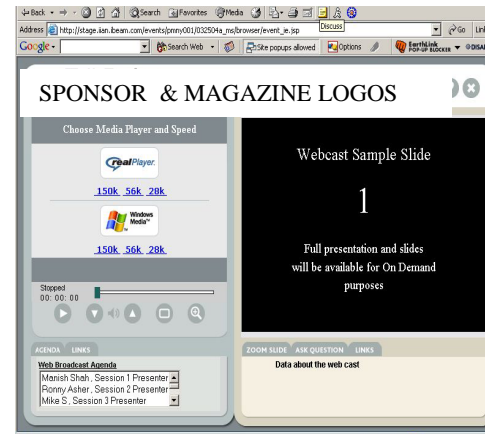


Reach Qualified Prospects Through an In-Depth, Interactive Format

Webinars provide a unique, interactive opportunity for you to obtain highly qualified sales leads that profile the prospect via a registration questionnaire, shaped by you and *Broadcast Engineering*. The format creates an environment to educate potential customers on the advantages of your new technology/system as well as an ability to brand your company as a leader in the field by educating the industry and promoting discussion.

Webinar Format:

- Live or pre-recorded audio with accompanying PowerPoint presentation.
- 45 minutes plus 15 minute Q & A at end – questions typed in from desktop. Additional questions answered via e-mail by the panel within a few days.
- Archived for three months.
- Exit survey to all registrants
- On screen:
 - Photos and short bios of all participants.
 - Bulleted PowerPoint slides covering important discussion points.
 - Magazine and sponsor logos at top of screen for branding.
 - Link to expanded participants' bios and contact information.
 - Link to related resources such as white papers, training seminars, Web sites, and/or streaming video product demos.
 - Pre-recorded option: Running text of audio – participants may hear AND read what is being said.
- Suggested participants: *Broadcast Engineering* expert; Management title from your company – CTO, product developer/manager, engineer; End user, systems integrator, purchaser or installer of the product/system to relay their factors for product decision, i.e. new capabilities, efficiency, cost/benefit.
- Cost: \$12,000 Net



Contact Your Market Manager

East

Josh Gordon
718-802-0488
jgordon5@bellatlantic.net

West

George W. Watts III
360-546-0379
georgeww3@aol.com

Midwest

Joanne Melton
212-462-3344
jmelton@primediabusiness.com

International/Europe

Richard Woolley
+44 1295 278 407
richardwoolley@btclick.com

Europe

Tony Chapman
+44 1635 578 874
ARCintect@aol.com

Japan

Mashy Yoshikawa
+81 03-3235-5961
mashy@fa2.so-net.ne.jp

Israel

Asa Talbar
+972 3 5629565
talbar@inter.net.il

*Publisher's approval of sponsor's message required.

WEBINAR PROMOTION

Full Page Advertising Units:

- Broadcast Engineering US/Canada Edition
- Broadcast Engineering World Edition's E-Zine
- *Broadcast Engineering World Edition available for an additional \$1000

Email Sponsorships:

- One registration invitation blast to our nearly 30,000 opt-in database. Invitation to be crafted by sponsor and *Broadcast Engineering*. Sponsor may send to dealer and client database.*
- Editorial coverage and logo registration link on all relevant *Broadcast Engineering* e-newsletters before and after the event.
- Reminder blast the morning of or night before the Webinar to registrants.

Online Skyscraper:

180 x 300 skyscraper on broadcastengineering.com for three months.