

Digital Signage magazine

2013 MEDIA KIT



WWW.AVNETWORK.COM/DIGITALSIGNAGE • WWW.NBMEDIA.COM

2013 Editorial Calendar

DAVID KEENE, EXECUTIVE EDITOR | Phone: (512) 480.9473 | Email: j davidkeene@gmail.com

COVER DATE	IN THE NEWS/ SHOW COVERAGE	SPECIAL BUYERS SUPPLEMENT	EQUIPMENT FOCUS	BUSINESS FOCUS	BONUS DISTRIBUTION	DEADLINES
JANUARY/ FEBRUARY	National Retail Federation, NRF Big Show, Jan. 2013	Interactive Digital Signage — Solutions and Applications	Content Management Software Solutions for Digital Signage	Digital Signage for the Hospitality Market	Digital Signage Expo, February 26-28 Las Vegas, NV	Ad Reservations: 1.16.13 Ad Materials: 1.23.13
DIGITAL SIGNAGE EXPO SHOW DAILY			Digital Signage Expo Booth and New Product RoadMap	Digital Signage Expo—New Product introductions, Trends	Digital Signage Expo, February 26-28 Las Vegas, NV	Ad Reservations: Ad Materials:
MARCH/APRIL	Digital Signage Expo, February 26-28 Las Vega, Show Review	Media Players for Digital Signage	Interactive Digital Signage— Touch Panels, and SmartPhone Interaction	Digital Signage and the Education Market; lobby, public area, wayfinding, and security/life safety digital signage in the school and university	Customer Engagement Technology World May 8-9, 2013, Las Vegas, NV; NAB, April 8-11, 2013, Las Vegas	Ad Reservations: 3.12.13 Ad Materials: 3.19.13
INFOCOMM/NEWBAY MEDIA DIGITAL SIGNAGE 2013 VIRTUAL TRADE SHOW (APRIL 2013)				Digital Signage for Retail; Education; Transportation; and Corporate applications	Online Virtual Trade Show and Conference	Ad Reservations: Ad Materials:
MAY/JUNE	Customer Engagement Technology World, May 8-9, 2013, Las Vegas; NAB, April 8-11 Las Vegas	Wireless Delivery of Digital Signage: To the Venue— and Within the Venue	Projectors for Digital Signage	Restaurants/ Gaming/ Casinos Special Report	InfoComm 2013, June 12-14 2013, Orlando, FL	Ad Reservations: 5.14.13 Ad Materials: 5.21.13
JULY/AUGUST	InfoComm 2013, June 12-14, 2013, Orlando, Show Review	New Generation LCD Panels & New Display Technology (LED, LPD, OLED, etc)	Large Format Displays: LED; LPD; Projection; Flexible Displays, and More	Retail: State of the Industry— Retailers Adopt Digital Signage	Digital Video Expo Los Angeles, September 25-26, 2013	Ad Reservations: 7.16.13 Ad Materials: 7.23.13
SEPT/OCT <small>(12th annual digital signage resource directory)</small>	The 12th Annual Digital Signage Investor Conference — New York (October 2013); Customer Engagement Technology World, New York, Nov. 13-14, 2013	Digital Signage Hardware and Software Tools for Educational Campuses	Annual Guide to All Suppliers	Matching Buyers and Sellers of Digital Signage Services	Over 2500 company listings matching buyers and sellers of Digital Signage services and products; Year-long Distribution to 25,000 providers, integrators and end users.	Ad Reservations: 9.24.13 Ad Materials: 10.1.13
NOVEMBER/ DECEMBER	Customer Engagement Technology World, New York, Nov. 13-14, 2013	Digital Signage Software Buyers Guide	Flat Panel Display Technology Roundup: Plasma, LCD, LED	Mobile and Digital Signage: The Smartphone as the "Remote Control" for Digital Signage	Customer Engagement Technology World, New York, Nov.13-14, 2013; GV Expo, December 2013, Washington, DC; Retail's Big Show 2013 (NRF), January 2013, New York, NY	Ad Reservations: 11.19.13 Ad Materials: 11.26.13
INFOCOMM/NEWBAY MEDIA DIGITAL SIGNAGE 2013 VIRTUAL TRADE SHOW (NOVEMBER 2013)				Digital Signage for Retail; Education; Transportation; and Corporate applications	Online Virtual Trade Show and Conference	Ad Reservations: Ad Materials:
DIGITAL SIGNAGE BEST PRACTICES GUIDE, DECEMBER 2013			2014 Digi Awards Winners	2014 Digi Awards Winners	Digital Signage Expo, February 2014 Las Vegas, NV; InfoComm 2014	Ad Reservations: Ad Materials:

Display Advertising Rates

4-Color	1x	3x	5x	7x
Full Page	\$5,200	\$4,940	\$4,420	\$4,140
Full Page Spread	9,880	9,620	8,788	8,553
1/2 Page	3,120	2,964	2,652	2,445
1/3 Page	2,080	1,976	1,820	1,765
1/4 Page	1,560	1,482	1,378	1,314
1/6 Page	1,040	988	936	921
Cover II	6,500	6,268	5,831	5,516
Cover III	5,980	6,017	5,592	5,284
Cover IV	6,760	6,050	5,952	5,625

Add to 4-Color Rates

2/Color Process	Page
5th Color (PMS)	\$785
Metallic Ink	\$850
Electronically Provided Ads: Film Output: 4-Color	\$150

Spotlight Advertising Rates

1x.....	\$750
3x.....	\$715
5x.....	\$625
7x.....	\$550

Custom Marketing Solutions

Reprints

Ordering reprints of articles which appear in **Digital Signage** 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 to order reprints!

List Rental

Reach over 20,000 highly responsive decision makers in the digital signage marketplace. Demographic and purchasing authority selects are available. For more details, 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.

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

Sales Contact

DEBBIE ROSENTHAL,
NATIONAL SALES MANAGER,
Phone: (212) 378.0473
Fax: (866) 838.3731
Email: drosenthal@nbmedia.com

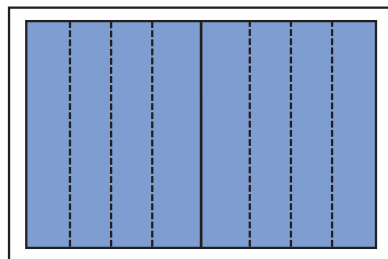
Editorial Contact

DAVID KEENE,
EXECUTIVE EDITOR
Phone: (512) 480.9473
Fax: (512) 480.9255
Email: jdavidkeene@gmail.com

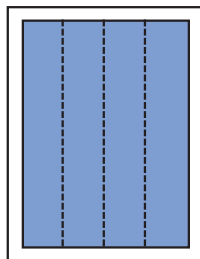
Send Materials To:

Digital Signage Magazine
Production Department,
28 East 28th Street
12th Floor
New York, NY 10016

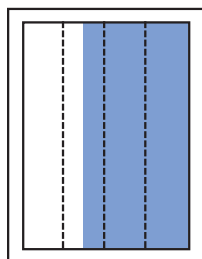
Keep all essential live matter 1/4" inside trim all around.



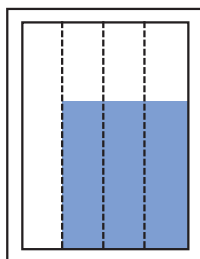
SPREAD
Bleed: 16 3/4" x 11"



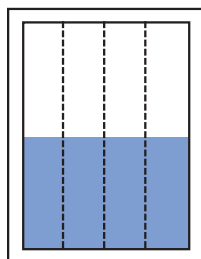
FULL PAGE
Bleed: 8 3/8" x 11"



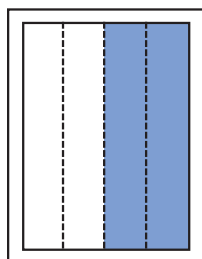
2/3 PAGE
4 9/16" x 10"



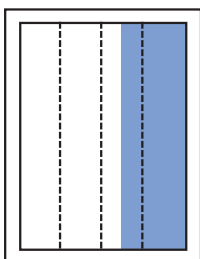
1/2 ISLAND
4 9/16" x 7"



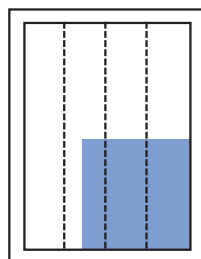
1/2 PAGE HORIZONTAL
7" x 4 7/8"



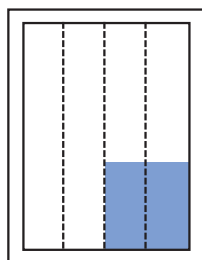
1/2 PAGE VERTICAL
3 3/8" x 10"



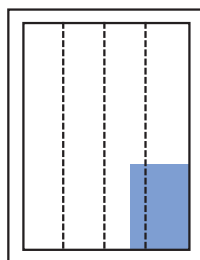
1/3 PAGE VERTICAL
2 3/16" x 10"



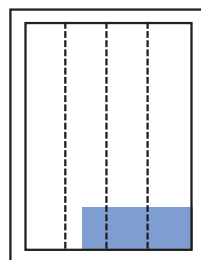
1/3 PAGE SQUARE
4 9/16" x 4 7/8"



1/4 PAGE
3 3/8" x 4 7/8"



1/6 PAGE VERTICAL
2 3/16" x 4 7/8"



1/6 PAGE HORIZONTAL
4 7/8" x 2 3/16"

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

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Editorial Contact

DAVID KEENE,
EXECUTIVE EDITOR
Phone: (512) 480.9473
Fax: (512) 480.9255
Email: jdavidkeene@gmail.com

Material Instructions

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

Trim: 8' x 10 3/4"

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:

Digital Signage Magazine,
Production Dept.,
28 E. 28th Street, 12th Floor
New York, NY 10016

FTP Information: Please see the next page for full FTP instructions.

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. Our production department will be happy to produce your Web advertising FREE of charge.

Make it PDFx1a

newbayadportal.com

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!

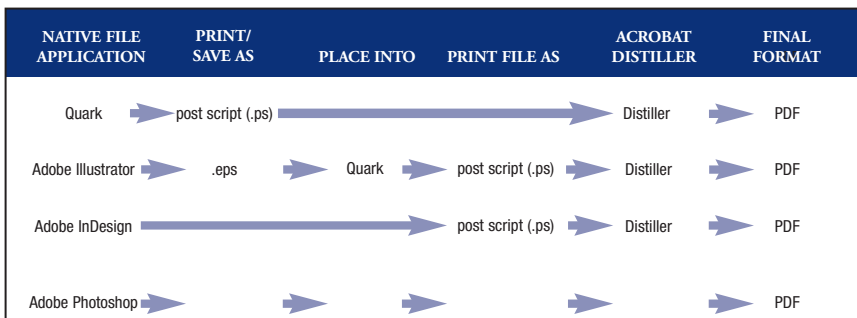
What you should Know

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.

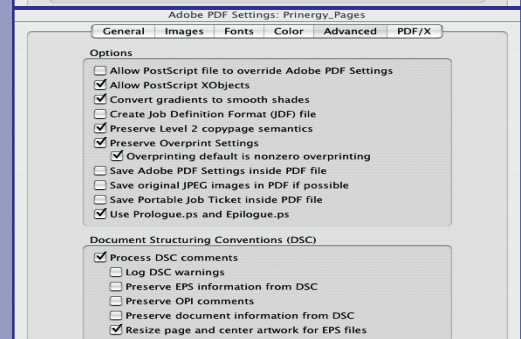
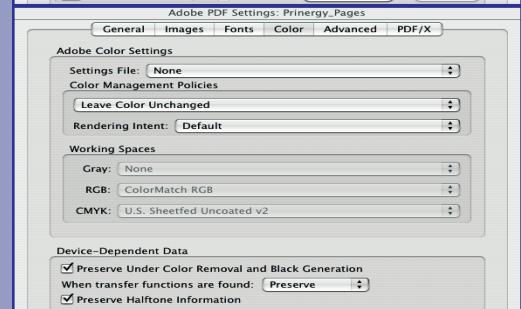
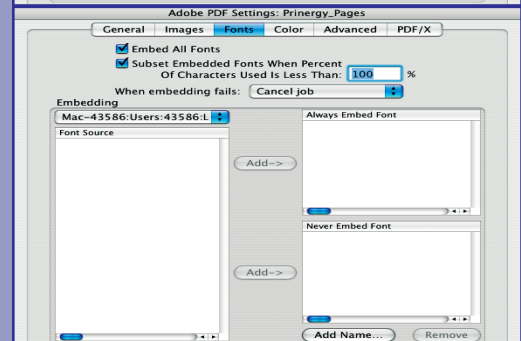
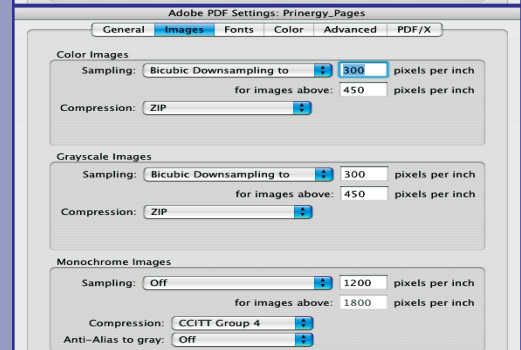
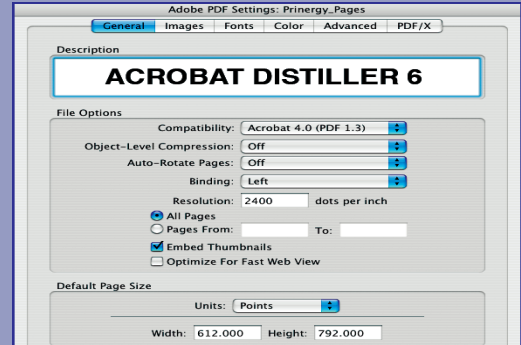


ICONS AND EXTENSIONS OF PREFERRED PROGRAMS

	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.
	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 outlining the fonts or saving the file as a postscript and distilling it to a pdf using the settings shown to the right.

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.



The above screen captures are from our Distiller settings called Prinerigy_Pages.joboptions which can be used in Distiller versions 4, 5 and 6.

Digital Signage and the Cloud — March 2013

SaaS Digital Signage Content Management has been around for a while, but there is now an even greater movement toward putting more control, monitoring, content creation, into the cloud.

Media Players for Digital Signage — July 2013

There is much confusion in the industry about the kind of "Media Player" needed for digital signage deployments. What exactly is a Media Player? Many screen manufacturers now have PC's embedded into the screen. Can an imbedded PC be a good choice for a Media Player, or is it generally better to utilize a separate appliance type of media player? How should the Systems Integrator, or end user, start to separate what is needed—and what's available—in Media Players for digital signage

New Generation Displays for Digital Signage — September 2013

Displays are changing. The LED-backlit revolution for LCD panels; the move to more "green" displays as companies and government entities require energy-efficiency; the introduction of new-generation non-traditional displays such as LPD, digital ink, and Pico projectors; and more. What new is here, now, in display technology (flat, and projection), and what is ready to hit the market.

Digital Signage, Social Media, and Mobile Interaction — November 2013

Some of the most successful digital signage rollouts have a big interactive component, using some combination of social network-based game, contest, or other social-based feature. We'll look at tools and business models available to make digital signage more fun and social-network friendly.

FREE WEBINAR [Click here for more details](#)

**Digital Signage:
Balancing the Medium
and the Message**

MAY 15, 2012 • 2pm EDT

Produced by **Digital Signage** magazine

Sponsored by **Omnivex**
Digital Signage Software

FREE WEBINAR • Click here for more details

**Drawing a Crowd with
Interactive
Digital Signage**

Feb. 29, 2012 • 2 pm EST

Produced by **Digital Signage** magazine

Sponsored by **NEC**

**OPS DIGITAL SIGNAGE
DEVELOPMENT SIMPLIFIED**

Making signage devices
more intelligent and connected

FREE WEBINAR
Oct. 11, 2012 | 2 PM EST

Produced by **Digital Signage** magazine

Sponsored by **AVOW**, **intel** Embedded, **Windows** Embedded Partner

Sponsorship Pricing:

\$3500/per webinar

*Only 3 sponsors/per
webinar*

For each webinar, Digital Signage Magazine provides:

- A moderator for the online event
- Pre-event marketing by way of e-newsletters, ROS banners and email promotions
- Complete production of the online event, report of registrants, including two additional qualifying questions
- A link on our sites to extend the length of your message 24/7
- E-mail services: confirmation, reminder and archive reminder
- Archiving/Registration List for 12months

For sponsorship information, contact:

- Debbie Rosenthal, National Sales Manager, Phone: (212) 378.0473, drosenthal@nbmedia.com
- Gene Kinsella, Mid West Sales, Phone: (773) 857.5944, g.kinsella@comcast.net

Changes and Cancellations

All creative materials must be received at least five business days prior to the launch of the newsletter.

Rejecting Creative

NewBay Media reserves the right to approve all ad creatives which will run on any NewBay Media newsletters. NewBay Media reserves the right to reject any creative that does not follow our specifications.

3rd Party Tag Policy

NewBay Media will accept and traffic up to three tags per placement, per campaign.

Late Creative

NewBay Media will not delay the deployment of a newsletter due to late creative.

File Specifications:

Maximum file size for any advertisement is 40K. We accept animated or static .gifs/.jpgs, but do not accept Rich Media/Flash for the newsletters. [*Please note that Microsoft 2007-and-up WILL NOT animate .gifs in emails, only the first frame of the animation will appear. We recommend that you start your animated .gifs on the most important frame to accommodate this Microsoft issue, this way it will allow Outlook end-users to see your pertinent info and anyone using other email apps will be able to view the full animation cycle. Vist <http://office.microsoft.com> for more details.]

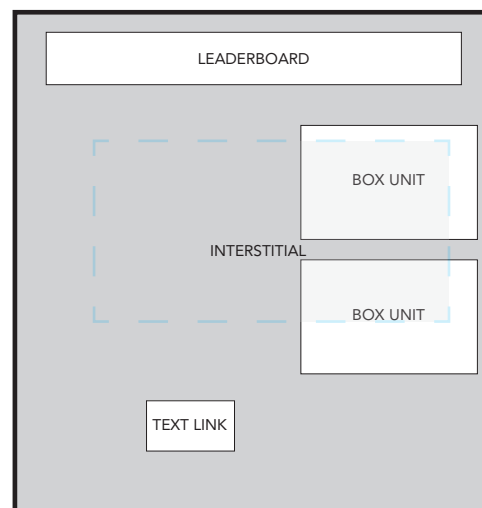
Size Specifications	
Skyscraper	120 x 600 or 160 x 600
Leaderboard	728 x 90 or 468 x 60
Box Unit	336 x 280
Banner	468 x 60
Large Square	250 x 250
1/2 Banner	234 x 60
Small Square	125 x 125
Right Rectangle	180 x 150
Button	160 x 100

**FOR ADVERTISING QUESTIONS,
PLEASE CONTACT YOUR NEWBAY MEDIA SALES REPRESENTATIVE TODAY.**

For technical questions, Please contact Rob Granger at rgranger@nbmedia.com or 212 378 0483

AVNetwork

AD DESCRIPTION	AD SIZE (pixels)	PRICE
INTERSTITIAL	640 X 480	CALL REP FOR PRICING ON THIS AND OTHER RICH MEDIA
LEADERBOARD	728 x 90	\$100/CPM
BOX UNIT	300 x 250	\$125/CPM
TEXT LINK	Link	\$35/CPM



AD UNIT SPECIFICATIONS

REQUIRED FILESING	.jpg, .gif, swf, 3rd party tag, click through URL
SIZE OR LENGTH	50k
LOOP/TIME	3 loop/15 sec
MEDIA TYPES ACCEPTED	All Rich Media except DHTML
AUDIO ACCEPTED	User Enabled Audio Streams Only
3RD PARTY SERV	Yes

RICH MEDIA

ACCEPTED AD FORMATS	Expandable Banner, Standard Banner, Peel Backs, Page Take-overs
LEAD TIME	4 days
MAXIMUM FILE SIZE	100 KB
ACCEPTED FLASH VERSIONS	up to Flash 10

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.

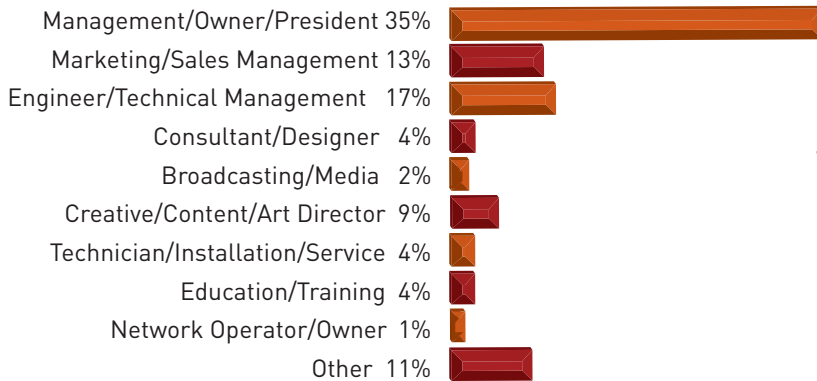
Changes and Cancellations

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 EBlast Specs

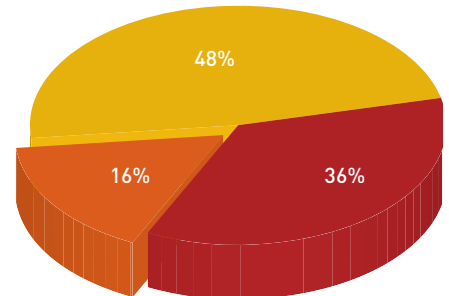
1. A flat html file no scripting, no rich media
2. Please make sure that all images and urls are linked back, absolutely, to their sources
3. If the designer would like to use CSS, inline tags are preferred no external style sheets
4. custom emails should be 999 px high by 728 px wide.
5. A TEXT version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

WHAT IS YOUR JOB TITLE?



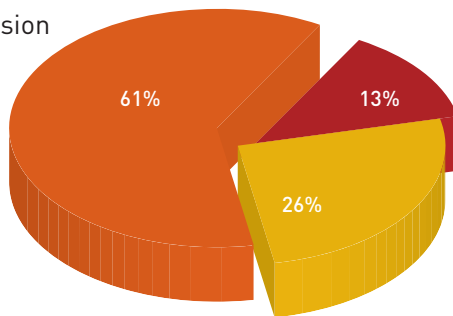
WHAT IS YOUR INTEREST IN DIGITAL SIGNAGE?

- Provider
- Buyer
- Other

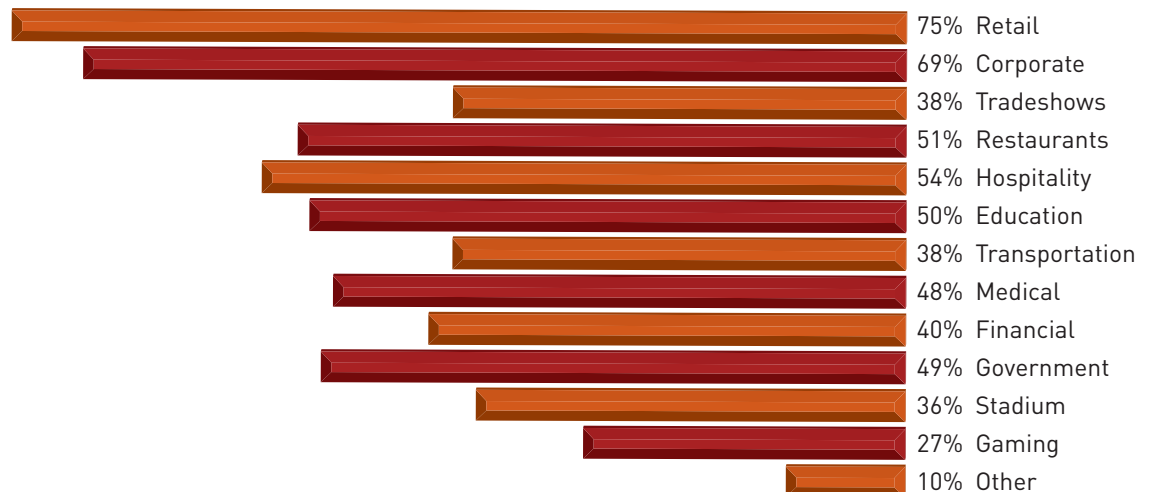


WHAT IS YOUR ROLE IN THE PURCHASE PROCESS?

- Sole Decision Maker
- Role in Decision but consult with others
- No Role in Decision

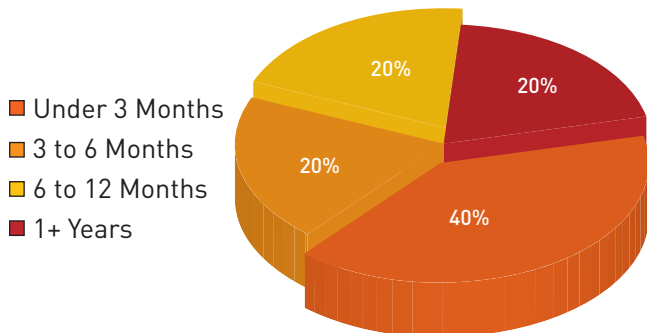


WHICH MARKET SEGMENT(S) DO YOU SERVE? (CHOOSE ALL THAT APPLY)

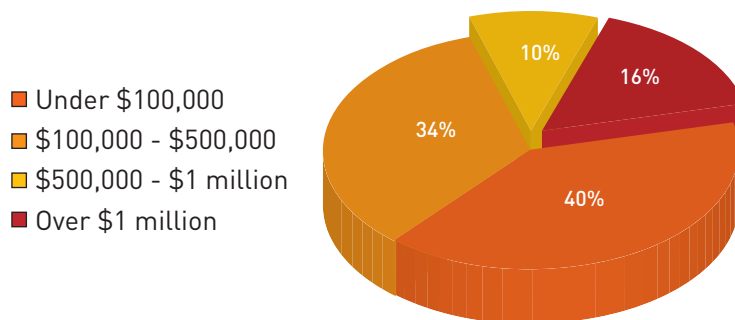


Who's reading Digital Signage Magazine?

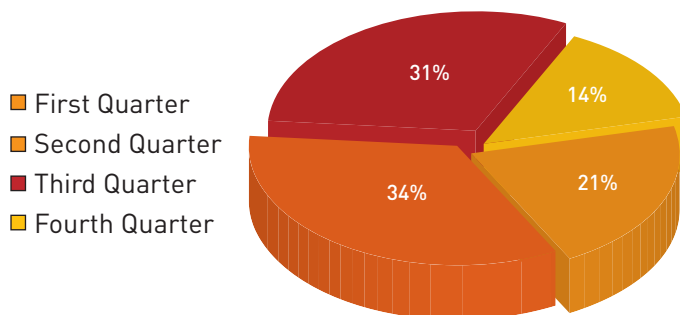
HOW SOON WILL YOU HAVE A DIGITAL SIGNAGE INSTALLATION?



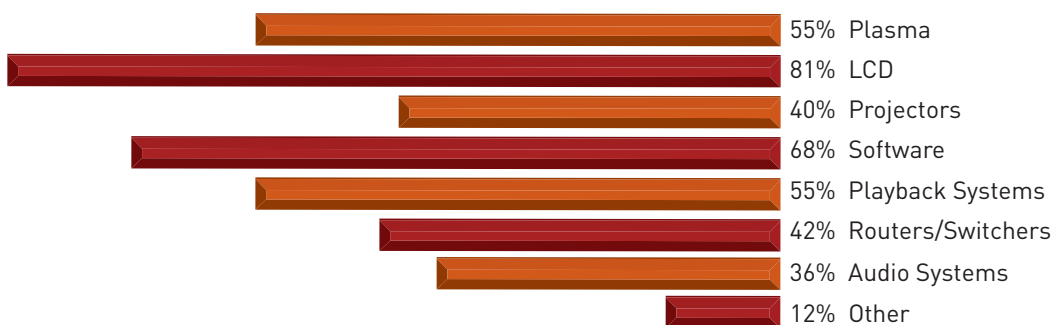
HOW MUCH IS YOUR COMPANY PLANNING ON INVESTING IN DIGITAL SIGNAGE?



WHEN DO YOU DO MOST OF YOUR DIGITAL SIGNAGE PURCHASING/SELLING?



WHAT PRODUCTS ARE YOU INTERESTED IN PURCHASING/SELLING OVER THE NEXT YEAR?



WHAT TRADE SHOWS/CONFERENCES DO YOU ATTEND?

