Media Kit

WEBSITES
SMPTE MOTION IMAGING JOURNAL
E-NEWSLETTERS

PROFESSIONAL DEVELOPMENT ACADEMY PROGRAMS
  ➔ Webcasts
  ➔ Virtual Classroom

CONFERENCE EVENTS
  ➔ NAB Show’s Technology Summit on Cinema
  ➔ The Forum
  ➔ Entertainment Technology in the Internet Age
  ➔ Annual Technical Conference & Exhibition

www.smpte.org
INTRODUCTION

About the Society of Motion Picture and Television Engineers® (SMPTE®)

The Oscar® and Emmy® Award-winning Society of Motion Picture and Television Engineers® (SMPTE®), a professional membership association, is the preeminent leader in the advancement of the art, science, and craft of the image, sound, and metadata ecosystem, worldwide. An internationally recognized and accredited organization, SMPTE advances moving-imagery education and engineering across the communications, technology, media, and entertainment industries. Since its founding in 1916, SMPTE has published the *SMPTE Motion Imaging Journal* and developed more than 800 standards, recommended practices, and engineering guidelines.

SMPTE continues to innovate at a rapid clip, generating an average of 50 new standards annually focused on film and digital cinema, television, and Internet video. By providing structure, organization, and interoperability, SMPTE has helped advance the motion-imaging industry through all of the major transitions, from the advent and integration of sound and color to the shift from celluloid and analog to digital formats, including digital cinema, high-definition TV (HDTV), and 3D TV. SMPTE is the innovator of some of the most iconic standards for high-quality content, as well as those that are facilitating the transition to an IP-based multiscreen world.

*SMPTE sets the standard for motion imaging.*

AUDIENCE

Reach a Worldwide Audience that Speaks the Industry’s Technical Language

The Society is sustained by more than 6,000 members — motion-imaging executives, engineers, creative and technology professionals, researchers, scientists, educators, and students — who meet in Sections throughout the world. Through the Society’s partnership with the Hollywood Post Alliance® (HPA®), this membership is complemented by the professional community of businesses and individuals who provide expertise, support, tools and the infrastructure for the creation and finishing of motion pictures, television, commercials, digital media, and other dynamic media content.

SMPTE members touch every discipline and include a “who’s who” in media technology. SMPTE membership also includes more than 225 sustaining corporations that are principal players in content creation, production, and delivery for all platforms in entertainment hardware and software. SMPTE members work in all aspects of the motion picture industry, including studios, broadcasters, cable networks, production, post-production, telecommunications, semi-conductors, display technologies, system integrators, and distribution providers.

<table>
<thead>
<tr>
<th>SMPTE Member Demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male ......................... 91%</td>
</tr>
<tr>
<td>Age 35-64 .................... 54%</td>
</tr>
<tr>
<td>Married ...................... 65%</td>
</tr>
<tr>
<td>Homeowner .................... 89%</td>
</tr>
<tr>
<td>No Children ................ 87%</td>
</tr>
<tr>
<td>Income &gt;$150K ............... 32%</td>
</tr>
<tr>
<td>High Net Worth ............. 14%</td>
</tr>
</tbody>
</table>

Directory/Department Head ..... 20%
Manager ................. 15%
Business Owner ........... 10%
ONLINE

Connect With Your Customers Online

SMPTE’s online presence has brought with it increased visits and page views. The web presence includes its SMPTE.org website and Digital Library. Members as well as the general public use this site to access information about the Society as well as log-in for members-only content.

Advertising opportunities include rotating banner and skyscraper ads on all pages, including SMPTE’s homepage—its most trafficked page.

Increased Web Presence

SMPTE is constantly improving its website to allow intuitive navigation and advanced functionality that enables the Society to better communicate with its membership, the technical community and the general public. It reflects the depth and breadth of our content in a more user-friendly way, propelling more traffic to the site and more ad impressions. The site accommodates skyscraper ads, in addition to the traditional banner ads.

Digital Library

The Digital Library provides a sophisticated research site, housing SMPTE’s intellectual property, including the *SMPTE Motion Imaging Journal*, standards documents, and conference papers. Access to content is made available to members and paid access is given to non-members. The site allows for easy cross-searching among SMPTE’s many rich content sources as well as other features, increasing traffic to SMPTE.org.

Web Analytics

Nearly 60% of visitors are new to SMPTE’s website. Average visit is for more than 4 minutes, accessing 3 different pages.
SMPTE MONTHLY E-NEWSLETTERS

Targeted content to leading executives and technologists

SMPTE publishes two monthly e-newsletters to the community. *SMPTE Monthly* highlights Society activities, including announcements of new products, services, member benefits, events, and other items. It is sent to more than 20,000 e-mail addresses and is viewed as a vital communication vehicle among the membership.

*SMPTE Newswatch*, a free newsletter sent to the same list of individuals, provides analysis of timely industry topics. This newsletter's focus is on business implications technologies have on the industry, ideally oriented to the executive member. Recent issues covered augmented reality, immersive audio, and IP in the media.

Both banner ads and interstitial ads are available.

SMPTE e-Newsletter Metrics

- Open-Rate: 21%
- Click-Thru Rate: 7%

SMPTE MOTION IMAGING JOURNAL

Publishing the leading research in the field, practical and timely

Published since 1916, the *SMPTE Motion Imaging Journal* has long been the place for executives, engineers, researchers and technologists who want to learn the latest developments in the motion imaging industry. Published 8 times annually with a highlighted Progress Report issue as well as reports from several leading SMPTE-produced conference events. The Journal regularly receives accolades from the membership for its quality peer-reviewed content and value and is often referred to as one of the best membership benefits.

The Journal is produced on heavy glossy stock with excellent production processes that provides enhanced viewing of advertisements. This, along with targeted subject coverage, enables the Journal to position itself well for advertisers. In fact, over the past four years, despite the downturn in industry advertising trends, the print Journal, as well as its online companion property, have grown year-over-year in advertising. All issues of the Journal are housed in the SMPTE Digital Library. It is also available through many notable academic libraries and institutions.

The Journal is edited by leading technologists specializing in all areas of the motion imaging industry. From film, broadcast, broadband and the emerging digital media ecosystem, leaders in the field provide peer-review of each article.

To view the digital format of the SMPTE Motion Imaging Journal visit: http://journal.smpte.org

2015 Editorial Calendar

- **January/February** ............... Tools for Cinema and Video
- **March** .................................. Video Over IP
- **April** .................................. UHDTV (Special Issue)
- **May/June** ............................... Display
- **July/August** ............................. Audio
- **September** ............................. Progress Report
- **October** .............................. Immersive Media Entertainment
- **November/December** .............. Media Archiving

Note: Topics are subject to change.
EDUCATIONAL SPONSORSHIPS

SMPTE Webcasts

*Industry Experts Rely on SMPTE Education*

SMPTE members actively participate in live, interactive webcasts that cover high-demand topics and recent technology developments. These monthly, one-hour sessions are comprised of a single technical topic and are designed to address specific technical aspects and challenges presented. The interactive non-commercial presentations give attendees the opportunity to ask questions of the acknowledged industry experts. The live sessions attract approximately 200 registrants each month. On-Demand playback of educational webcast are available.

**MONTHLY EDUCATIONAL WEBCAST PREMIUM SPONSORSHIP**

*Premium Sponsors receive:*

- The Sponsor will be identified on all webcast promotional materials as a Premium Sponsor for 12 months.
- Sponsor’s logo displayed on the webcast homepage and hyperlinks to the sponsoring company’s website.
- Sponsor’s logo on a slide and recognition during the live webcast and its associated recorded archive.
- Sponsor will be offered the opportunity to develop content and present the session during the sponsorship period. Content will be developed in collaboration with SMPTE Staff to ensure the program meets SMPTE non-commercial criteria.
- Logo in dedicated emails and Journal ad
- List of opt-in registrants.

**STANDARDS UPDATE WEBCASTS**

*Sponsors receive:*

- The Sponsor will be identified on all webcast promotional materials as a Premium Sponsor for 12 months.
- Sponsor’s logo displayed on the webcast homepage and hyperlinks to the sponsoring company’s website.
- Sponsor’s logo on a slide and recognition during the live webcast and its associated recorded archive.
- Sponsor will be offered the opportunity to develop content and present the session during the sponsorship period. Content will be developed in collaboration with SMPTE Staff to ensure the program meets SMPTE non-commercial criteria.
- Logo in dedicated emails.
- List of opt-in registrants.

**EMERGING TECHNOLOGY WEBCASTS**

*Sponsors receive:*

- The Sponsor will be identified on all webcast promotional materials as a Premium Sponsor for 12 months.
- Sponsor’s logo displayed on the webcast homepage and hyperlinks to the sponsoring company’s website.
- Sponsor’s logo on a slide and recognition during the live webcast and its associated recorded archive.
- Sponsor will be offered the opportunity to develop content and present the session during the sponsorship period. Content will be developed in collaboration with SMPTE Staff to ensure the program meets SMPTE non-commercial criteria.
- Logo in dedicated emails.
- List of opt-in registrants.

**Virtual Classroom**

One of SMPTE’s most innovative educational offering is the Virtual Classroom program. SMPTE provides convenient, high-value learning opportunities to members and other individuals from around the world. SMPTE Virtual Classroom courses are “blended learning” courses where participants spend a good deal of time on independent study, then participate in live instructor coaching sessions to assist with more complex topics and activities. In exchange for sponsorship, SMPTE will provide the following:

- Company logo and a recognition in Virtual Classroom promotional materials for the duration of the sponsorship.
- Company logo on a slide, along with recognition at the beginning and end of the live, online instructor sessions and archive, if any.
- Company logo on the Virtual Classroom site for the duration of the agreed upon course(s).
- Placement of your company logo in all promotional materials related to the aforementioned courses.
- Provide contact information for participants in sponsored course(s) who do not opt out during the registration process.

For more information contact Jeff Victor P: 224-436-8044; E: jeffvictor@comcast.net.
SMPTÉ EVENTS

Engage Your Purchasers—Live—At Various Events On The Calendar

SMPTÉ is proud to produce the best technical events on the conference calendar. Attracting leading speakers from industry and academia, SMPTÉ events provide excellent opportunities to learn about the latest technologies while meeting speakers and attendees at various networking settings. Attendees continually rate SMPTÉ conference events as excellent. Each event, programmed by Program Committees comprised of leaders in the field, provides the community with different content coverage, allowing attendees to attend multiple events without fear of duplicating topical coverage.

Along with general sponsorships, there are many specific sponsorship opportunities for these events, including coffee breaks, lunches, and conference materials (bags, books, lanyards, etc.). The SMPTÉ Annual Conference & Exhibition also offers program advertising and exhibitor space opportunities. SMPTÉ events are an excellent opportunity to engage directly with qualified prospects.

2015 Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Description</th>
<th>Targeted Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-12 Apr</td>
<td>NAB Show’s Technology Summit on Cinema: Advances in Image and Sound, produced in partnership with SMPTÉ</td>
<td>2-day session Focus on technical topics with a concentration on cinema. Las Vegas, NV</td>
<td>Executive level technologists from studios, broadcast, production/post-production sectors.</td>
</tr>
<tr>
<td>7-8 May</td>
<td>SMPTE Forum 2015, produced in partnership with FKTG, with collaboration from the EBU</td>
<td>2-day session Focus on entertainment technology with a focus on Internet content. Berlin, Germany</td>
<td>Audience of engineers, creatives, and researchers focused on the future of the media over the Internet.</td>
</tr>
<tr>
<td>TBA June</td>
<td>Entertainment Technology in the Internet Age Stanford University, CA</td>
<td>Entertainment technology development and content deployment has historically been the purview of Hollywood and traditional broadcast media. However, rapid convergence of technology improvements in connectivity, bandwidth, and media processing coupled with consumer interest has caused a surge in media distribution over the web.</td>
<td>Audience of media infrastructure, standards, and development engineers, creatives, management, product planners at media-savvy high-technology companies in Silicon Valley.</td>
</tr>
<tr>
<td>26-29 Oct</td>
<td>Annual Technical Conference and Exhibition Hollywood, CA</td>
<td>3-day event with broad coverage of the latest developments in motion imaging technologies. Includes highlighted events such as Fellows Luncheon, Industry Luncheon and the SMPTE Honors and Awards Ceremony. Exhibition provides space for 60 booths.</td>
<td>International audience of industry leaders.</td>
</tr>
</tbody>
</table>

Attendance Figures

SMPTÉ 2014 Annual Conference & Exhibition Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>88%</td>
</tr>
<tr>
<td>Age 35-65</td>
<td>82%</td>
</tr>
<tr>
<td>Married</td>
<td>58%</td>
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<tr>
<td>Homeowner</td>
<td>80%</td>
</tr>
<tr>
<td>No Children</td>
<td>83%</td>
</tr>
<tr>
<td>Income &gt;$150K</td>
<td>40%</td>
</tr>
<tr>
<td>High Net Worth</td>
<td>18%</td>
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# 2015 ADVERTISING RATE CARD

## Online web and e-newsletters

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<tr>
<th></th>
<th>SMPTE Website</th>
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<th>SMPTE E-Newsletter</th>
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<td>3X</td>
<td>6X</td>
<td>1X</td>
</tr>
<tr>
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<td>$1,680</td>
<td>$1,470</td>
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<tr>
<td>Sky/Leader</td>
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<td>$1,680</td>
<td></td>
</tr>
</tbody>
</table>

*Custom packages are available, ask your sales representative for more details. Contact Jeff Victor at jeffvictor@comcast.net or 224-436-8044.

## SMPTE Motion Imaging Journal

<table>
<thead>
<tr>
<th></th>
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<th>6X</th>
<th>8X</th>
<th>3X</th>
<th>6X</th>
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<tbody>
<tr>
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<td>$4,500</td>
<td>$4,200</td>
<td>$4,800</td>
<td>$4,500</td>
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<tr>
<td>2/3 Page</td>
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<tr>
<td>1/2 Page</td>
<td>$3,200</td>
<td>$3,000</td>
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<td>$3,200</td>
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<tr>
<td>1/3 Page</td>
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<td>$850</td>
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</tbody>
</table>

### Special Positions
- **Inside Front Cover**: 25% additional
- **Outside Back Cover**: 30% Additional
- **Inside Back Cover**: 10% Additional
- **Center Spread**: 15% Additional

### Wallcharts
- Wallcharts are published in selected issues of the Journal 2-3 times per year.
- **2.75 x 2.75 inches (single)**: $2,500
- **5.725 (w) x 2.75 (h) inches double**: $4,000

### Preferred Material:
- Electronic Files (Hi-res pdf or Photoshop .psd files);
- **Binding**: Saddle;
- **Storage**: Electronic files will be stored for six months.

## SMPTE Monthly Educational Webcast Series

### Sponsorships
- **Premium Sponsorship**: $12,000 for 12 months
- **Quarterly Sponsorship**: $3,000

## SMPTE Quarterly Webcasts

### Sponsorships
- **Standards Update Exclusive Sponsorship**: $7,500
- **Emerging Technology Exclusive Sponsorship**: $7,500
- **Executive Strategy Exclusive Sponsorship**: $7,500

## SMPTE Virtual Classroom

### Premium Sponsorship
- **$7,500**

## SMPTE Events Mobile Ap

### Event Exclusive Sponsorship
- **$5,000**

### Banner Ad
- **$2,500**

## Ad Size Dimensions

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Inches</th>
<th>Centimeters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
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<td>17.8 cm x 25.4 cm</td>
</tr>
<tr>
<td>Sky/Leader</td>
<td>160 x 600 pixels</td>
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</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
<td>18.5 cm x 23 cm</td>
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## Important Ad Deadlines

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<thead>
<tr>
<th>Issue</th>
<th>Insert Order</th>
<th>Art Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>Dec 17</td>
<td>Dec 29</td>
</tr>
<tr>
<td>Mar</td>
<td>Jan 28</td>
<td>Feb 4</td>
</tr>
<tr>
<td>Apr</td>
<td>Feb 20</td>
<td>Mar 6</td>
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<tr>
<td>May/Jun</td>
<td>Apr 10</td>
<td>Apr 27</td>
</tr>
<tr>
<td>Jul/Aug</td>
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<td>Sept</td>
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<td>Aug 3</td>
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<td>Oct</td>
<td>Aug 28</td>
<td>Sep 10</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>Oct 14</td>
<td>Oct 28</td>
</tr>
</tbody>
</table>

www.smpte.org | SMPTE 3 Barker Ave., 5th Floor, White Plains, NY 10601
For more information contact Jeff Victor P: 224-436-8044; E: jeffvictor@comcast.net.