



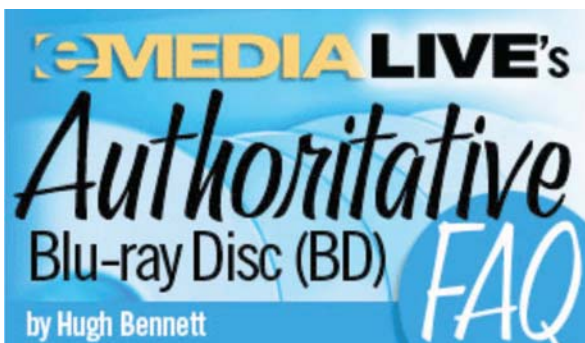
EMediaLive, The HD Media Hub, is the online news and resource center for an optical media industry in transition from the mature CD and DVD formats to their emergent Blu-ray Disc (BD) and download-to-DVD successors. Key technologies and practices addressed include CD, DVD, and Blu-ray Disc (BD) authoring, duplication, replication, storage, media, standards, and specifications. The site includes **The Authoritative Blu-ray Disc (BD) FAQ**, the industry's undisputed source for technical and practical information on all things BD.

EMediaLive is a critical source for strategies, resources, and news essential to the work of HD media professionals. EMediaLive offers timely news analysis, product reviews, in-depth feature articles, and monthly columns analyzing the latest industry trends, all available through the *EMediaLive* Research Center.

EMedia Xtra is *EMediaLive's* HTML e-Newsletter. Subscribers click on links from the HTML email, which bring them back to the full news item on the *EMediaLive* site.

The BD/DVD Resource Guide is *EMediaLive's* annual electronic magazine. The Guide features feature-length articles, columns, and industry analysis and reaches over 70,000 readers in Digital NXTbook format.

EMediaLive is home to **The Authoritative Blu-ray (BD) FAQ**, the web's most exhaustive and reliable source for accurate, professional information for next-generation optical media technology. The FAQ helps to fuel the site's 425,000+ monthly impressions.



The EMediaLive Research Center includes the following industry categories:

- [Blu-ray Disc \(BD\)](#)
- [CD-R/RW Drives](#)
- [Copy Protection](#)
- [Digital Audio](#)
- [BD/DVD Authoring Services](#)
- [BD/DVD Authoring Tools](#)
- [HD & HDV](#)
- [BD/DVD/CD Duplication](#)
- [BD/DVD/CD Media](#)
- [BD/DVD/CD Printers](#)
- [BD/DVD/CD Replication](#)
- [DVD Downloads](#)
- [Packaging](#)
- [Recording Software](#)
- [Standards Issues](#)
- [Storage Issues](#)
- [The DVD Market](#)
- [Writable BD/DVD Drives](#)



EMedialive visitors are DVD and Blu-ray (BD) media professionals within the industry and in a variety of fields. Key vertical markets served by the site include:

- High-end DVD/BD production facilities
- Corporate/in-house production
- Independent audio/video studios
- Archiving: medical, legal, government
- The audio recording industry
- Service bureaus

GOOGLE Search Term Ranking:

	• Blu-ray Disc (BD)	#3
	• BD Recorder	#2
	• BD Copy Protection	#2
	• BD/DVD Authoring Services	#1
	• BD/DVD Authoring Tools	#3
	• BD Duplication	#4
	• BD/DVD Authoring Tools	#3
	• BD FAQ	#1
	• DVD Download Business	#1
	• HD & HDV	#8

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jnuzzi@eventdv.net

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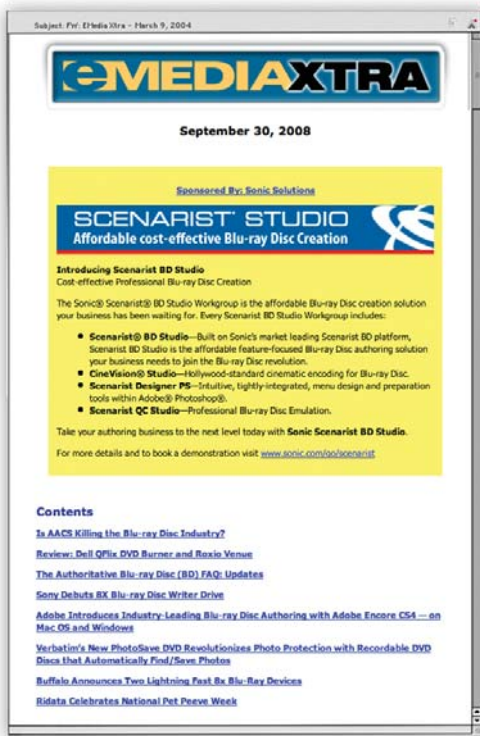
- EMedialive visitors have the authority to specify, recommend, or authorize purchases.
- EMedialive is where they do product and trend research before annual budget dollars are spent!



EMedia Xtra is the weekly source for breaking news on all the mature and emerging technologies of DVD and HD media. Each email issue covers the latest developments in HD and DVD authoring, recording duplication, replication, publishing, writable media, standards, and specifications, as well as the emerging DVD download business. This free weekly newsletter allows industry professionals to stay on top of breaking news as it's happening.

- **Circulation:**
13,195
- **Frequency:**
Tuesday

Not available in concentrated form like this anywhere else, EMedia Xtra arrives with fresh and accurate news compiled and written by EMedia Editors.



EMedia Xtra sponsorships are first come, first served. Reserve your EMedia Xtra sponsorship schedule now for the entire year. Schedule your sponsorships around product launches and Industry Events!

- 1X - \$550 per issue
- 6X - \$500 per issue
- 12X - \$450 per issue

Sponsor Advertising Specifications:

- 75-word text description
- 468 X 60 pixel web banner (.gif format)
- product photo optional - linking url
- CTR reports at the end of sponsored week

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EMedia Bulletin

NOTICE: Recipients of the EMedia Xtra e-newsletter will occasionally receive information on what we find to be important developments and events about technologies that emerge in the digital studio.

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TEAC

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Send your custom html email to the subscribers of the EMedia Xtra. You assign the subject line.

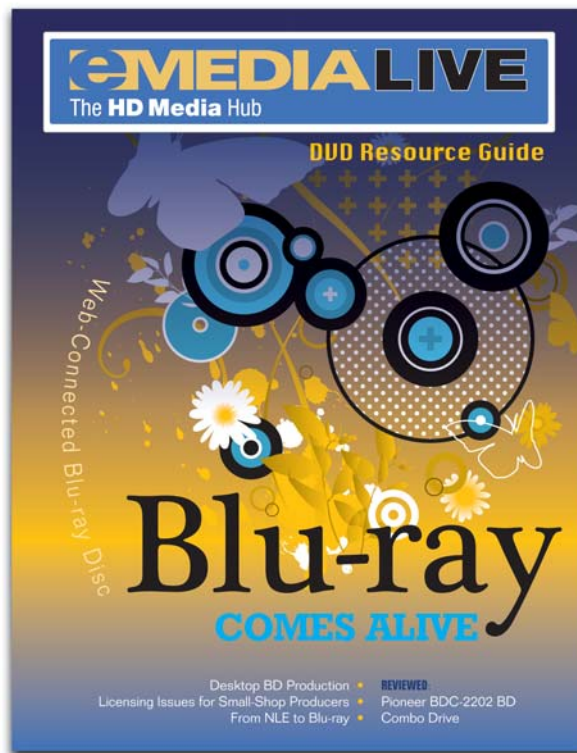
- 1X - \$1,480 per blast
- 6X - \$1,410 per blast
- 12X - \$1,375 per blast

**Limited one per week*



Introducing...EMedialive's HD Media Resource Guide Series

Building on the success of EMedialive's 2006, 2007, and 2008 DVD Resource Guides, EMedialive announces the HD Media Resource Guide series. Call now to reserve space in the next issue.



Reserve your space today!

Contact: John Nuzzi, Associate Publisher
757-259-1480
jnuzzi@eventdv.net

The HD Media Resource Guide Series is the annual publication of EMedialive, The HD Media Hub. Published in April, The DVD Resource Guide is a Digital Nxtbookbased electronic magazine that covers key topics in HD Media technology, and features columns, technology reports, and industry analyses by EMedialive contributors Hugh Bennett, Debbie Galante Block, Dan Daley, Mark Fritz, Jan Ozer, editor, Stephen Nathans-Kelly, and others.

Each issue of the Guide has a four-month shelf life and reaches more than 70,000 readers.



EMedia BD and DVD Resource Guide Display Advertising

(1) issue (full page)	\$2,200 ea
(2) issues (full page)	\$1,700 ea
(4) issues (full page)	\$1,400 ea

Banner Size	Location	Minimum	Cost
468 X 60	top	20,000	\$25 CPM
120 X 600	right side	20,000	\$30 CPM
130 X 200	left side	20,000	\$35 CPM
30-word text ads	inside articles	20,000	\$35 CPM
125 X 125	left side	20,000	\$15 CPM

EMedia Xtra Weekly eNewsletter Sponsorships

(1) issue (exclusive)	\$950 ea
(6) issues (exclusive)	\$855 ea
(12) issues (exclusive)	\$808 ea

EMedia Bulletin

(1) issue	\$1,480
(6) issues	\$1,410
(12) issues	\$1,375

Sponsored Text Link

	Monthly
Homepage Only (top position)	\$500
ROS - all pages	\$850

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The **EMediaLive** site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DFP5 DART DoubleClick ad serving technology.

All banners must conform to the following specifications:

- Maximum file size is the same for either *static, animated, or Rich Media Creative.*
- All ads are served up through *DFP5 DART DoubleClick.*
- We accept the following creative units: *(GIF, GIF 89, Rich Media, HTML)*
- *Flash:* linking url must be embedded in the .swf file.

Standard Creative Units	Max File Size	Banner Location
468 X 60	30K	Top
120 X 600	30K	Right Side
130 X 200	30K	Left Side
125 X 125	30k	Left Side
Text Ad	n/a	articles

Measuring Your Results

Targeting

DoubleClick has set the industry standard for ad targeting capabilities on the Internet. DART's targeting criteria include: *Browser type/OS, day of week, hour or day, domain type, ISP, DSP, company, SIC code, country, state, area code, ZIP code.*

Testing

EMediaLive requires two business days for testing of rich media and five business days for testing of new technology banners.

Reporting

Reports detailing campaign performance are available online.

Submission Instructions

Submit banner creative to: jnuzzi@eventdv.net
 Include live linking URL and ALT text. (ALT text may not exceed 25 characters including spaces)

Creative Limits

EMediaLive recommends no more that 4 looping frames on animation gifs.

Creative Modifications

When necessary, EMediaLive may make the following modifications to a creative:

- change the name of the file
- add a redirect to our servers via the click-thru URL so that our ad server can count clicks (EMedia Xtra)
- add a command to open a new browser window when user clicks
- add a 1 X 1 pixel to all HTML banners to allow our ad server to count impressions

Counting Impressions & Clicks

DART DoubleClick counts impressions only when creative is viewable in a user's browser. Clicks are recorded at the moment it writes the redirect to the system. We employ aggressive spider filtering detection methods for both impressions and clicks.

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