

## 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
<b>1 Premium Sponsorship</b> (300x250 + 30 words of text)	\$4,400	\$4,180	\$3,960	\$3,740	\$3,520
<b>2 Feature Sponsorship</b> (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
<b>1 Premium Sponsorship</b> (300x250 + 30 words of text)	\$2,200	\$2,090	\$1,980	\$1,870	\$1,760
<b>2 Feature Sponsorship</b> (300x250 + 30 words of text)	\$1,800	\$1,710	\$1,620	\$1,530	\$1,440

