Every day I have the great fortune of connecting with AV and IT managers via interviews for articles, letters to the editor, or questions about content. But it’s a rare treat to sit with a group and act as a fly on the wall as they trade insights, pain points, and technology wish lists. That’s exactly what I did recently at an AV User Group roundtable. It was a refreshing idea exchange that underscored the importance of best practices during a time of rapid AV/IT convergence. Here are seven roundtable takeaways that I’m pleased to share are highlighted in our 2018 print editions, exclusive online offerings, and AV/IT Leadership Summit curriculum.

1) AV/IT convergence is old news. The pressing question now: Is there an app for that?

2) Many AV/IT directors feel that training their in-house technicians is a wise investment. Bottom line: Tech managers want more education and trade show visits to ISE and InfoComm. Conversely, AV professional development has no set path. When tech directors post a “Help Wanted” ad, they ask for a mix of CTS certification, IT skills, AV skills, and a problem-solving mindset, but there no governing standard.

3) The network is “everything.” We need to focus more attention on the IT network, WiFi, and bandwidth. Putting AV over IP systems on some of their current networks is like “putting a Rolls-Royce on a cobble stone street,” as one end user stated. Fiber is what managers want, but it is still cost prohibitive. Industry stakeholders need to discuss the critical importance of the network. Convergence is in the past. The Internet is our problem, especially for video.

4) We must continue to get the message out about benchmarking and making the business case for AV to other allied trades and departments. From catering to instructional tech to facilities management to the architect community, AV integration has relevance for just about venue stakeholder.

5) Increasingly, AV and IT categories are moot points. More and more departments are hybrids. But no matter how deeply products and systems converge, there will always be a need for the AV specialist.

6) AV as a Service, Software as a Service, concierge-level AV, IoT, and smart buildings are important new focal points for tech managers.

7) Security of AV content on the network is a paramount concern. As more displays and AV endpoints connect to the network, securing content is becoming more challenging and more important. Just like with professional development, there are baselines, but there is no “one ring to rule them all” when it comes to security. While workflow and security standardization makes sense, managers and IT departments have their own processes that are unique to them.

Our mission at AVT: to educate, inspire, and empower a community that becomes more influential every day, the technology manager community. I hope you will join us.
AV Technology is the resource for audiovisual and information technology managers whose responsibility includes the understanding, procuring and maintaining AV and IT systems. Our mission is to bridge the knowledge gap so that technology managers are fully equipped with what they need to know to make the best possible AV/IT technology purchase decisions for their organizations. We provide a forum in person and online for end-users to share success strategies and learn from the experts.
AV Technology Serves Professionals In Lucrative Vertical Markets

- Corporate
- University/College
- Entertainment & Hospitality
- Manufacturing
- Government
- Pro Services (financial, legal, healthcare)
- Decision Makers’ Titles
  - AV Director/Management
  - IT Director, Management, CTO
  - HR/Marketing
  - Facilities
  - CEO
  - Others
  - Event Producer

TWEET BACKS

Michelle Loret @vacajun · Oct 3
Adapt or die. @AVTechnologyMag making me feel like Nostradamus. lol. Thanks, can’t wait for the next issue! #avtweeps #avixa

AV Technology @AVTechnologyMag
State of the AV industry? Adapt or die. Period. Our November cover story breaks it down in detail. Print & dig edition out Nov 1st
#AVTWEEPS
The better tech manufacturers are 'getting it right' and are making the connection with the end users for retroactive feedback and collaboration. Certain key manufacturers are scheduling on-going meetings with the end-users to get better insights on their products and services.

—Director, Multimedia Distribution Service, University of Ottawa

41% of InfoComm 2017 attendees identified as end users.
(Source: AVIXA 2017)

<table>
<thead>
<tr>
<th>What actions do you take as a result of reading articles in AV Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Answer Options</strong></td>
</tr>
<tr>
<td>Discuss article with others</td>
</tr>
<tr>
<td>Pass issue along to others</td>
</tr>
<tr>
<td>Route specific articles to co-workers</td>
</tr>
<tr>
<td>Use as training tool for my staff</td>
</tr>
<tr>
<td>Save copies for future reference</td>
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In the last 12 months what actions have you taken as a result of seeing ads in AV Technology magazine?

<table>
<thead>
<tr>
<th>Answer Options</th>
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<tbody>
<tr>
<td>Visited advertiser’s website</td>
<td>73%</td>
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<tr>
<td>Discussed ad with others</td>
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<tr>
<td>Passed ad along to others</td>
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<tr>
<td>Filed ad for future reference</td>
<td>34%</td>
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<td>Telephoned advertiser</td>
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<td>Visited advertiser at a trade show</td>
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<tr>
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<tr>
<td>Purchased a product or service</td>
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<tr>
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</tr>
<tr>
<td>Other please specify</td>
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65% of Readers report average budgets of up to $149,000
24% of Readers report average budget of over $1 million
# 2018 Editorial Calendar (Jan.-July/Aug.)

**MARGOT DOUAIHY, EDITOR | Phone: (212) 378.0400 x538 | Email: mdouaihy@nbmedia.com**

<table>
<thead>
<tr>
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<th>JANUARY</th>
<th>FEBRUARY/MARCH</th>
<th>APRIL</th>
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<td>THEME</td>
<td>Cloud &amp; Control</td>
<td>Next-Gen Displays</td>
<td>Collaboration</td>
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<td>ON AVNETWORK.COM &amp; IN PRINT</td>
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<td>• Cover Story: Meet Your Manager</td>
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<td>• AV in Action: Must-See Case Study</td>
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<td>• Gallery: 11 New Cloud-Based Control Features</td>
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<td>• Gallery: 10 New Interactive Digital Signage Solutions</td>
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<tr>
<td></td>
<td>• Feature: The Intelligent Building</td>
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<td>• Special Report: ISE 2018 Must-See List</td>
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<td></td>
<td>• Feature: Networked AV and Interoperability</td>
<td></td>
<td>• Feature: Strategies for AV Mobility &amp; Collaboration</td>
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<td></td>
<td>• Tech Manager Tutorial: Cloud &amp; Control</td>
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<td>• Feature: Visualization &amp; Data-Driven Collaboration</td>
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<tr>
<td>LEAD-GENERATING OPPORTUNITIES</td>
<td>• Roadmap to Real-Time Monitoring</td>
<td>• Roadmap to Next-Gen UHD Technology</td>
<td>• Tech Manager’s Guide to AV Refresh Cycles</td>
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<td></td>
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<td>• Digital Signage Expo 2018</td>
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<td>• AV/IT Leadership Summit</td>
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<td>IT for AV Managers</td>
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<td>ONLINE EXCLUSIVE</td>
<td>(Only On avnetwork.com)</td>
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<tr>
<td></td>
<td>• Gallery: 9 Ways to Ensure Next-Level Engagement</td>
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<td>• Gallery: 11 New Tools &amp; Remedies for Fixing AV over IP Problems</td>
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<tr>
<td>PRINT EXCLUSIVE</td>
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<td></td>
<td>• Feature: 7 Ways IoT &amp; Augmented Reality are Changing Digital Signage Interactions</td>
<td></td>
<td>• Special Report: InfoComm 2018 Must-See List</td>
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<td></td>
<td>• Feature: Software applications for audience response and secure internet message boards instead of hardware.</td>
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<td>• Feature: From Firewalls to QoS: Understanding the Impact of AV on the Network</td>
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<td>• Tech Manager Tutorial: Emerging Tech &amp; ProAV</td>
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<td>• Feature: Management Systems for Fast-Growing Systems</td>
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<tr>
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<td>Ad Reservation: 7.11.18</td>
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### 2018 Editorial Calendar (Sept.-Dec.)

#### SEPTEMBER

**THEME:** Streaming & Live AV

**ON AVNETWORK.COM & IN PRINT**
- Cover Story: Meet Your Manager
- Byte-Size Lesson in IP/AV
- AV in Action: Must-See Case Study

**ONLINE EXCLUSIVE** (Only On avnetwork.com)
- Gallery: 10 New Streaming Solutions That Won’t Hog Bandwidth

**PRINT EXCLUSIVE** (Only In Print)
- Feature: Higher Ed Broadcasting using IP
- Feature: Strategies for Managing AV in Multipurpose Spaces
- Tech Manager Tutorial: Stream to Every Screen

**LEAD-GENERATING OPPORTUNITIES**
- Roadmap to New Networked AV
- Who’s Who of Consulting Guide: Annual Consultants List (co-mails with SCN)

**EVENT COVERAGE**
- EDUCAUSE 2018

**MAGAZINE DEADLINES**
- Editorial: 8.9.18
- Ad Reservation: 8.8.18
- Ad Materials: 8.13.18

#### OCTOBER

**THEME:** Audio

**ON AVNETWORK.COM & IN PRINT**
- Cover Story: Meet Your Manager
- Byte-Size Lesson in IP/AV
- AV in Action: Must-See Case Study

**ONLINE EXCLUSIVE** (Only On avnetwork.com)
- Gallery: 10 Ways to Enhance Projection in Lobbies & Bright Rooms

**PRINT EXCLUSIVE** (Only In Print)
- Feature: Big Data, Data Visualization, and ProAV
- Feature: Managing 21st Century Transportation Hubs
- Tech Manager Tutorial: AVaaS Considerations

**LEAD-GENERATING OPPORTUNITIES**

**EVENT COVERAGE**
- EDUCAUSE 2018

**MAGAZINE DEADLINES**
- Editorial: 9.13.18
- Ad Reservation: 9.12.18
- Ad Materials: 9.17.18

#### NOVEMBER

**THEME:** AV for IT Managers

**ON AVNETWORK.COM & IN PRINT**
- Cover Story: Meet Your Manager
- Byte-Size Lesson in IP/AV
- AV in Action: Must-See Case Study

**ONLINE EXCLUSIVE** (Only On avnetwork.com)
- Gallery: 12 New Products & Tips to Improve Audio in Collaborative Spaces

**PRINT EXCLUSIVE** (Only In Print)
- Feature: Key Remedies for Sound Reinforcement Problems
- Feature: Executive-Suite Audio Advances
- Tech Manager Tutorial: Sound Strategies

**LEAD-GENERATING OPPORTUNITIES**
- Audio Guide for All-Hands Meetings

**EVENT COVERAGE**
- AV/IT Leadership Summit

**MAGAZINE DEADLINES**
- Editorial: 10.11.18
- Ad Reservation: 10.10.18
- Ad Materials: 10.15.18

#### DECEMBER

**THEME:** Space Planning for AV

**ON AVNETWORK.COM & IN PRINT**
- Cover Story: Meet Your Manager
- Byte-Size Lesson in IP/AV
- AV in Action: Must-See Case Study

**ONLINE EXCLUSIVE** (Only On avnetwork.com)
- Gallery: New Furniture Essentials for Huddles & Collaborative Spaces
- Special Report: AV/IT Leadership Summit

**PRINT EXCLUSIVE** (Only In Print)
- Feature: Tech Managers are changing the AV architecture in response to the business environment in which they must operate.
- Feature: Pros and Cons of Cutting-Edge AV Deployments
- Tech Manager Tutorial: Managing Multipurpose AV

**LEAD-GENERATING OPPORTUNITIES**

**EVENT COVERAGE**
- AV/IT Leadership Summit

**MAGAZINE DEADLINES**
- Editorial: 11.8.18
- Ad Reservation: 11.7.18
- Ad Materials: 11.12.18
2018 AV/IT Thought Leadership Events

Two-Day Summits
- March 8-9 Silicon Valley
- Nov 1-2 New York Metro

One-Day Summits
- April 13 Chicago
- August 10th Philly

Invitation-only events
Whether two days or one, we share mission critical information with attendees, and create networking opportunities for sponsors.

Sponsors meet one-on-one with vetted key, end user AV/IT technology leaders and building systems decision-makers within corporate, commercial real estate, higher education, government, health care, hospitality, and more.

Sponsorship deliverables include
- Panel participation
- 7-10 Minute AV/IT Talk Presentation
- Display Table
- Break out sessions
- Executive Briefing Rooms
...and more

Sponsor packages range in cost from $9500-$27,500. Please contact your NewBay Marketing Manager for more information.

WHAT ATTENDEES HAD TO SAY:
“It was very educational and helpful to hear other case studies. I’m interested in attending future events and would like to see more sessions from more AV vendors.”

“Networking time was right sized. Attendees were open to discussions and I had time to meet new tech managers and discuss in more length the Tech Talks.”

“Enjoyed discussing topics with my peers.”

“I made several connections with the other attendees that will be helpful to me going forward. I also appreciated the variety of perspectives presented in the panel talks. I also learned a lot more about Harman and how I can use their products in my setting.”

“It might seem absurd but I think it could be 2.5 or 3 days.”
Banner Policy

Banners may not at any point during the campaign have additional creative that extends beyond the designated banner area unless approved by NewBay Media and specified in the contract. This includes but is not limited to rollovers, surveys, non-user-initiated daughter windows and DHTML elements. Approval will be determined on a case-by-case basis. All beyond-the-banner creative requires 5 days of lead time to be approved. All ad placements should launch a new browser window when clicked.

Changes and Cancellations

All creative materials must be received at least five business days prior to the launch of the campaign. If creative is delayed, NewBay Media reserves the right to extend the campaign end date by same number of days creative was delayed.

Custom E-Blast Specs

1. A flat html file no scripting, no rich media
2. Please make sure that all images and urls are linked back, absolutely, to their sources
3. If the designer would like to use CSS, inline tags are preferred no external style sheets
4. Custom emails should be 999 px high by 728 px wide.
5. A TEXT version to send to our text-only subscribers
TECHNICAL SPECIFICATIONS:

Accepted File Types: jpeg, HTML 5, 3rd party tags
File Size Limit: 2MB
Animation Spec: 3x loop, 15 sec max
Desktop Ad Sizes: 970x250, 970x90, 728x90, 970x90
(pushdown), 300x250, 300x600, 900x65
Mobile Ad Sizes: 320x50, 320x100, 300x250

For questions, please contact:
Sujin Lee, Digital Campaign Manager
Office: 212 378 0433 • Mobile: 917 214 5074
slee@nbmedia.com
These Informative and online and in print DIY Guides tools provide users the tools they need to increase design and installation skills and help get the job done. We gate the Roadmaps and Guides. Then we market these mini white papers to AV Tech subscribers. The package includes:

- Full or half page ad in PRODUCT NAME
- Logo on cover and promotional materials
- Leads collected from E-blast

**Monthly Lead Generation**

**January**
- Roadmap to Real-Time Monitoring

**February/March**
- Roadmap to Next-Gen UHD Technology

**April**
- Tech Manager’s Guide to AV Refresh Cycles
- Service & Training Issue (co-mails with SCN)

**May**
- Tech Manager’s Guide to InfoComm 2018
- Guide to the Convergence of AR, VR, AI, IoT + ProAV

**June**
- Guide: Filling the Latency Gap—IT Essentials for the AV Pro

**July/August**
- InfoComm Report: 18 Products You Should Have Seen at InfoComm
- Guide: AV Performance Essentials for IT Managers

**September**

**October**
- Roadmap to New Networked AV
- Who’s Who of Consulting Guide: Annual Consultants List (comails with SCN)

**November**
- Audio Guide for All-Hands Meetings

**December**
2018 Specialty Newsletters

Reach +35,000 subscribers daily

Unique coverage daily:
- **MONDAY and THURSDAY**
  What’s Trending in AV Technology: e-newsletter
- **TUESDAY**
  AV Technology’s Products of the Week e-newsletter
- **WEDNESDAY**
  Tech Manager Today (for IT Directors) e-newsletter
- **THURSDAY**
  What’s Trending in AV Technology e-newsletter for AV and IT Managers
- **FRIDAY**
  AV Technology’s Week in Review e-newsletter for AV and IT Managers

5 Reasons Why Your Marketing Message Needs to be Seen in the EduWire Daily Update:

1. The day’s most important stories.
2. Why this matters. It’s not enough to give them the stories — we give a quick synopsis on the top stories as to why they need to know about these news items.
3. Integrated online options. EduWire offers many ways to reach this audience with the website, daily enewsletter, and custom campaigns such as eblasts, webinars, ebooks, and cost per lead programs.
5. The team. EduWire is brought to you each day from the editors of AV Technology and Tech & Learning.
$4500 per month for sponsorship.
The sponsor will receive:

- **WEEKLY BRANDING** of our AV TECHNOLOGY “Week In Review” newsletter every Friday 1pm EST. The AV/IT Weekly Update video series will be the lead item every time. Email blasts to AVT circulation.

- **SPONSOR LOGO** at the bottom of every AV/IT Weekly Update newscast

- **AN INTERSTITIAL COMMERCIAL** of the sponsor’s choice in-between the segments (one commercial per video report)

- **BRANDED MICROSITE** with sponsor’s logo in the header, optional inline ads

- **TWITTER PROMOTIONS** (5 tweets per week, every week)

- **FACEBOOK PROMOTIONS** (2 FB updates per week, every week)

- **LINKEDIN PROMOTIONS** (4 LinkedIn updates per month—aka once per week)
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<tr>
<th>NewBay+ Marketing Services</th>
<th>Primary Marketing Goals</th>
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<tbody>
<tr>
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<td>Branding</td>
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<tr>
<td><strong>White Paper:</strong> With the guidance of our editors and expert contributor writers we create an informational customer-focused content asset in .pdf format and market it over our audiences for leads.</td>
<td>✔</td>
</tr>
<tr>
<td><strong>eBook:</strong> Same as white paper except we execute in an interactive digital format where you can provide up to three videos and do “show and tell” along with presenting customer-focused content.</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Research + Media:</strong> We create a 15-20 question survey about a critical issue that we send to our audiences, and then produce an 8-to-10-page research white paper with the results that we market for leads.</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Lead Nurturing:</strong> We create a 6-email, co-branded lead-nurture program using your assets (or we’ll create any content you need) that nurtures up to 3,000 of your leads and turns up to 5 percent of them into hot, sales-ready leads.</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Native Advertising:</strong> We create a high-visibility home-page post that helps drive traffic to a custom article page with up to four of your best assets.</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Infographic:</strong> We work with you to pull the most insightful data to tell the story of a hot market segment in an infographic that you can attach your brand and logo to and that is published as a one-page custom report in our magazines.</td>
<td>✔</td>
</tr>
<tr>
<td><strong>Custom Video:</strong> At major industry shows or on standalone basis, our experienced multi-camera crew with professional editing capability creates a compelling custom video that we also market to our audiences.</td>
<td>✔</td>
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<tr>
<td><strong>Social Media Hub:</strong> Our editors curate in real time the hottest Twitter, Facebook, Instagram, and other social media posts for a custom hub that we create on a hot topic to drive thought leadership and leads. The social media hub is embedded on your site, our media websites, and you can even embed it on your partners’ websites.</td>
<td>✔</td>
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For more information, contact Joe Braue, VP of Marketing Services, at jbraue@nbmedia.com.
**Display Advertising Rates**

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Black and White Rates may discount 15% off color rates

**Covers**

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**Custom Marketing Solutions**

**Reprints**
Ordering reprints of articles that appear in AV Technology is an inexpensive and effective way to maximize your exposure in the market. PDFs are also available for website posting. Contact your sales rep today for details!

**List Rental**
Reach highly responsive industry decision-makers. Demographic and purchasing authority selects are available. For more information, contact your sales rep today!

**Custom Publishing**
Our design team provides a full range of custom publishing services, including print and electronic newsletters, catalogs and advertorials.

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**Advertiser Values in Each Issue:**
- Lead Generation
- Digital Distribution

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For more information, or to reserve advertising space, contact your regional sales representative:

**Sales Contact**
SUE HORWITZ, Publisher, 323-697-7186, sue@audientmarketing.com
GENE KINSSELLA, 773-857-5944, g.kinsella@comcast.net
ZAHRA MAJMA, 212-378-0400 x517, zmajma@nbmedia.com
DEBBIE ROSENTHAL, 212-378-0473, drosenthal@nbmedia.com

**Editorial Contact**
Margot Douaihy, Editor Phone: [212] 378.0400 x538
Email: mdouaihy@nbmedia.com
**2018 Advertising Rates & Information**

*Keep all essential live matter 1/4" inside trim all around.*

**Material Instructions**

**Method and Paper:** Web offset, coated text and cover, perfect bound.

**Trim:** 9” x 10 7/8”

**Bleed:** No additional charge.

Minimum size 1/2-page horizontal.

**Electronically Provided Ads**

Only high-resolution Adobe PDF files are accepted. All electronic files must be accompanied by a laser proof. If a laser is not supplied, we cannot be responsible for reproduction quality. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

**Submission Instructions**

Send Materials To:
AV Technology, Production Dept.,
28 E. 28th Street, 12th Floor
New York, NY 10016

Please visit NewBayAdPortal.com for FTP instructions and to send files.

Please make sure the advertiser’s name is included in the file name. When uploading ads to the ftp site, please notify your sales representative and provide a color proof.

**Additional Artwork:** Any work done by publisher will be billed to advertiser or its agency.

**Web Mechanical Specifications**

Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified.

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**PDFx1a is our Preferred File Format**

PDFx1a are standards that have been set for PDFs used to print. PDFx1a files mean that the file is trapped correctly, fonts are embedded and colors are CMYK. Trim size and resolution are not part of the criteria of X1a.

**Why Make it a PDF?**

NewBay Media produces its many magazines using a “PDF workflow”. Before the magazine is printed, all incoming digital files are preflighted and converted to one common file format - the PDF.

**The PDF Advantages**

PDF files are compact in size and are easy to print and transmit via the internet. When we receive a correct PDF file, minimal intervention is needed prior to the final press run. The ad will print exactly as designed!

**What you should Know**

It is critical that strict specification guidelines are followed when creating your PDF. File errors occur when ads are not created to size, use non-Adobe nonembedded fonts, contain non-CMYK color (RGB, index, or Lab color images). Files should not contain composite fonts or any ICC profiles. PDFs should not be ripped or trapped. Everytime a specification is violated, a notification will be sent to the client indicating specific errors. Another key point to be aware of is that PDF files display on your monitor in RGB color and this could be misleading and should not be used as a way to check color accuracy.

**The “How-To” on PDF**

Making a PDF is easy. Follow the step-by-step Acrobat 6.0 distilling process found in our specifications. If your ad is color critical remember to send along a SWOP standard proof with your PDF file.

The chart below illustrates the best way to create a print ready PDFs if you are starting from a native application.

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**ICONS AND EXTENSIONS OF PREFERRED PROGRAMS**

PDF files are our preferred file format for receiving ads to run in our magazines. Save your file as a Postscript, then create a pdf out of Acrobat Distiller using the settings shown to the right.

We accept all native Quark documents. Always include all images and font files.

Preferred format for image files is Photoshop tif or eps files, or Illustrator eps files. Adobe fonts are preferred font format is Adobe Type 1. Always outline any OpenType or dfonts, as they fail our workflow.

InDesign is our preferred layout program for receiving native files. If sending a pdf, please avoid OpenType font conflicts by either outlines the fonts or saving the file as a postscript and distilling it to a pdf using the settings shown to the right.

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**NEWBAYADPORTAL.COM**

**Warning!**

The Distiller settings below must be used to distill native application postscript files into a PDF. If the PDF is created directly from an application other than Distiller it will NOT be compliant.
2018 Contacts

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