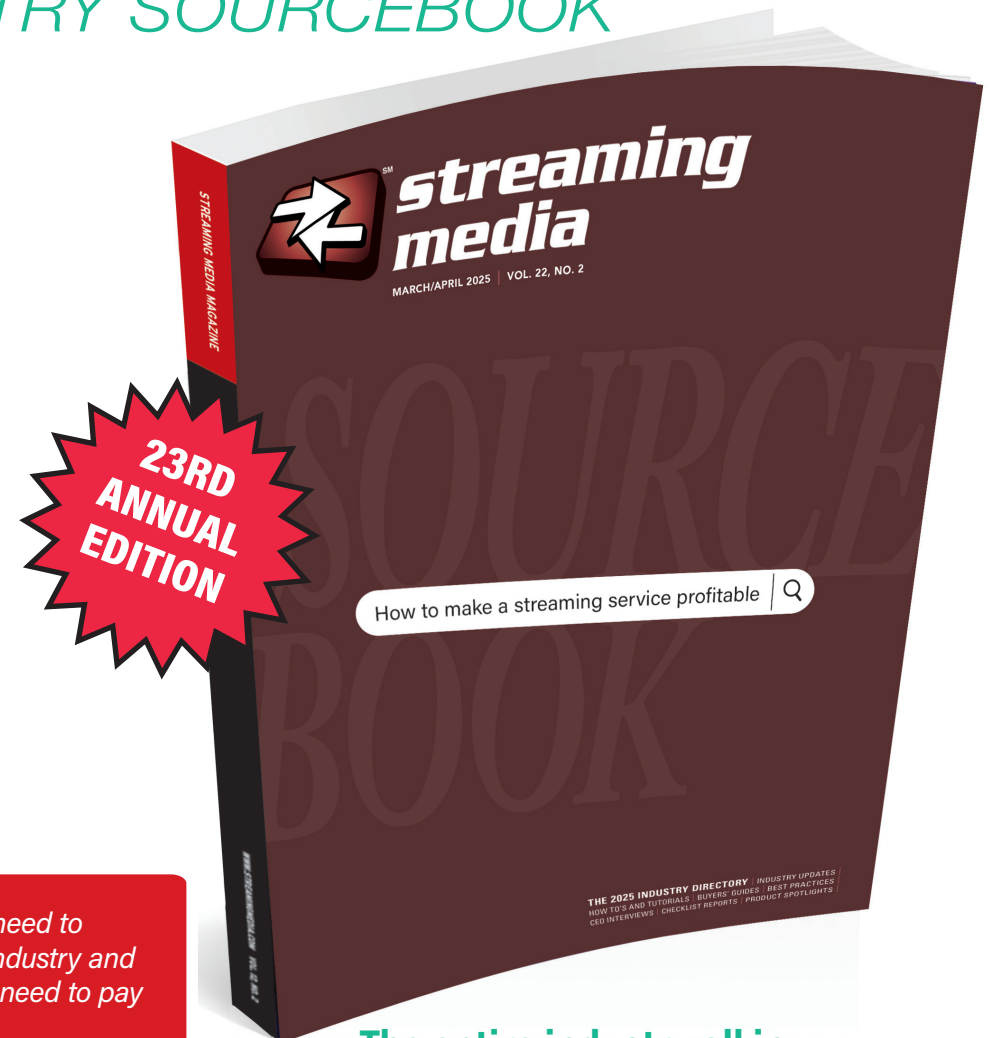
See separate *Sourcebook* Kit for more information.

"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



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

DISPLAY ADVERTISING RATE CARD

2025 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

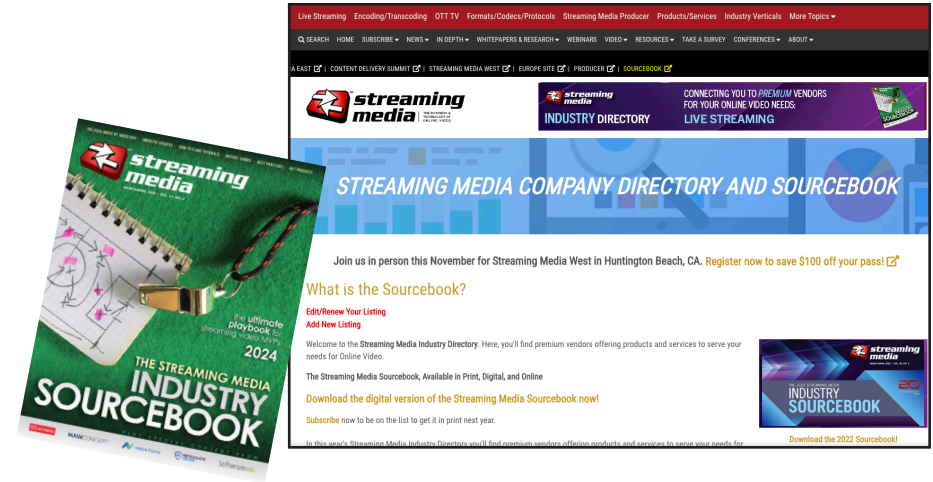
January/February 2025	January 19/January 16
March/April 2025	March 9/March 2
May/June 2025	May 21/May 16
July/August 2025	July 19/July 16
September/October 2025	September 19/September 16
November/December 2025	November 19/November 14

EXCLUSIVE OPPORTUNITIES:

› Belly Band (wrap): \$9,995



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



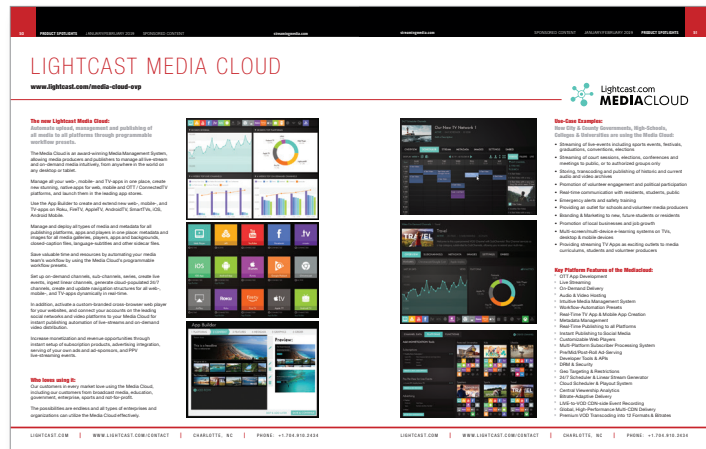
Advertising/Showcase Sales Contact:

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

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)



SlingStudio Hub Wireless Multi-camera Streaming System
videoguyz.com/shop/fullbrands/brands-r-s/slingstudio.html

Product Description: SlingStudio is the industry's first portable, wireless, multi-camera broadcasting platform. 100% SlingStudio's video-grade wireless technology (you can connect a combination of up to 10 smartphones, professional cameras, and camcorders). SlingStudio's robust wireless technology operates with minimal interference at distances up to 300 feet - without cables - thereby making your entire time. Monitor, record, watch, still and stream live HD quality video instantly on Facebook, YouTube, Twitch, Periscope, Loomshala, Ustream, Restream.io and other RTMP destinations.

Product Target Market:

- Social media streamers
- YouTubers
- House of worship
- Education
- Government
- Corporate video

Technical Specs: Videoguyz.com can help you build a complete SlingStudio system including the Hub, Cameracables, a battery and a backpack. It also works great with the LiveU Solo X200 to create a truly portable system that can stream from anywhere with the LiveU cellular streaming technology.

VIDEUGUYZ@VIDEUGUYZ.COM | 800-322-3322 | 899

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	—	—

WHO'S WHO SUPPLIERS DIRECTORY

➤ "Who Supplies the Best CTV Solutions?" Enter StreamingMedia.com.

As companies come and go in the streaming space, it's important to know who buyers can trust with their business. Searching online is a starting place—we're the number-one resource for specific high-interest streaming categories as we are for so many other topics. So, in addition to the *Sourcebook Directory*, we are launching three new specific directories in 2025 to help buyers quickly navigate to companies that provide products and services—is that you? Since 1998, StreamingMedia.com has been the number-one trusted resource helping connect buyers with sellers.



In Print & Online

- Published in an upcoming issue of *Streaming Media* magazine print and digital
- Online for 12 months (updated annually), providing excellent SEO
- Downloadable PDF
- Promoted to our opt-in subscribers of all our email lists and newsletters
- January/February 2025: Sports Streaming Directory
- July/August 2025: Video AI Directory
- Sept/October: The CTV Directory



Contact

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

Bronze Sponsor: \$495

¼ page

Up to 100 words, logo, URL, contact info

Silver Sponsor: \$995

½ page

Up to 250 words, logo, URL, contact info

Gold Sponsor: \$1,795

Full Page

Up to 500 words & image, logo, URL, contact info

Platinum Sponsor: \$2,995

Spread

Up to 1,000 words & images, logo, URL, contact info

Diamond Sponsor \$3,995

Double-Spread

Up to 2,000 words & images, logo, URL, contact info

AT A GLANCE—2025 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 2025 Space & Final Materials Due: 1/17/25	FEB: NAB ONLINE PRE-PROMOTION PACKAGE HOT PRODUCTS SPORTS STREAMING DIRECTORY: WHO'S WHO	Optimizing On-Premises and Cloud Workflows	Feb: Connect Webinar Series, February 25–27, 2025
March/April 2025 (Annual Industry Sourcebook) Space & Final Materials Due: 3/7/25	SOURCEBOOK DIRECTORY HOT PRODUCTS	Finding Encoding Efficiencies	March: NAB Streaming Solutions
May/June 2025 Space & Final Materials Due: 5/16/25	VIEW FROM THE TOP & CEO INTERVIEWS HOT PRODUCTS	Fine-Tuning the Live Stream	June: Sports Streaming Tech Breakthroughs
July/August 2025 Space & Final Materials Due: 7/18/25	JULY: IBC ONLINE PRE-PROMOTION PACKAGE HOT PRODUCTS VIDEO AI DIRECTORY: WHO'S WHO	Sport & Esports Strategies That Matter Most	July: Broadcast Streaming August: Connect Webinar Series, August 19 – 21, 2025
September/October 2025 Space & Final Materials Due: 9/19/25	OCT: CTV DIRECTORY: WHO'S WHO HOT PRODUCTS	CTV Performance Optimization—Data-Driven Targeting	Sept: IBC Streaming Solutions
November/December 2025 Space & Final Materials Due: 11/21/25	MUST-HAVE GEAR FOR 2026 READERS' CHOICE AWARDS PACKAGES	Leveraging AI and Automation Solutions	Nov: Connect Webinar Series

*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 (formerly Twitter) (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 – copy editing, 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

ADVERTISING CONTACTS

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Europe, U.K., and India
Katherine Allen
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 Tel: +44 (0)7753 74678
 Email: kat.allen@streamingmedia.com



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



STREAMING MEDIA BEST PRACTICES



➤ JANUARY/FEBRUARY 2025

Optimizing On-Premises and Cloud Workflows

› **Why They'll Read It:** Balancing cloud workflows with on-premises solutions to find heightened efficiency, reduced TCO, quicker response times, and other critical efficiency gains is difficult. Whether you're tweaking or overhauling, changing workflow brings substantial challenges all along the supply chain. This guide showcases real-world solutions that will ensure efficiencies and ROI.

➤ MARCH/APRIL 2025

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.

Finding Encoding Efficiencies

› **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. This best practices guide, delivered by key providers and practitioners, points the way.

➤ MAY/JUNE 2025

Fine-Tuning the Live Stream

› **Why They'll Read It:** The pressure to deliver resilient, reliable, high-quality, and low-latency streams and the technical challenges of doing so grow exponentially as publishers reach for bigger audiences. They depend on robust infrastructure, multiple CDNs, deep analytics, and security to achieve and sustain five-nines uptimes and meet the demands of viewers who expect great streams every time. This is where we'll find the solutions and considerations that matter most.

➤ JULY/AUGUST 2025

Sport & Esport Strategies That Matter Most

› **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.

➤ SEPTEMBER/OCTOBER 2025

CTV Performance Optimization—Data-Driven Targeting

› **Why They'll Read It:** In order to get viewers to look up from their phones during a commercial break, ads need to truly connect. Unlike linear TV, CTV allows for hyper-targeting and personalization—to a degree. How can real-time measurement and always-on attribution keep a pulse on performance? What vendors make the complexities of getting the highest rates for ad inventory possible?

➤ NOVEMBER/DECEMBER 2025

Leveraging AI and Automation Solutions

› **Why They'll Read It:** There's promise, and there's practice. AI and automation promise to make video workflow much more efficient, but exactly how, and with whom, can real ROI be realized?

STREAMINGMEDIA.COM WEBINARS

THE MOST RESPECTED WEB EVENTS OF THE ONLINE VIDEO INDUSTRY



⇒ February 25–27 – SM Connect Webinar Series

Streaming Media Connect events offer practical advice, inspiring thought leadership, actionable insights, and lively debate. You'll hear the innovative approaches that the world's leading organizations and experts are deploying in live streaming, OTT, content delivery, content monetization, and much more.

⇒ March 21 – NAB Streaming Solutions

Two weeks before NAB 2025, leading solution providers from the streaming industry will pull back the curtain and offer *Streaming Media* a sneak preview of the top-flight tech they'll be rolling out in Las Vegas.

⇒ June 3 – Sports Streaming Tech Breakthroughs

Sports streaming is a revolution, pushing the boundaries of technology and new business opportunities. Beyond-border reach, personalization, on-demand accessibility, fan engagement, and enhanced interactivity are driving new revenue generation models. But how can content holders devise and deploy game-changing innovations to level-up their businesses, reduce costs, and raise profits? Our expert speakers offer proven strategies for doing just that.

⇒ July 10 – Live Streaming in Real Time for the Pros

Scale is the name of the game in live streaming, as content providers and the brands that invest in their content seek ever-larger audiences and big-tent events, from sports to concerts and beyond, continue to turn toward streaming to engage receptive crowds. 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.

⇒ August 19–21 – SM Connect Webinar Series

Streaming Media Connect events offer practical advice, inspiring thought leadership, actionable insights, and lively debate. You'll hear the innovative approaches that the world's leading organizations and experts are deploying in live streaming, OTT, content delivery, content monetization, and much more.

⇒ September 4 – IBC Streaming Solutions

Two weeks before IBC 2025, leading solution providers from the streaming industry will pull back the curtain and offer *Streaming Media* a sneak preview of the top-flight tech they'll be rolling out in Amsterdam.

⇒ November – SM Connect Webinar Series

Streaming Media Connect events offer practical advice, inspiring thought leadership, actionable insights, and lively debate. You'll hear the innovative approaches that the world's leading organizations and experts are deploying in live streaming, OTT, content delivery, content monetization, and much more.

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

➤ **Exclusive Topics Available:**

- › Cutting Streaming Workflow Costs
- › Optimizing the Live Stream
- › Monitoring the Stream: Doubling Down on Measurement
- › Using AI and Automation to Streamline the Workflow
- › Improving Connected TV ROI
- › Using Real-Time Solutions
- › Rights Enforcement



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

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% guaranteed 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



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
- 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
- 2 dedicated email broadcasts to StreamingMedia.com
- Email newsletter sponsorship (1200x250)

➔ PLATINUM - \$7,500

- Spread in *Streaming Media* magazine
- 30,000 impressions on StreamingMedia.com
- Static 300x100 tile on StreamingMedia.com
- 1 dedicated email broadcast to StreamingMedia.com
- 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
- 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
- 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



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

Format Options:

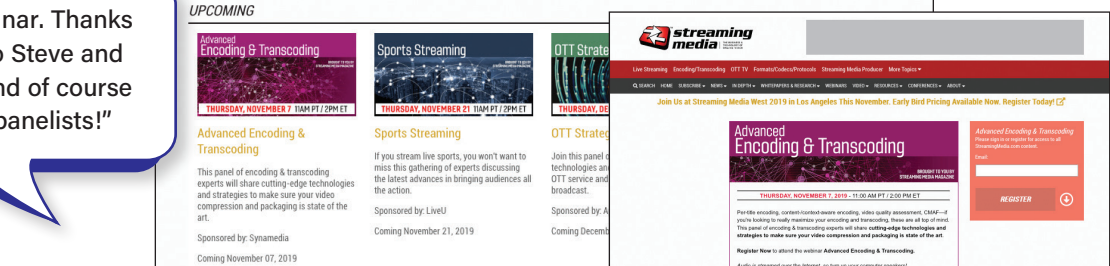
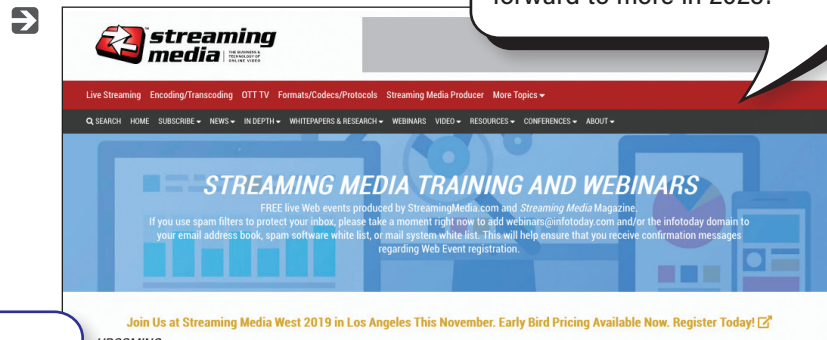
- Sponsored Content-Driven: Exclusive Event: \$15,000
- Editorially/Customer Content-Driven (Streaming Media Provides Content): Call for Pricing (custom)
- Multi-Sponsor Format (Sponsored Panel): \$5,000 per seat
- Multiple Event "Boot Camp" Series: Call for Pricing (custom)

Information Today, Inc. Web Events division

Visit www.streamingmedia.com/weevents to view one of our many archived events.

"Steve and DawnEI, 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 2025!"

"Great webinar. Thanks so much to Steve and DawnEI, and of course my fellow panelists!"



➤ **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)

TOPICS OF AUDIENCE INTEREST (EXCLUSIVE):

- › Video Workflow Trends
- › State of Live Streaming
- › State of Video Performance
- › State of Connected TV
- › State of the Industry Spring and Fall
- › State of Piracy and Rights Enforcement

➤ Contact

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



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

➔ **STREAMING MEDIA XTRA WEEKLY NEWSLETTER 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

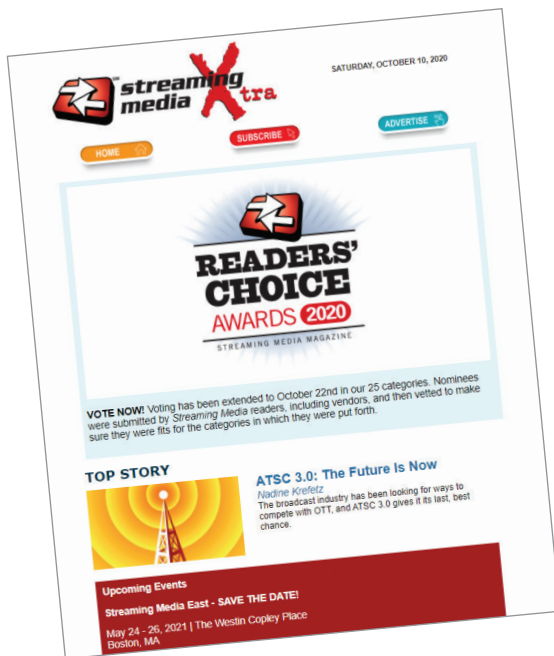


➤ **StreamingMedia Xtra** arrives each Monday with fresh and accurate news compiled and written by StreamingMedia.com editors. It's the only newsletter of its kind in the industry. Streaming Media also offers two new newsletters on alternating Wednesdays:

- Live Sports Streaming Xtra
- CTV Strategy Xtra

➤ **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.)

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

➤ 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.

To reserve your space, contact **Joel Unickow**, Vice President/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 28.

➤ 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

2025 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.

2025 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

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