2013 Media Kit

WEBSITES
SMPTE MOTION IMAGING JOURNAL

E-NEWSLETTERS

PROFESSIONAL DEVELOPMENT
ACADEMY PROGRAMS
  ➔ Monthly Webcasts
  ➔ Virtual Classroom

CONFERENCE EVENTS
  ➔ NAB Show’s Technology Summit on Cinema
  ➔ Entertainment Technology in the Internet Age
  ➔ Annual Technical Conference and Exhibition
  ➔ Regional Seminars

www.smpte.org
INTRODUCTION

About the Society of Motion Picture and Television Engineers

SMPTE members actively participate in live, interactive educational webcasts, through SMPTE’s PDA Now education service, which cover top of mind technology topics or recent technology advancements important to the motion imaging industry. These monthly, one-hour sessions each cover a single technical topic to ensure appropriate depth of coverage. PDA Now interactive, non-commercial webcasts are presented by industry experts, so participants can get answers to their specific questions in real-time.

PDA Now webcasts, are available free of charge as a member benefit. Non-members can participate for a nominal fee. The live sessions attract up to 200 registrants each month and many of the participants are industry decision makers, so your sponsorship is seen by the people many organizations wish to reach. SMPTE PDA On-Demand streams the recorded webcasts straight to your desktop. Our most popular on-demand webcasts attract up to 4,000 hits monthly. Not only do the right people see your sponsorship, but a lot of the right people see it!

SMPTE sets the standard for motion imaging.

AUDIENCE

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

SMPTE is comprised of nearly 6,000 members who are engineers and other technical specialists, IT, and new media professionals, filmmakers, manufacturers, educators, and consultants in more than 65 countries. SMPTE members touch every discipline and include a “who’s who” of media technology. SMPTE membership also includes more than 200 sponsoring corporations, principal players in content creation, production, and delivery for all platforms and in entertainment hardware and software.

SMPTE’s members work in all aspects of the motion picture industry from studios, broadcasters, cable networks, production, post-production, telecommunications, semi-conductors, display technologies, system integrators, distribution providers just to name a few.

<table>
<thead>
<tr>
<th>SMPTE Member Demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Male</strong> .................. 91%</td>
</tr>
<tr>
<td><strong>Age 35-64</strong> ............. 54%</td>
</tr>
<tr>
<td><strong>Married</strong> ................ 65%</td>
</tr>
<tr>
<td><strong>Homeowner</strong> .............. 89%</td>
</tr>
<tr>
<td><strong>Income &gt;$150K</strong> .......... 32%</td>
</tr>
</tbody>
</table>

www.smpte.org | SMPTE 3 Barker Ave., 5th Floor, White Plains, NY 10601
ONLINE

Connect With Your Buyer Online

SMPTE’s newly-designed online presence has brought with it increased visits and page views. The web presence includes its SMPTE.org website, new digital library, and social media platform. 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 home page, its most trafficked page.

Increased Web Presence

SMPTE recently launched a new website, which allows easy 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 new sight now accommodates skyscraper ads, in addition to the traditional banner ads.

New Digital Library

The new 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 3 minutes, accessing 3 different pages.
SMPTe MONTHLy E-NEWSLETTERS

Targeted content to leading 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 about 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 the implications business conditions have on SMPTe members, ideally oriented to the executive member. Recent issues covered higher frame rates, digital rights management, and wide color gamut.

Both banner ads and interstitial ads are available.

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 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 and value and is viewed as the single best benefit of membership.

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, thereby extending advertisers’ impact beyond the traditional print edition.

The Journal is edited by leading technologists specializing in all areas of motion imaging industries. 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 <click here>

2013 Editorial Calendar

January/February ........................................... Olympics
March ........................................................... Cinema Technologies
April ............................................................. Coding Technologies for the 21st Century
May/June ........................................................ Infrastructure
July/August ....................................................... Cloud-Based Workflow
September ........................................................ Progress Report
October .......................................................... Accessibility
November/December ....................................... Convergence of Broadcast TV and the Internet

Note: Topics are subject to change.

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PROFESSIONAL DEVELOPMENT ACADEMY SPONSORSHIPS

Webcast Series

Industry Experts Rely on the Professional Development Academy
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 industry-leading presenters.

Monthly webcasts sessions, known as PDA Now, are available as a member benefit. Non-members may access content for a nominal fee. The live sessions attract approximately 200 registrants each month.

PDA On-Demand provides archival access to the recorded webcasts in downloadable formats. Popular archival webcasts attract nearly 5,000 downloads.

SMPTE provides two options for webcast sponsorships.

PDA NOW PREMIUM SPONSORSHIP
PDA Now’s most exclusive sponsorship level, Premium Sponsors receive:

- The Sponsor will be identified on all PDA Now promotional materials as a Premium Sponsor for 12 months.
- Sponsor’s logo displayed on the PDA Now 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 PDA Staff to ensure the program meets SMPTE PDA non-commercial criteria.
- Logo in dedicated emails.
- List of opt-in registrants.

SMPTE PDA NOW SESSION SPONSORSHIP
Session Sponsors receive the following:

- Sponsor’s logo on a slide and recognition during one live webcast and its associated recorded archive.
- Limited use of email lists of all PDA Now registered attendees.
- List of opt-in registrants.
- Logo in dedicated emails.

Virtual Classroom

One of the Professional Development Academy’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 not traditional open-ended self-paced courses. They 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. Each Virtual Classroom course has a specific start date, specific stop date and established learning goals. Successful completion of these courses is determined by completing course activities and graded assessments.

In exchange for sponsorship, SMPTE will provide the following:

- Your company logo and a recognition will be placed in Virtual Classroom promotional materials for the duration of the sponsorship.
- Your company logo on a slide, along with recognition at the beginning and end of the live, online instructor sessions and associated recorded archive, if any.
- Your 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.
SMPTE EVENTS

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

SMPTE provides sponsorship and advertising opportunities at leading industry events throughout the calendar year.

SMPTE is proud to produce the best technical events on the conference calendar. Attracting leading speakers from industry and academia, SMPTE events provide excellent opportunities to learn about the latest technologies while meeting speakers and attendees at various networking settings. Attendees continually rate SMPTE 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 Annual conference also offers program advertising and exhibitor space opportunities. SMPTE events are an excellent opportunity to engage directly with qualified prospects.

2013 Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Targeted Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-7 Apr</td>
<td>NAB Show’s Technology Summit on Cinema: Advances in Image and Sound, produced in partnership with SMPTE Las Vegas, NV</td>
<td>Executive level technologists from studios, broadcast, production/post-production sectors</td>
</tr>
<tr>
<td>18-19 June</td>
<td>Entertainment Technology in the Internet Age 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>22-25 Oct</td>
<td>Annual Technical Conference and Exhibition 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

**2011:** 290; **2012:** 373

**2010:** 1100; **2011:** 1400; **2012:** 1300

SMPTE 2012 Annual Conference & Exhibition Demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age 35-65</th>
<th>Married</th>
<th>Homeowner</th>
<th>No Children</th>
<th>Income &gt;$150K</th>
<th>High Net Worth</th>
<th>Executive Management</th>
<th>Director/Department Head</th>
<th>Senior Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>88%</td>
<td>80%</td>
<td>59%</td>
<td>85%</td>
<td>83%</td>
<td>38%</td>
<td>18%</td>
<td>21%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Average open rate for pre-event promotion emails: **28%**  
Average open rate for event information emails targeted to attendees: **44%**
2013 ADVERTISING RATE CARD

Online web and e-newsletter

SMPTE.org

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<th>6X</th>
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<tbody>
<tr>
<td>Banner</td>
<td>$1,600</td>
<td>$1,400</td>
<td>$1,200</td>
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<tr>
<td>Skyscraper</td>
<td>$1,850</td>
<td>$1,600</td>
<td>$1,400</td>
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SMPTE E-Newsletter

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<th>1X</th>
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<tr>
<td>Skyscraper</td>
<td>$1,850</td>
<td>$1,600</td>
<td>$1,400</td>
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*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>
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<th>6X</th>
<th>8X</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,300</td>
<td>$4,100</td>
<td>$3,600</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,600</td>
<td>$3,400</td>
<td>$3,150</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,900</td>
<td>$2,700</td>
<td>$2,200</td>
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<tr>
<td>1/3 Page</td>
<td>$1,600</td>
<td>$1,450</td>
<td>$1,350</td>
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<tr>
<td>1/6 Vertical</td>
<td>$1,000</td>
<td>$900</td>
<td>$750</td>
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Special Positions

Inside Front Cover: 25% additional
Outside Back Cover: 30% Additional
Inside Back Cover: 10% Additional
Center Spread: 15% Additional
Marketplace: Special section for product and service ads.
3.5 x 2.75 inches: $595*

*Includes company logo, 30-40 word description, product photo and contact information.

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

SMPTE PDA NOW Webcast Series Sponsorships

Premium Sponsorship: $10,000 for 12 months
Session Sponsorship: $1,500

SMPTE PDA Virtual Classroom Sponsorships

Sponsorship options for the Cisco CCNA course offerings.
Premium Sponsorship: $7,500

SMPTE Conference Show Guides

Mobile Guide Banner: $5,000
Printed Guide Full Page: $2,700
Printed Guide 1/2 Page: $1,700

Important ad deadlines

<table>
<thead>
<tr>
<th>Ad Insert Order and Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue</td>
</tr>
<tr>
<td>Jan/Feb</td>
</tr>
<tr>
<td>Mar</td>
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<tr>
<td>Apr</td>
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<tr>
<td>May/Jun</td>
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<tr>
<td>Jul/Aug</td>
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<tr>
<td>Sept</td>
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<tr>
<td>Oct</td>
</tr>
<tr>
<td>Nov/Dec</td>
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Ad size dimensions

<table>
<thead>
<tr>
<th></th>
<th>Inches</th>
<th>Centimeters</th>
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</thead>
<tbody>
<tr>
<td>Full Page (live)</td>
<td>7 in x 10 in</td>
<td>17.8 cm x 25.4 cm</td>
</tr>
<tr>
<td>Full Page (trim)</td>
<td>8.125 in x 10.875 in</td>
<td>20.7 cm x 27.6 cm</td>
</tr>
<tr>
<td>Full Page (bleed)</td>
<td>8.375 in x 11.125 in</td>
<td>21.3 cm x 28.3 cm</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5625 in x 10 in</td>
<td>11.6 cm x 25.4 cm</td>
</tr>
<tr>
<td>1/2 Page (horiz)</td>
<td>7 in x 4.75 in</td>
<td>17.8 cm x 12.1 cm</td>
</tr>
<tr>
<td>1/2 Page (island)</td>
<td>4.5625 in x 7.3125 in</td>
<td>11.6 cm x 18.6 cm</td>
</tr>
<tr>
<td>1/3 Page (col)</td>
<td>2.125 in x 9.875 in</td>
<td>5.4 cm x 25.1 cm</td>
</tr>
<tr>
<td>1/3 Page (island)</td>
<td>4.5625 in x 4.75 in</td>
<td>11.6 cm x 12.1 cm</td>
</tr>
</tbody>
</table>

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

Saddle; Electronic files will be stored for six months.

www.smpte.org | SMPTE 3 Barker Ave., 5th Floor, White Plains, NY 10601
2013 SPONSORSHIP RATE CARD

Additional Sponsorships

Regional Seminars Sponsorships
Global Sponsorships: $5000
Local Sponsorships: $1500, per event
Breakfast Sponsorship: $500, per event
Lunch Sponsorship: $800, per event
Coffee Break: $250, each

ETIA Sponsorships
Opening Night Event Sponsorships: $6000 (exclusive sponsorship also available)
Continental Breakfast Sponsorships: $3000 (2 opportunities)
Coffee Break Sponsorships: $2500 (4 opportunities)
Lunch Sponsorships: $4000 (exclusive sponsorships also available)
Lanyard Sponsorship: $2500 - Exclusive
General Sponsorships: $1000 (multiple opportunities)

SMPTE 2013 Conference Email Sponsorships
Exhibitor Spotlight: $500
Dedicated to Attendees: $950
Banner in Promotional Email: $600
Skyscraper in Promotional Email: $900
Average open rate for 51 pre-event promotion emails: 28.28%
Average open rate for 29 emails to targeted attendees: 43.52%

SMPTE 2013 Special Event Sponsorships
SMPTE Symposium Sponsorships: $5000 (multiple opportunities)
Industry Luncheon Sponsorships: $12500 (exclusive sponsorship also available)
Honors & Awards Ceremony & Reception Sponsorships: $15,000 (exclusive also available)
Fellows Luncheon: $7500 - Exclusive
Opening Night Reception: $6000 (exclusive also available)
SMPTE Jam: $1500 (exclusive also available)
SMPTE Student Event: $1500 (exclusive also available)

SMPTE 2013 Hospitality Sponsorships
Gift Suite: $500
Honors & Awards Ceremony & Dinner Reserved Table: $1500
Coffee Breaks: $3000 (3 each day)
Charging Stations: $1500 and up
Boxed Lunch Sponsorships: $12,500 (exclusive also available)

SMPTE 2013 Technical Conference Materials Sponsorships
Conference Lanyards: $3000
Conference WiFi: $5000 (4 opportunities)
Conference Bag Registration: $5000 – Exclusive
General Sponsorship: $1500 (multiple opportunities)

For more information contact Jeff Victor P: 224-436-8044
E: jeffvictor@comcast.net.
### CONFERENCE EXHIBIT RATES

<table>
<thead>
<tr>
<th>EXHIBITS</th>
<th>10’ x 10’ Booth</th>
<th>6’ x 6’ Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early Bird</strong> (through March 31)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustaining Member:</td>
<td>$3,100</td>
<td>$1,500</td>
</tr>
<tr>
<td>Non-Member:</td>
<td>$3,900</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>After March 31</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustaining Member:</td>
<td>$3,300</td>
<td>$1,600</td>
</tr>
<tr>
<td>Non-Member:</td>
<td>$4,000</td>
<td>$2,100</td>
</tr>
</tbody>
</table>