



***streaming
media producer***

WHERE ONLINE VIDEO IS A PROFESSION

2020
MEDIA KIT

Sports Video

Educational Video

Encoding/Streaming

Concert/Worship Video

Corporate/Commercial Video

Audio

Lighting

Editing/Postproduction

Live Switching/Webcasting

4K/HD/PTZ/360 Production Gear

WWW.STREAMINGMEDIA.COM/PRODUCER

ABOUT STREAMING MEDIA PRODUCER

➤ **Streaming Media Producer** is the definitive web resource for professional video producers delivering live webcasts and on-demand online video. The site features expert video tutorials on essential video production tools and techniques, along with in-depth articles, reviews, and case studies focused on key live web production verticals—including sports, worship, music and theatrical performance, conference, corporate, education, and episodic web-show production. **Streaming Media Producer** addresses both the high-pressure demands of professional live-switched webcast production and the framing, lighting, audio, and encoding requirements specific to online video in all its forms, whether live or on-demand. Authoritative video tutorials unravel the intricacies of video acquisition tools and strategies and the sophisticated editing, postproduction, compression, and delivery tools that professional online video producers require. Each week, a new tutorial, review, or in-depth best practices video plays directly from the **Streaming Media Producer** homepage.

Streaming Media Producer contributors are top professional producers in the field who deliver authoritative insight into the online video production process based on real-world projects for real-world clients.

Editorial Overview

Streaming Media Producer covers the following equipment and services:

- Video and Audio Mixers and Switchers
- 4K, HD, and PTZ Cameras and Camcorders
- Live Encoders and Streaming Appliances
- Live Webcasting and On-Demand Online Delivery
- Microphones and Audio Processing
- Stabilizers, Support, and Lenses
- Editing and Postproduction
- Lighting Equipment
- Mobile Studios and Flypacks
- CG and Titling



STREAMING MEDIA PRODUCER AUDIENCE

➤ Who Visits Streaming Media Producer?

- › Professional video production crews
- › Live webcast production and delivery experts
- › Corporate and commercial video professionals
- › In-house production and A/V staff
- › Sports, worship, theatrical, conference, educational, and social event videographers
- › Producers and directors of episodic web programs
- › Freelance and on-staff video editors and postproduction engineers
- › Technical editors for live productions
- › Online music video producers

➤ Who Should Be Advertising on Streaming Media Producer?

- › Manufacturers of live switchers, keyers, mixers, flypacks, mobile studios, and streaming media appliances
- › Vendors of live capture, recording, transcoding, and I/O devices
- › Nonlinear editing software and hardware vendors
- › Manufacturers and resellers of camera lenses, support, rigs, and stabilizers
- › Manufacturers and resellers of professional lights and lighting kits
- › Manufacturers and resellers of wired and wireless microphones and recording systems
- › Webcasting, encoding, and hosting companies
- › Streaming media service providers and online video platforms
- › Producers of effects and compositing software and third-party plugins
- › Royalty-free music providers
- › Storage companies
- › Production, postproduction, and streaming education and training companies



➤ For questions about Streaming Media Producer editorial opportunities, email:

Steve Nathans-Kelly • Editor

steve@streamingmedia.com

➤ Direct Advertising and Lead-Generation Program Inquires to:

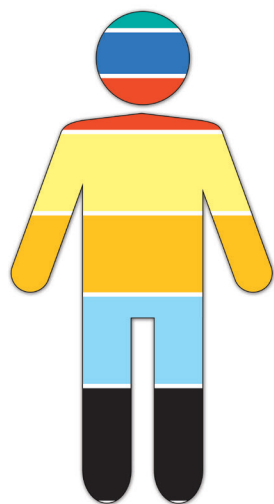
Contact: Joel Unickow

VP/Publisher • Streaming Media

(250) 933-1111 • joel@streamingmedia.com

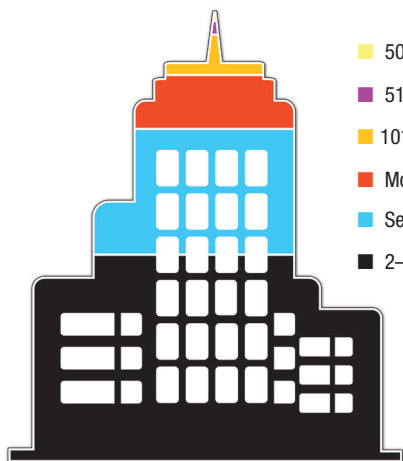
ABOUT THE AUDIENCE

JOB TITLE



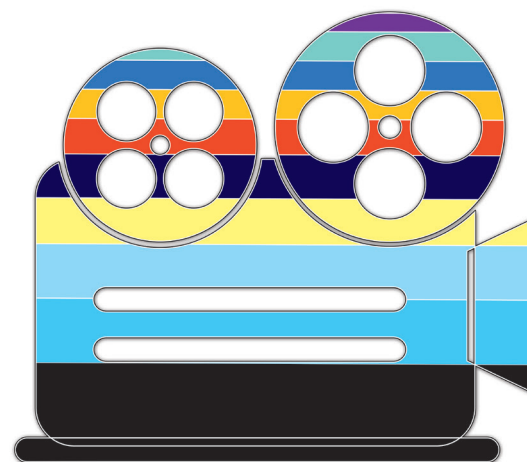
■ Camera Operator	7%
■ A/V Production and Support.....	9%
■ Technical Director	11%
■ Creative Director	16%
■ Live Events Producer	16%
■ Video Editor	18%
■ Media Production Specialist	23%

COMPANY SIZE (number of employees)



■ 501–1,000	2%
■ 51–100	3%
■ 101–500	9%
■ More than 1,000	12%
■ Self-Employed/Freelancer	28%
■ 2–50	46%

TYPE OF VIDEO PRODUCTION/DELIVERY PROJECTS



■ Worship Production/Streaming/IMAG	9%
■ Sports Event Capture/Streaming/IMAG	14%
■ Government.....	14%
■ Web/Broadcast News	14%
■ A/V Installation/Tech.....	17%
■ Corporate/Conference Streaming/IMAG	21%
■ Video-on-Demand Production/Delivery	22%
■ Performance (concert, stage, etc.), Capture/Streaming/IMAG	26%
■ Educational/Distance Learning	31%
■ Webcasting	47%

RESPONDENTS CAN PICK MORE THAN ONE CATEGORY.

STREAMING MEDIA PRODUCER'S SPONSORED VIDEO TUTORIALS

- **Streaming Media Producer** offers sponsored video tutorial series that provide our audience of video production professionals with essential tools for using key products effectively while providing sponsors with invaluable exposure and the credibility that comes with expert instruction and association with the authoritative streaming video production resource. Because the tutorials are delivered in an episodic series, divided into manageable segments, each focusing on a specific task, feature, or technique, they provide both consistent exposure and the appeal of allowing viewers to gain instruction for the specific technique they seek rather than having to search for it in a longer, less-focused tutorial.
- The **Streaming Media Producer** editorial staff will work with the sponsor to select and match an expert instructor to the product and work with the instructor and the sponsor to develop topics and arrange them in sequence for optimum impact. Tutorials in each series will run 5–9 minutes and premiere at scheduled 1- or 2-week intervals, with promotion to the entire *Streaming Media Producer Bulletin* audience (an exclusive, sponsored email broadcast to 13,000 opt-in readers), as well as in social media channels.

Each tutorial will appear on StreamingMedia.com/Producer along with an edited text version with accompanying screenshots. Pricing is as follows:

- Six-part video tutorial series: \$15,000
- Three-part video tutorial series: \$9,000
- Single video tutorial: \$3,500



➤ **Reserve your space today!**

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SMP FOCUS

Newsletter

SMP FOCUS is the weekly newsletter for professional video producers and A/V crews doing live production and delivery. Addressing all of **Streaming Media Producer's** key verticals, **Streaming Media Producer FOCUS** includes tutorials, reviews, features, and commentaries and blog posts from the leading experts in the industry; engaging video clips from out in the field; plus case studies and late-breaking product news and industry announcements.

Circulation:

14,000

Frequency:

Weekly

Not available in concentrated form like this anywhere else, the **SMP FOCUS** arrives with fresh and accurate content assembled by the editors of Streaming Media Producer

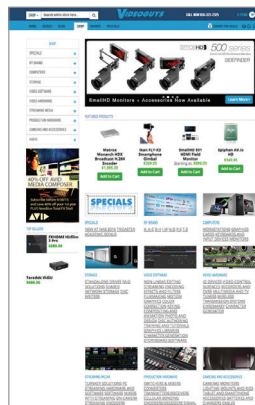
Streaming Media Producer FOCUS sponsorships are first come, first served, so reserve your sponsorship schedule **now** for the entire year. Schedule your sponsorships around product launches and industry events!

Streaming Media Producer Bulletin

Send your custom HTML email to the opt-in subscribers for third-party offers, delivered by Streaming Media. You assign the subject line.

> 1x -1,995 per issue

Circulation: 13,000



Sponsor Advertising Specifications:

- > 75-word text description
- > 468x120-pixel GIF web banner linking URL (product photo optional)
- > Report of emails broadcasted and click-throughs at the end of sponsored week

1x	3x	6x	12x
\$850	\$750	\$650	\$550
per issue			

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RATE CARD

BANNER SIZE	LOCATION	MINIMUM	COST
300x250	home & in articles	20,000 impressions	\$90 CPM
728x90	top position (leaderboard)	20,000 impressions	\$70 CPM
Static 300x100 Tile	right side		\$899/month \$499/month on 12X
970x250	billboard	10,000 impressions	\$110 CPM

SHORT CUTS

Streaming Media has always been proud to capture full videos of all of our conference sessions from **Streaming Media East** and **Streaming Media West**. Short Cuts are brief excerpts—roughly 2 minutes long—that capture the highlights of those sessions, focusing on practical tips, controversial subjects, and expert insight into industry trends and challenges. We post these Short Cuts as articles on StreamingMedia.com, complete with introductions and full transcripts to maximize SEO, as well as on Streaming Media's YouTube channel. Short Cuts are published biweekly throughout the year, with new installments published Monday and Wednesday each week. Since Streaming Media introduced Short Cuts in June 2016, video views have averaged 3,107 per month. Get your brand in front of the full, growing inventory of these exclusive video clips on a monthly basis with a pre-roll or slate.

PRICING

\$999 for 1 month
 \$1,495 for 2 months
 \$1,995 for 3 months
 \$2,495 for 5 months

SMP FOCUS Enewsletter Sponsorships

1 issue (exclusive)	\$850 ea
3 issues (exclusive)	\$750 ea
6 issues (exclusive)	\$650 ea
12 issues (exclusive)	\$550 ea

Streaming Media Producer Bulletin

1 issue	\$1,995
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Sponsored Video Tutorial Program

6 Part Series:	\$15,000
3 Part Series:	\$9,000
Single Totiral:	\$3,500

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BANNER OPTIONS

- The **StreamingMedia.com/Producer** site offers a variety of banner size options, as well as rich media advertising opportunities. The site utilizes DoubleClick for Publishers (DFP) third-party ad-serving technology (formerly Google Ad Manager). 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 through DoubleClick for Publishers (DFP).

➤ Testing

StreamingMedia.com/Producer requires 2 business days for testing of rich media and 5 business days for testing of new technology banners.

➤ Reporting

Reports detailing campaign performance are available.

➤ Submission Instructions

Submit all creative to: joel@streamingmedia.com

Include live linking URL and ALT text.

(ALT text may not exceed 25 characters including spaces.)

Standard Creative Units	Banner Location	Max File Size
300x250	home & in articles	200K
728x90	top position (leaderboard)	200K
Static 300x100 Tile	right side	200K
970x250	billboard	200K

➤ Creative Specifications

- File size: maximum of 200K for any creative unit.
- Acceptable creative units: GIF, Animated GIF, JPG, PNG, and HTML5.
- We no longer accept Flash (.SWF) creatives.

➤ HTML5 File Size Specifications

- **Initial Load** (Asset files are immediately loaded when the ad tag is inserted in the page.): 150K
- **Politely Loaded** (All of the creative's subsequent assets are loaded once the host webpage has completed loading.): 2MB

➤ Recommended resources to migrate from Flash/SWF to HTML5

- **Google Swiffy** – Converts existing Flash creatives into self-contained HTML5 creatives <https://developers.google.com/swiffy>
- **Google Web Designer** – Advertisers and agencies can use this to build creatives in HTML5 <https://www.google.com/webdesigner/>

➤ Counting Impressions & Clicks

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

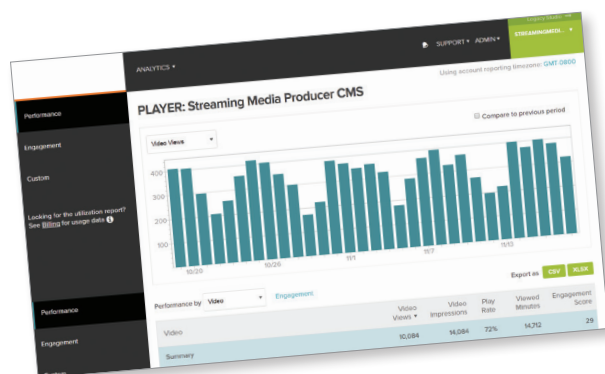
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➔ **Streaming Media Producer** publishes four new videos per month, including focused tutorials and video reviews featuring key products and solutions and essential techniques for advancing and streamlining the video production and postproduction workflows of our audience of working video professionals. Our audience comes to **Streaming Media Producer** to learn new techniques from expert practitioners that they can apply directly to their own work, and to find critical assessments of the latest gear to make informed purchasing decisions.

- \$999 for 1 month
- \$1495 for 2 months
- \$1995 for 3 months
- \$2495 for 5 months



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