



2011 INTEGRATED
MARKETING OPPORTUNITIES

SVC[®]
SOUND & VIDEO CONTRACTOR



Welcome to SVC 2011!

We're starting into another year of challenges and change in the AV industry. AV is becoming more integral than ever before, bringing new capabilities to education, corporate communications, marketing, building infrastructure, out of home experiences, shopping, signage, life-safety, mass notification, and all forms of human communication whether in government spaces, churches, schools, work and leisure. As we become more central and important to our customers' businesses, opportunities will increase and so will the demands on our expertise. This is not a year to rest on what you already know!

Our 2011 editorial calendar (in this media kit) provides a look at some of the topics on which we'll focus in the year to come including a spotlight on the AV/IT integration paradigm and an emphasis on emerging technologies and opportunities. We'll continue to provide the many ways in which we bring content to you through print, our technology and market-focused newsletters, our popular webcast series, and virtual events.

As always, SVC's commitment to being the definitive technical resource for integrators, contractors, dealers, and consultants remains a constant. We'll maintain the industry's deepest analysis of trends and technology to keep readers informed about how their peers are solving problems, cover tradeshow interactively as they happen with our blogs and podcasts, and increase our expert columns and roundtables, both in print and online at www.svconline.com. As always, please continue to offer your suggestions on where our coverage and services should be going next to best serve the market.

CYNTHIA WISEHART



SOUND & VIDEO CONTRACTOR READERS ARE ENGAGED IN A WIDE VARIETY OF VERTICALS AND APPLICATIONS

- Corporate AV
- Houses of worship
- Education
- Performance venues/nightclubs
- Home theatre
- Restaurants
- Government facilities
- Display video
- Residential upgrade/expansion
- Sports facilities
- Security/surveillance
- Stadium/arenas
- Health clubs
- Commerical automation
- Municipal facilities
- Residential automation
- Retail display
- Theme parks

CYNTHIA WISEHART

Editorial Director
cynthia.wisehart@penton.com

GEORGE PETERSEN

Senior Editor
george.petersen@penton.com

BENNETT LILES

Senior Contributing Editor
lile4944@bellsouth.net

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Issue Focus	Houses of Worship	Themed Environments/ Museums	AV/IT Integration	Arenas and Stadiums	Education	Green AV	Digital Signage	Bars & Nightclubs	Corporate AV	Houses of Worship II	Government	Hospitality/ Retail
Product Showcase #1	Display Monitors	Power Conditioners	Portable PAs	Power Amplifiers	Wireless Mics	Outdoor Speakers	Ceiling Speakers & Business Music Systems	3D/Special Venue Projectors	Boundary Mics & Automatic Mic Mixers	Line Arrays	Conferencing Mics & Systems	LCD Monitors
Product Showcase #2	AV/IT	Large Format Projectors/ Screens	AV Control Systems	Pan/Tilt Cameras	Flat Panel Mounts	Cable Connectors	Technology Furniture	Screens	Corporate Projectors	Routers/ Switchers	Signal Distribution	Digital Signage
Emerging Technologies	Recording for Worship	Networked AV	Power Management	3D Technology	Streaming	Live Production	Distance Learning	Acoustics	Environmental Systems	Networked Audio	Media Servers	Backup Power
Quarterly Focus, Buyer's Guides, Research		Special Report: Digital Signage	ADPlus Study	Special Report: Broadcast Facility Integration			Special Report: Corporate AV	Special Report: Education	Annual Buyer's Guide	ADPlus Study		Special Report: Houses of Worship
Bonus Distribution	NAMM	Digital Signage Expo		NAB/Streaming Media East		InfoComm		CEDIA	AES			
Ad Close	12/17/2010	1/26/2011	2/23/2011	3/16/2011	4/27/2011	5/11/2011	6/22/2011	7/27/2011	8/24/2011	9/28/2011	10/26/11	11/23/11
Materials Due	12/21/2010	1/28/2011	2/25/2011	3/18/2011	4/29/2011	5/13/2011	6/24/2011	7/29/2011	8/26/2011	9/30/2011	10/28/11	11/29/11

EDITORIAL EXPERTISE:

CYNTHIA WISEHART—Editorial Director

Cynthia Wisehart has been covering the systems installation industry for 13 years and has served as editorial director of SVC, *millimeter*, and *Digital Content Producer* since 1998. She has also been a customer and collaborator with systems integrators in museums, themed entertainment, and hospitality projects worldwide, and has managed technology budgets and technical specifications.

GEORGE PETERSEN—Senior Editor

George Petersen is an internationally recognized expert on audio production; he has written five books and more than 1,000 articles and lectured worldwide; he has been a writer and editor for SVC for 10 years and a leading voice at *MIX* since 1981. As an IATSE Journeyman, he has done sound reinforcement, 35/70mm motion picture projection, Dolby Stereo theater installs, and film/video production.

BENNETT LILES—Senior Contributing Editor

Bennett's career spans more than 35 years in broadcast production and AV. Among his credits are sound and camera positions on the PBS NewsHour and directing live-statewide telecasts for *Georgia Public Broadcasting*. Bennett is a regular contributor to SVC and its sister publication *Broadcast Engineering*.

NAMM	January 14-17	Anaheim	www.thenammshow.com	INFOCOMM	June 15-17	Las Vegas	www.infocomm.org
DSE	February 22-25	Las Vegas	www.digitalsignageexpo.net	CEDIA	Sept 8-10	Indianapolis	www.cedia.net
NAB	April 11-14	Las Vegas	www.NABshow.com	AES	Oct 20-23	NYC	www.aes.org

*information subject to change

2011 PROPOSED WEBCAST TOPICS

- Ins and Outs of Acoustics in Challenging Environments
- Fiber Optics Basics
- IPTV for AV Professionals
- HDMI's AV Impact
- Whole-house Audio for Residential Installs
- Networked Audio Systems
- Managing Large Projector Networks
- Cable Conundrums: Coax to Copper to Fiber—Options, Applications, and Outlook

SVC OFFERS A MULTITUDE OF POWERFUL AND DIRECT CONNECTIONS TO THE PROFESSIONALS IN THE AV INDUSTRY.

SVC TOTAL ANNUAL EXPOSURES			
ELEMENT	AUDIENCE	FREQUENCY	TOTAL
SVC Print and Digital Editions	22,000	12	264,000
AV Market Update e-Newsletter	28,000	48	1,344,000
AV Product Showcase e-Newsletter	42,000	48	2,016,000
BlogLive e-Newsletter (InfoComm)	28,700	5	143,500
Connected Home e-Newsletter	38,300	24	919,200
Digital Signage Update e-Newsletter	30,900	24	741,600
Road to InfoComm e-Newsletter	85,600	3	256,800
svconline.com Average Monthly Unique Visitors	60,581	12	726,972

TOTAL ANNUAL EXPOSURES 6,412,072

Note: svconline.com Total Annual Page Views is 1,243,494*
 *May 2009 thru April 2010

THE MAJORITY OF SVC READERS MAKE KEY PURCHASING DECISIONS

The vast majority of respondents are involved in the purchase process of sound- and video-related products and services for their organization; more than six in ten buy/approve expenditures.

PURCHASE ROLE AV PRODUCTS/SERVICES	% INDICATING
Buy/approve expenditure	63%
Specify brand/model	53%
Recommend brand/model	52%
Determine the need	48%
Use/install	44%
Other	1%
No involvement	4%
Percent Involved	95%

*Paramount Research, SVC Subscriber Profile Report 2010

PUBLICATION	% INDICATING
SVC (<i>Sound & Video Contractor</i>)	66%
<i>Pro AV</i>	14%
<i>Sound & Communications</i>	10%
<i>Systems Contractor News</i>	7%
No answer	3%

*Paramount Research, SVC Subscriber Profile Report 2010

SVC IS THE MOST HELPFUL PUBLICATION IN THE BUYING PROCESS

The majority of respondents (66%) indicated that SVC was the one trade publication they found most helpful during the buying process.

SVC READERS TAKE ACTION ON ADVERTISEMENTS

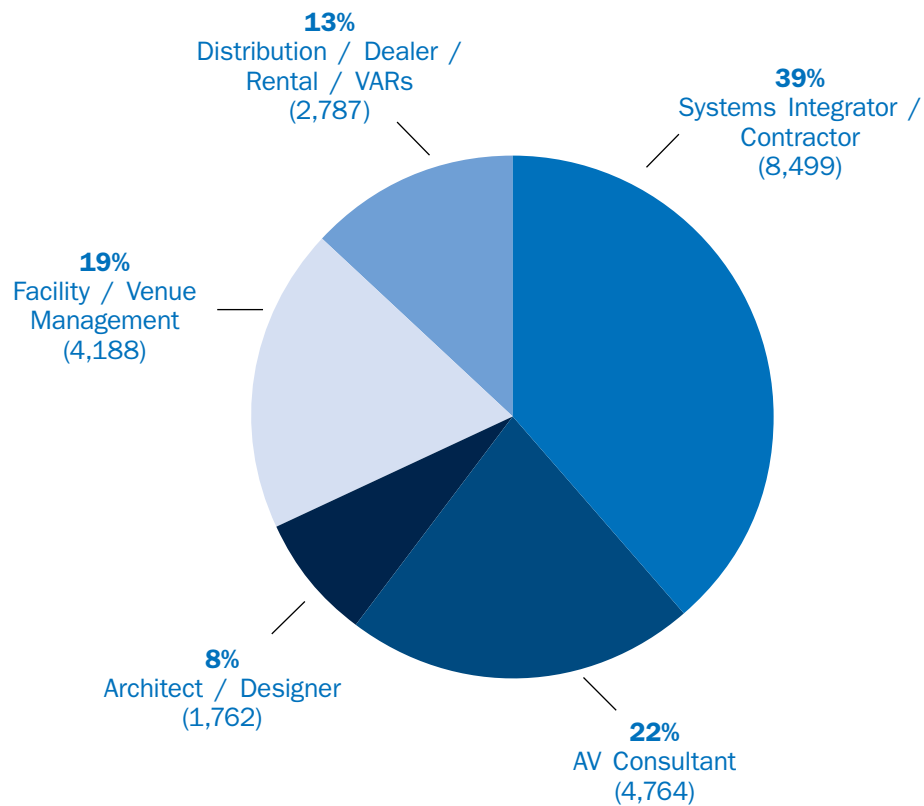
The vast majority of respondents take action after reading a products advertisement in SVC; most have visited an advertiser's web site.

ACTIONS	% INDICATING
Visited an advertiser's web site	73%
Recommended a purchase as the result of an ad	43%
Bought equipment, products or services advertised	40%
Personally contacted a company for information/bid	39%
Routed/discussed ads with colleagues	37%
Removed or marked ads for future reference	28%
Other	2%
No actions taken	7%
Percent who took action	89%

*Paramount Research, SVC Subscriber Profile Report 2010

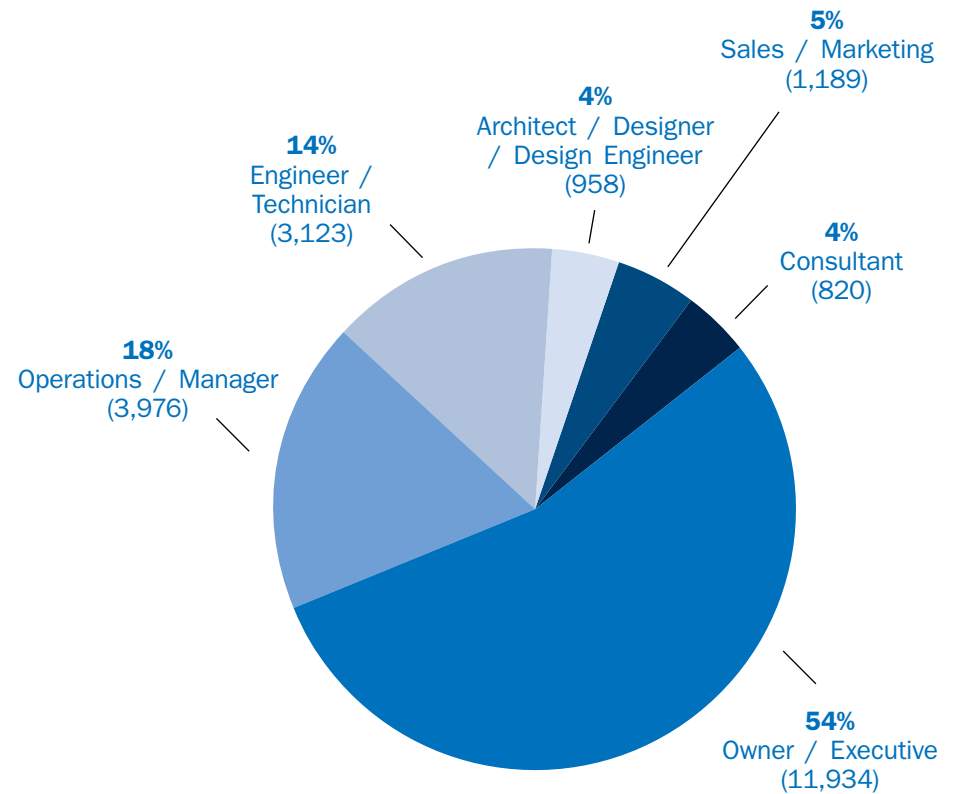
22,000

Subscribers by
Business & Industry**



22,000

Subscribers by
Job Title**



\$168,333 is the average budget for equipment and services each visitor to svconline.com is evaluating for purchase in the next 12 months.*

SVC ONLINE VISITOR DEMOGRAPHICS*

BUSINESS INVOLVEMENT	PERCENT OF RESPONSES
Systems Integrator	28%
Systems Contractor/AV/Presentation	20%
Consultant (Architectural, AV, Electrical, Design/Engineer)	20%
Facility/Venue Management (Commercial, Medical, Education, Government, Entertainment and Religious Facilities)	15%
Distributor/Dealer/Rental Firms/VARS	5%
IT/Networking	1%
Other	11%
PURCHASE INVOLVEMENT	PERCENT OF RESPONSES
Audio/sound products	92%
Video products	83%
Installation services	60%
Consulting	40%

Source: svconline.com Online Demographics Study, October 2009

Size	Open Rate	3X Rate	6X Rate	9X Rate	12X Rate
2-page spread	\$13,425	\$12,718	\$12,012	\$11,305	\$10,598
1 page	\$7,045	\$6,674	\$6,304	\$5,933	\$5,562
2/3 page	\$6,160	\$5,835	\$5,511	\$5,187	\$4,863
1/2-page spread	\$10,211	\$9,673	\$9,136	\$8,598	\$8,061
1/2 page	\$4,809	\$4,556	\$4,303	\$4,050	\$3,797
1/3 page vertical	\$3,826	\$3,625	\$3,423	\$3,222	\$3,020
1/3 page square	\$3,689	\$3,495	\$3,301	\$3,106	\$2,912

All display rates quoted are gross rates. 15% agency commission applies.

POSITION PREMIUMS

Cover 4*	Add 25%
Cover 3*	Add 15%
Cover 2*	Add 20%
Cover 2*/Page 1	Add 20%
Opposite TOC *	Add 20%
Guaranteed Position	Add 15%
Opposite All Columns	Add 15%

*4-color only

MARKETPLACE ADVERTISING

All Marketplace rates quoted are four-color, net rates. No agency discounts.

Size	1x-6x	7x-12x
1 page	\$3,350	\$2,510
1/2 page	\$1,765	\$1,325
1/4 page	\$1,195	\$895
1/8 page	\$730	\$545

CLASSIFIED RATES

(Frequency rates per column inch)

1x	3x	6x	12x
\$140	\$133	\$119	\$112



Guarantee your presence in the premier, standalone 2011 Buyers' Resource Guide!

Sound & Video Contractor brings you the annual Buyers' Resource Guide for researching products and services, which will serve as the AV professional's one-stop guide for the year to come.

The *Sound & Video Contractor's* Buyers' Resource Guide offers you the following opportunities:

- Marketing power in the industry's premier stand-alone, dedicated Buyers' Resource Guide
- Benefit from high-quality editorial content. The *Sound & Video Contractor's* Buyers' Resource Guide also features a collection of the previous year's most popular articles and product round-ups as published by *Sound & Video Contractor's* Editors.
- Opportunity to reach the svconline.com's audience — in a digital format

Your advertising options start with cost effective Basic Listings, which ensure that your product will be considered when *Sound & Video Contractor's* professionals are researching video products.

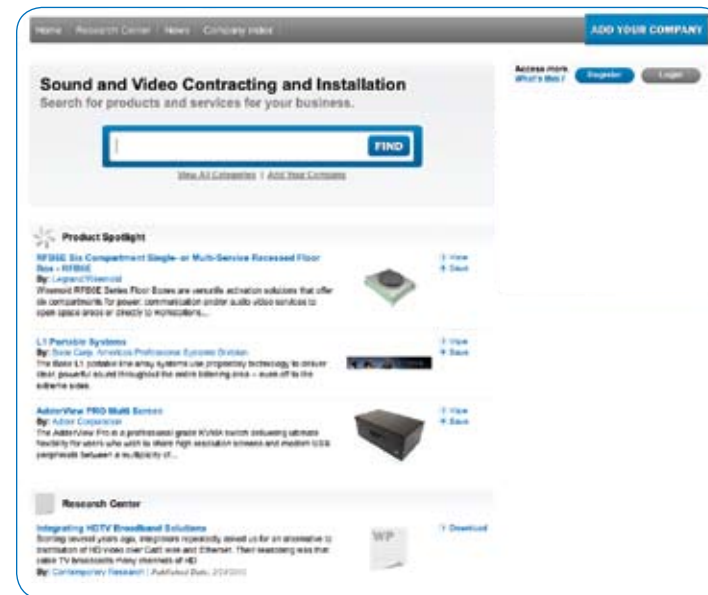
Interested in setting yourself apart from the competition? Consider our Enhanced Listings options or Display Advertising, strategically placed at the opening or within product categories.

FOR MORE INFORMATION ABOUT OUR BUYERS' RESOURCE GUIDE, PLEASE CONTACT:

JENNIFER GREEN

jennifer.green@penton.com

PH: 866.447.3018



Website Sponsorship

Combining IAB-certified placements and advanced ad-management technology, svconline.com provides you with maximum visibility among visitors.

One-Stop Technology Sponsorship Opportunity

Svconline.com's one-stop landing pages connect our readers with critical and timely news, commentary, research, and metrics on the industry's hottest topics. Be the sole owner of all the advertising real estate on a one-stop page, exclusively positioning your brand alongside specific relevant content.

One-Stop categories include: Projectors, Flatscreens & Mounts, Loudspeakers, Microphones, Control Systems, Cables/Connectors/ Wiring, Corporate AV, Houses of Worship, Education, Residential AV, Digital Signage and more.

Run-of-Site Positions

Maximize your reach, brand impact, and response on svconline.com in one of our run-of-site positions. ROS gives you full site coverage for your creative and maximizes exposure.

Webcasts

Reach a highly qualified, engaged audience through an in-depth, interactive format. Webcasts present a proven opportunity for high-quality lead generation by profiling the prospect using a registration questionnaire shaped by you and SVC. Webcasts educate customers on the advantages of your new technology and helps you brand your company as an industry thought leader. Includes a powerful promotional package, pre- and post-event, and turnkey production.

White Papers

Educate your customers while you increase your brand awareness and drive lead generation. Posting your white papers on svconline.com establishes your company as the go-to authority on industry information, while you influence readers on decisions and transactions.

Pop Quiz

Pop Quiz is a technical quiz that challenges a reader's knowledge on a particular industry topic or technology. This is a new, fun, and interactive product with a cool, novelty factor—being one of the first and capitalizing on the buzz—while also providing lead generation.

Sponsored Links

A plain-text 60-character ad hyperlinked to your targeted URL. Appearing at the bottom of every webpage, sponsored links have excellent click-through rates and offer a high volume of impressions.

Custom Publishing

Turnkey custom publishing—from brochures to inserts to catalogs to sales sheets—allows you to create and maintain an effective, personalized relationship with your customers. Services include custom research, content creation, production, design, printing, and distribution strategies.

BlogLive

Reach maximum exposure around key industry shows like Infocomm, NAB and CEDIA as our editorial team gathers the sights, sounds and the latest buzz from the show floor for attendees and readers following the event around the world. You'll receive exclusive branding on the event blog on svconline.com, sponsorship booth signage, screensaver branding during the live demonstration of the show blog, premier banner position on five (5) BlogLive e-Newsletters (one pre-, three during, one post-show) and a callout snipe on our show magazine issue cover. A powerful sponsorship opportunity.

Blogcasts

Increase your visibility and brand awareness with a sponsorship of SVC's Blogcast. A hybrid of a blog and a podcast providing visitors with the latest industry news and analysis, the Blogcasts also give sponsors multiple promotional channels. Blogcasts appear in search, can be found in iTunes and through RSS subscription, distributing your message in each episode. You'll have evergreen placement through web posting and search and a powerful association between the topic and your brand with strong search implications lasting beyond your sponsorship. You'll also receive exclusive banner advertising on the Blogcast, a sponsorship message incorporated into the podcast intro and sign-off statements, and a permanent sponsorship acknowledgment at the bottom of the episode's blog post with a link to your URL.

Custom Email

Go direct to the people who most want to hear the details about your newest product release. Showcase your technology to the highly qualified SVC audience lists with your custom promotional e-mail message. We will also provide you with complete metrics and analysis on your campaign.

Svconline.com web ads are a dynamic, creative option for your campaign.

These ads ensure your message gets the most exposure, response, and brand value possible.

RUN-OF-SITE POSITIONS

Maximize your reach, brand impact, and response on svconline.com in one of our run-of-site positions.

These ad positions give you plenty of room for your creative and maximize impact.

Your ad will appear on the home page and all run-of-site pages.

AD TYPE	SIZE	FILE SIZE
1 Leaderboard	728x90	max 35K for GIFS
2 Navigation Bar	125x125	max 35K for GIFS
3 Boom Box	300x250	max 35K for GIFS
4 Sponsored Text Link	60 plain-text characters, includes spaces and punctuation	

SVCONLINE.COM TECHNICAL SPECIFICATIONS

- Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliver
- Will accept for testing: DHTML, Audio, Real, Shoshkeles, Tomboy
- Non-accepted formats: Java, Java Applet, Video
- 3rd Party Ad Serving: The Publisher will accept most 3rd Party Ad Tags including DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.
- Dimensions and file sizes: 120x600, 240x400, 250x250: 25K; 468x60, 180x150, 125x125, 120x240: 15K; 234x60: 12K; 120x60: 8K
- Frames and looping: Maximum frames = four; looping = three times
- Materials due: Two business days prior to posting for banner ads and five days prior to posting for rich media ads. Includes referring URL and alternate text with instructions.
- Cancellation policy: Banners, sponsorships and eNewsletters require a two-week written cancellation notice.
- More detailed specs available upon request



WEB SITE PACKAGED PRODUCTS

PRODUCTS - SOLD MONTHLY:	OPEN RATE	3X	6X	9X	12X
One Stop	\$2,100.00	\$1,995.00	\$1,890.00	\$1,785.00	\$1,680.00
Pop Quiz	\$4,200.00	\$3,990.00	\$3,780.00	\$3,570.00	\$3,360.00
Sponsored Links - Run of Site	\$1,575.00	\$1,496.00	\$1,418.00	\$1,339.00	\$1,260.00
Online Custom Surveys	\$8,400.00	\$7,980.00	\$7,560.00	\$7,140.00	\$6,720.00
Podcast - Editorial	\$4,200.00	\$3,990.00	\$3,780.00	\$3,570.00	\$3,360.00
White Paper Hosting	\$2,100.00	\$1,995.00	\$1,890.00	\$1,785.00	\$1,680.00

RUN-OF-SITE PRODUCTS

PRODUCTS—SOLD CPM	OPEN RATE	3X	6X	9X	12X
Introstitial	\$525.00	\$499.00	\$473.00	\$446.00	\$420.00
ROS - Premium Boom Box (300X250)	\$68.00	\$65.00	\$62.00	\$58.00	\$55.00
ROS - Top Leaderboard (728X90)	\$58.00	\$55.00	\$53.00	\$49.00	\$46.00
ROS - Navigation Bar (125X125)	\$37.00	\$35.00	\$34.00	\$32.00	\$29.00

WEBCASTS

Products—by Event:	Open Rate	3X	6X	9X	12X
Webcast - Sponsored Feature	\$8,225.00	\$7,819.00	\$7,400.00	\$7,000.00	\$6,600.00
Webcast - Editorial	\$7,000.00	\$6,650.00	\$6,300.00	\$5,950.00	\$5,600.00
Webcast - Tutorial	\$5,800.00	\$5,510.00	\$5,235.00	\$4,975.00	\$4,725.00

CUSTOM EMAIL PROMOTION

Product	Open Rate	3X	6X	9X	12X
Custom Email	\$195	\$185	\$176	\$166	\$156

2011 E-NEWSLETTER SERIES

AV PRODUCT SHOWCASE

Covering the latest technology and products. Features in-depth Networked AV and Wireless AV podcasts with Bennett Liles and the latest in new pro audio and video products. Delivered every Tuesday. Circulation: 42,000

AV MARKET UPDATE

Covering trends and opportunities in AV vertical markets including Houses of Worship, Corporate, Education, and Government. Features technology trends, installation profiles and new products in each vertical. Delivered every Thursday. Circulation: 28,000

CONNECTED HOME

Showcasing systems contracting for private residences with an emphasis on AV/IT convergence. Reports on the latest technology and trends in AV for home theaters, distributed audio and video, home automation and lighting. Delivered 1st and 3rd Monday. Circulation: 38,300

DIGITAL SIGNAGE UPDATE

Covering Retail, Corporate and Government signage and providing expert interviews, installation stories and full, new product and vendor coverage. Delivered 2nd and 4th Monday. Circulation: 30,900

TRADESHOW SERIES ROAD TO INFOCOMM ROAD TO CEDIA ROAD TO NAB

Featuring in-depth information about the show, including interviews with key expo presenters, the latest product announcements and more. Delivered once a week, three weeks before each show. Circulation: 85,600

BLOG LIVE AT INFOCOMM BLOG LIVE AT CEDIA BLOG LIVE AT NAB

Featuring the latest live blog commentary from SVC's editors and the latest product news from the showfloor. Up-to-the minute info for attendees and those unable to attend from the biggest shows of the year. Published daily during show. Circulation: 28,700

AV PRODUCT SHOWCASE ■ AV MARKET UPDATE ■ RATES ARE MONTHLY ■ 4X DEPLOYMENTS/MONTH

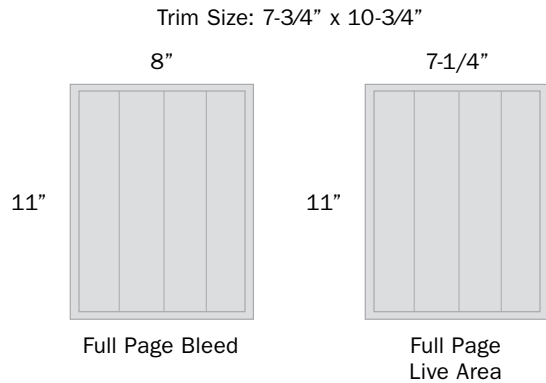
Ad Unit	OPEN RATE	3X	6X	9X	12X
1 Premium Sponsorship (300x250 + 30 words of text)	\$4,400	\$4,180	\$3,960	\$3,740	\$3,520
2 Feature Sponsorship (300x250 + 30 words of text)	\$3,600	\$3,420	\$3,240	\$3,060	\$2,880

CONNECTED HOME ■ DIGITAL SIGNAGE ■ RATES ARE MONTHLY ■ 2X DEPLOYMENTS/MONTH

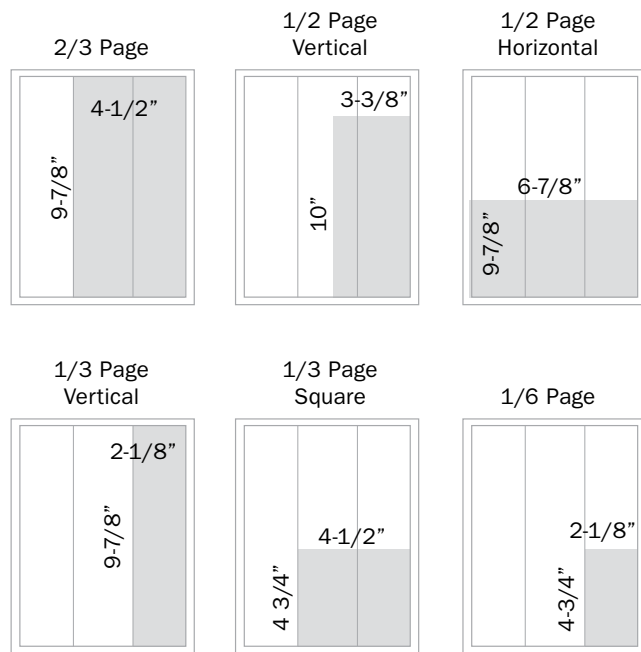
Ad Unit	OPEN RATE	3X	6X	9X	12X
1 Premium Sponsorship (300x250 + 30 words of text)	\$2,200	\$2,090	\$1,980	\$1,870	\$1,760
2 Feature Sponsorship (300x250 + 30 words of text)	\$1,800	\$1,710	\$1,620	\$1,530	\$1,440



DISPLAY AD DIMENSIONS



Fractional ads are nonbleed specs



*Contact ad coordinator for bleed dimensions

DISPLAY AD DIMENSIONS

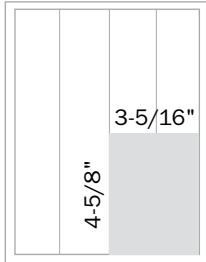
PUBLICATION TRIM SIZE: 7-3/4" X 10-3/4"

AD	INCHES
Full Page Trim	7-3/4" x 10-3/4" (19.7 cm x 27.3 cm)
Full Page Live Area	7-1/4"x 10-1/4" (17.8 cm x 25.4 cm)
Full Page Bleed*	8" x 11" (20.3 cm x 28 cm)
2/3 Page	4-1/2" x 9-7/8" (11.4 cm x 25.1 cm)
1/2 Page	Vertical 3-3/8" x 10" (8.6 cm x 25.4 cm)
1/2 Page	Horizontal 6-7/8" x 4-3/4" (17.4 cm x 12 cm)
1/2 Page	Island 4-1/2" x 7" (11.4 cm x 17.8 cm)
1/3 Page	Vertical 2-1/8" x 9-7/8" (5.4 cm x 25.1 cm)
1/3 Page	Square 4-1/2" x 4-3/4" (11.4 cm x 12 cm)
1/4 Page	Standard 3-3/8" x 4-5/8" (8.6 cm x 11.7 cm)
1/4 Page	Horizontal 7"x 2-3/8" (17.8 cm x 5.9 cm)
1/6 Page	2-1/8 x 4-3/4 (5.4 cm x 12 cm)
Full Page	Spread Trim 15-1/2" x 10-3/4" (39.3 cm x 27.3 cm)**
Full Page	Spread Bleed* 15-3/4" x 11" (40 cm x 28 cm)**
1/2 Page	Spread Bleed 15-3/4" x 5-5/16 (40 cm x 13.5 cm)**

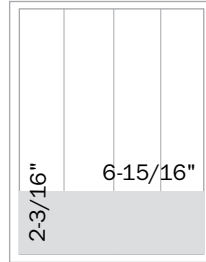
All live matter not intended to bleed should be kept 1/4" (0.25") or 6mm from trim.
 * All bleed dimensions include a 1/8" (0.125") or 3mm head, foot, face and gutter trim.
 ** For best results, make sure words and critical information are not split over crossover.
 Gutter clearance: 3/16" total (.1875) or 5mm.

MARKETPLACE DIMENSIONS

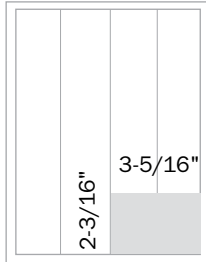
1/4 Page Vertical:
3-5/16"w x 4-5/8"h



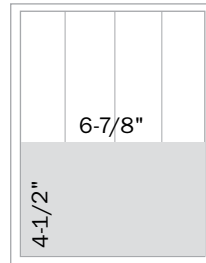
1/4 Page Horizontal:
6-15/16"w x 2-3/16"h



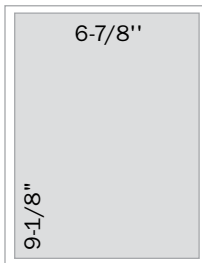
1/8 Page:
3-5/16"w x 2-3/16"h



1/2 Page:
6-7/8"w x 4-1/2"h



Full Page
Marketplace Ad
(no bleeds)



Note: Per SWOP standards, a 24% dot gain or enlargement on press can be expected.

MARKETPLACE

This cost-effective advertising section features color display ads highlighting products and services available to sound and video contractors.

CLASSIFIED ADVERTISING

Rates: \$140 per inch, 1-inch.

Ads larger than 1 inch will be charged by quarter-inch increments.

DISPLAY CLASSIFIEDS

Column Widths: 1: 1-9/16" 2: 3-5/16" 3: 5-1/16" 4: 6-15/16"

MARKETPLACE & CLASSIFIED DEADLINES

Materials Due: 15th of the month prior to publication cover date (for example, March issue closes February 15th). Classified ads cannot be canceled, refunded, or changed after the deadline date. Late ads will be published in the next available issue unless otherwise specified. Copy changes, art changes, or cancellations must be submitted in writing.

CLASSIFIED TERMS

Money orders, checks, Visa, MasterCard, Discover, and American Express are accepted (please include expiration date). Billing and credit are available. There are no agency discounts.

SALES CONTACT:

Sound & Video Contractor

COREY SHAFFER

Classified/Marketplace Sales
corey.shaffer@penton.com
PH 510-985-3225
FAX 913-514-3905

PRODUCTION CONTACT:

Sound & Video Contractor

LINDA SARGENT

Classified Production Coordinator
9800 Metcalf Avenue
Overland Park KS 66212

linda.sargent@penton.com
PH: 913-967-1871
FAX: 913-514-7093



Western US and Canada
JANIS CROWLEY
 PH 415-505-1985
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