



2010 Media kit





Audited Circulation

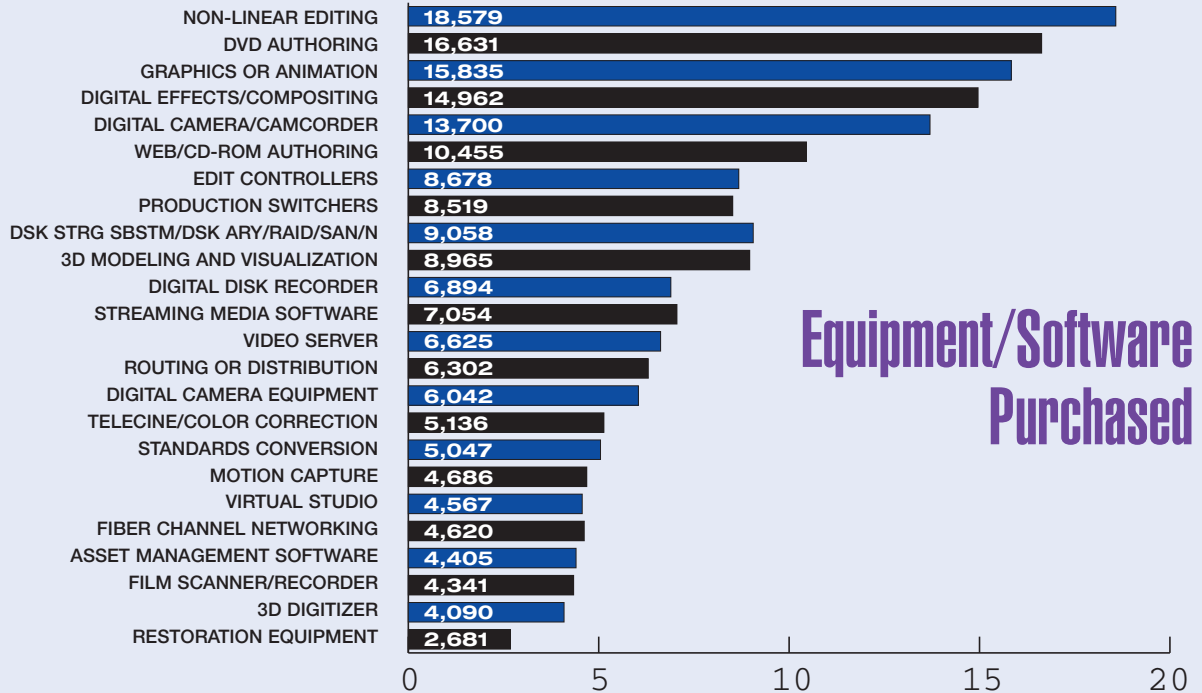


Custom Market Research:

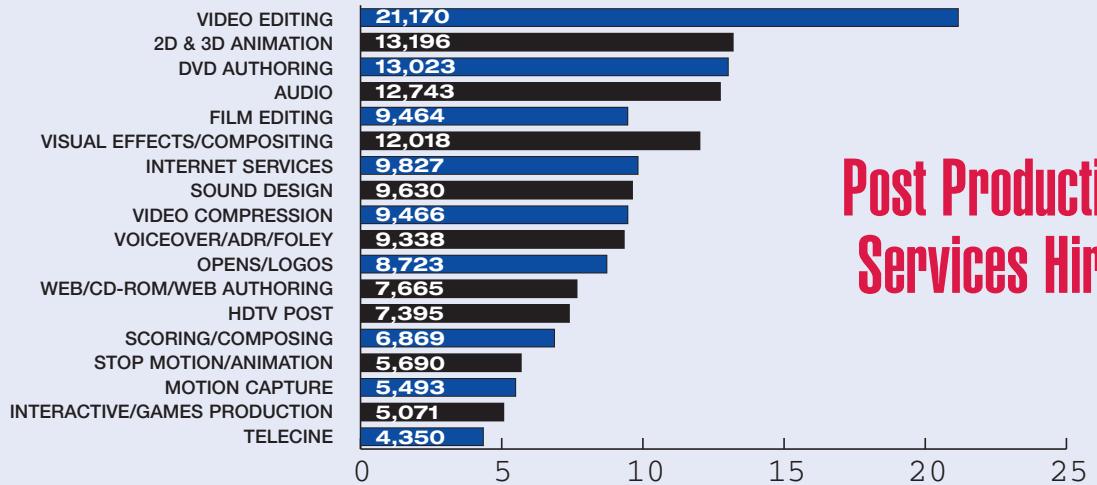
Any trade magazine with a high quality database is in a unique position to provide clients with objective, targeted and accurate market research! Thanks to POST's detailed subscription card, a targeted sample selection can be used to investigate practically any area an advertiser wants to explore.

Online Custom Surveys

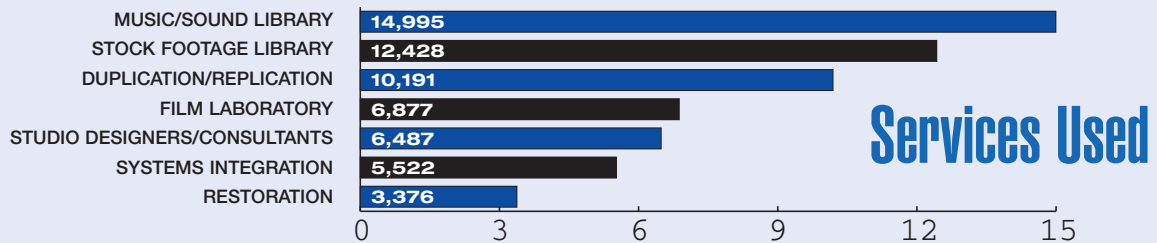
Want to find out how your products and services stack up to the competitors' brands? Do you have 10 burning questions you would like to ask POST's readers? The Online Custom Survey is available to help companies dig deeper into the buying intentions from industry decision makers.



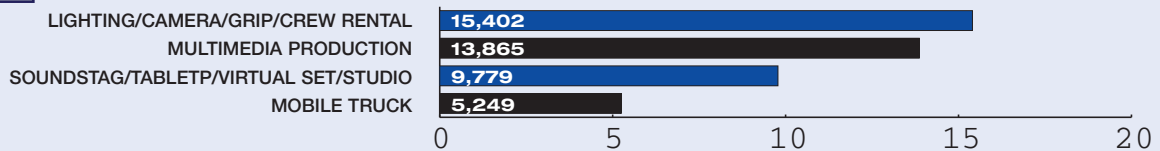
Equipment/Software Purchased



Post Production Services Hired

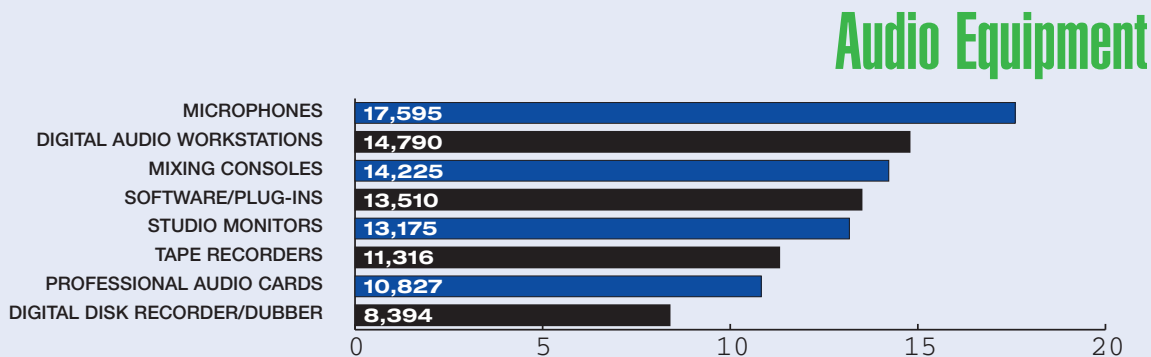
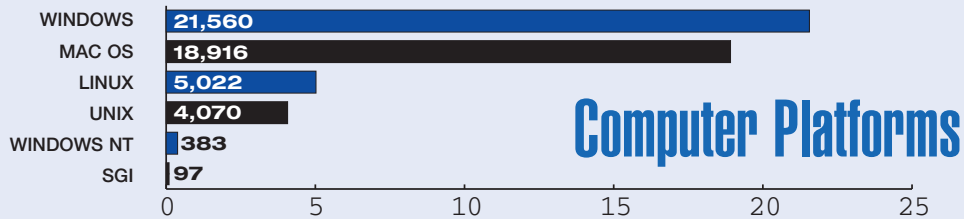
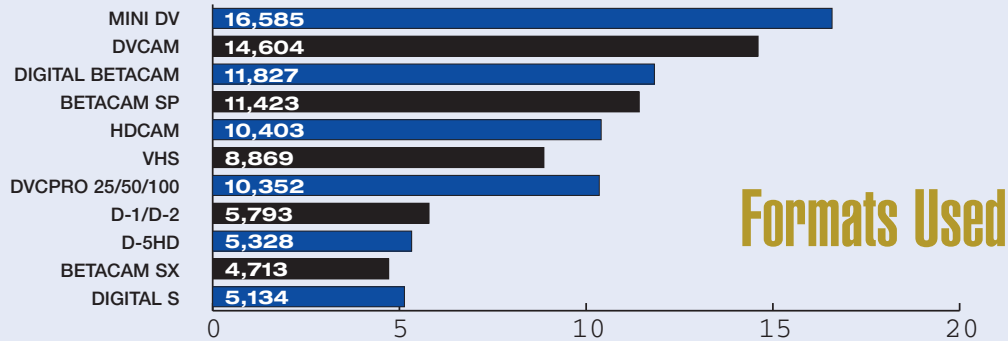
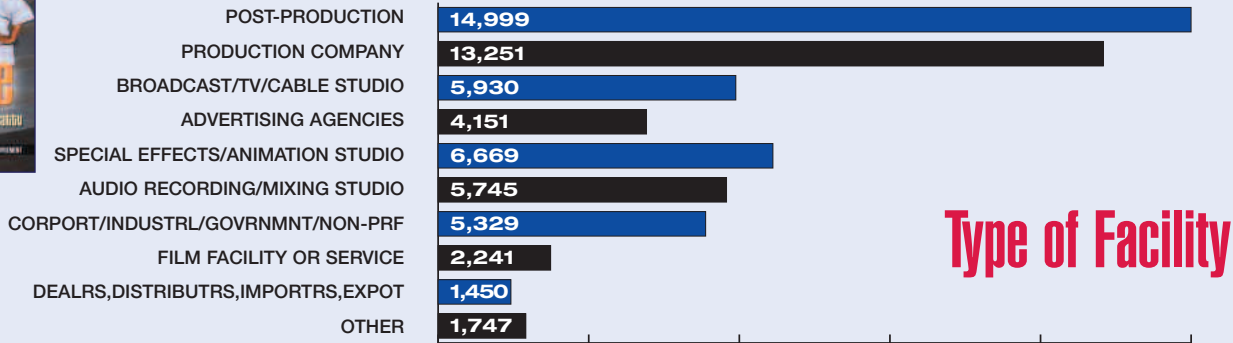
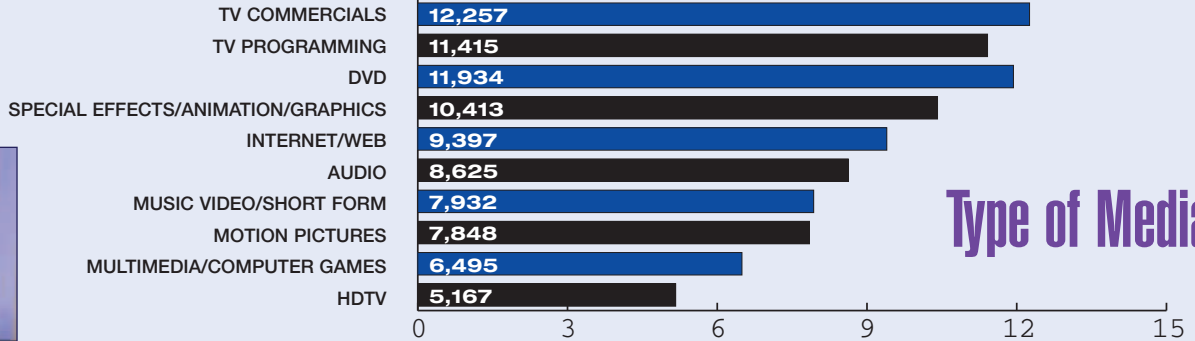


Services Used



Production Services Hired

Audited Circulation





Editorial Leadership



Randi Altman Editor in Chief

Randi Altman joined the magazine in 1991 as assistant editor. In her years with *POST*, she has reported on the industry's change from analog to digital and HDTV's long march to implementation. During her tenure with the magazine, Randi has developed countless industry contacts and offers a distinctive view of the post production industry.



Marc Loftus Senior Editor/Director of Web Content

Marc Loftus has been with *POST* since 1992. As a graduate of the New York Institute of Technology and the Audio Recording Technology Institute, Marc is *POST*'s resident expert on sound editing. He also enjoys covering new technologies in the video, film and computer graphics arenas. Marc aims at revealing industry techniques and secrets in every issue. His incisive interviewing and analyzing practices help deliver the latest trends for *POST* readers.

Ken McGorry Consulting Editor

Ken McGorry has been writing about television and film production since 1987 and has been an editor and writer for *POST* since 1988. Throughout the 1990s, Ken was first the editor of *POST* and later editorial director. Ken was involved in producing the "*POST* Awards" an annual celebration of post production artistry and technology held at NAB. Ken travels extensively for *POST*, including internationally, speaking at industry events and interviewing top post production artists and executives from around the world.

Iain Blair Contributing Writer Films

British writer and musician Iain Blair has been a long-time writer for the Tribune Media Services and specializes in the entertainment industry. Iain connects with Hollywood heavyweights each month in *Post*'s "Director's Chair" column, where readers can see how top filmmakers deal with challenging effects, tight budgets and huge expectations.

Daniel Restuccio West Coast Bureau Chief

Dan has covered Hollywood from the inside while reporting on digital content creators from their pioneering early days. Dan has been with *POST* Magazine for three years. He reports on projects, trends and news from the heart of the entertainment world, Los Angeles.

Christine Bunish Contributing Writer

Christine Bunish has been covering the broadcast, film and video industries for two decades. Formerly she was a staffer at Broadcast Management/Engineering and World Broadcast News magazines and an editor at Millimeter. Prior to that she served as assistant art director and associate public relations director for a group of international news magazines.

Ann Fisher Contributing Writer Animation

Ann Fisher has been with *POST* Magazine for over 12 years. Ann was previously at NFL Films, where she directed advertising and public relations. She now covers the evolution of animation for *POST* and holds a B.A. in journalism from Penn State.

Bob Pank UK Correspondent Broadcast and Editing

Bob Pank's expertise in broadcast and editing began while with the BBC in the 1970s. Bob has published several books including, "The Digital Fact Book," "Film in the Digital Age" and "Online Nonlinear Editing."

Randall Simpson Reviewer

Randall started his career in video production in 1984, working as a production assistant and editor for Denver based Pencom, Inc. He worked his way up to Associate Producer before moving on to take the position of Producer for KACTV in 1988. Throughout his career, he has maintained a "jack of all trades" philosophy, being skilled in all aspects of producing, writing, production, and post production. He currently is Production Supervisor with KACTV and lives in Aurora, Colorado.

POST'S EDITORIAL ADVISORY BOARD

HIGH DEF

Randall P. Dark
Randall Dark Productions, LA
Conrad Denke
Victory Studios, Seattle/LA

AUDIO POST

Ron DiCesare
Ultrasound, NYC
Joe Franco
Beat Street, NYC

DVD

Jeff Stabenau
Giant Interactive, NYC
Mark Ashkinos
ScreamDVD, NYC

COMPOSITING

Robin Shenfield
The Mill, London
Fred Ruckel
Stitch, NYC

ANIMATION

Tony Cleave
Soho, Toronto
Dariush Derakhshani
Radium, Santa Monica

STREAMING

Phil Price
Phil Price Digital Media, NYC

POST HOUSES

Mark Yates
Broadway Video, NYC
Richard Frank
The Studio NWE, Burbank
Stephane Gravel
Technicolor, Montreal

REALITY TV

Mark Raudonis
Bunim-Murray Productions
Van Nuys, CA



Editorial Leadership

Mission Statement

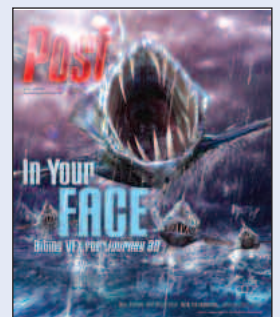
POST covers the post production industry from all angles: video, film, graphics, animation and audio. POST also gives a voice to the creative, production and technical professionals who use today's tools to define the quality of any film, video, broadcast or web product.

Editorial Focus

**Technology how-to's
creative project development
product reviews
new products
industry trends and analysis in the areas of audio, video, film, graphics, animation and the web**

Unique Qualities

**Articles by veteran reporters and industry leaders
OVERSIZED format and high profile design
Subscribers come from ALL forms of entertainment media
publishes EARLY, within the SECOND week of the month**



Rates and Specifications

2010 BLACK AND WHITE RATES

AD SIZE	1X	3X	6X	12X	18X	24X
Full Page	7111	6883	6677	6191	5817	5614
Junior Page	6104	5903	5791	5152	5358	5044
2/3 Custom Square	5716	5550	5397	5003	4798	4691
Jumbo Half	5117	4858	4830	4469	4291	4197
Junior Half	3918	3797	3670	3409	3396	3210
1/3 Page	3484	3374	3269	3003	2923	2850
1/6 Page	1937	1896	1784	1683	1609	1673

ADDITIONAL COLOR CHARGES

		SPREADS
Standard	\$1156	\$1958
Matched	\$1286	\$1337
Metallic	\$1750	\$2973
Four-Color	\$2049	\$3484

PREMIUM POSITIONS

Cover 2	+ 25%
Cover 3	+ 15%
Cover 4	+ 25%
Preferred Position	+ 10%

SALES CONTACTS

Mari Kohn, National Sales Manager

Tel: 818-291-1153 • Fax 818-547-4607 • E-mail: mkohn@postmagazine.com

Lisa Black, Sales Manager, Int'l

Tel: 903-295-3699 • Fax 214-260-1127 • email: lisa@postmagazine.com

TERMS & CONDITIONS:

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders submitted to COP Communications POST by Advertiser or its advertising agency:

A – Invoices are rendered at date of publication.

B – Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to POST. All overdue payments will be reinvoiced directly to the Advertiser, who will be held fully responsible for payment.

C – Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all overdue invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.

D – Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.

E – All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.

F – Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort,

injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.

G – Publisher reserves the right to reject any advertising which Publisher feels is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.

H – Publisher shall not be liable for any omitted, misplaced, or mispositioned advertisements.

I – All orders are accepted by Publisher subject to change in rate upon notice from Publisher.

J – Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.

K – An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.

L – A 1/3 page ad is the minimum rate holder.

M – Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.

N – Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.

O – In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.

P – Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.

Q – Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.

R – Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.

S – Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.

T – These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of California and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

Commission
Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days. Production charges are not subject to agency commission.



Online Advertising

Postmagazine.com 2010 Online Advertising Rates

- Buttons: 120 X 60 - ROS: **\$350** net per month
 - Horizontal Banners: 468 X 60 - ROS: top banner **\$2,350** net per month
 - Vertical Skyscraper: 120 X 600 - ROS: **\$1,650** net per month
 - Box: 180x180 - ROS : **\$1,500** net per month
 - Footer: (468x60) - ROS: **\$950** net per month
 - Video clips - Section page only: **\$500** • White Papers - **\$500**
- Ask about our combination programs. All units are run of site (ROS).



BUTTON: 120 x 60 pixels, 7-8kb max file size Animation: no limits on animation, but nothing that hampers the user experience. Formats: .GIF, .JPG, .PNG, .SWF. **BANNER:** 468 x 60 pixels, 15-17kb max file size Animation: no limits on animation, but nothing that hampers the user experience. Formats: .GIF, .JPG, .PNG, .SWF. **SKYSCRAPER:** 120 x 600 pixels, 35-38kb max file size Animation: no limits on animation, but nothing that hampers the user experience. Formats: .GIF, .JPG, .PNG, .SWF – Flash files can be up to 40K. No sound. 3rd party tags accepted, i.e. Dart and Atlas. No "4th" party tags, unless agreed by sales team, i.e. floating ads or expandable ads.

Postmagazine.com can also handle several Rich Media formats, the most common being Macromedia Flash. If you intend to do any work with Flash please see Flash Instructions and email webads@postmagazine.com ahead of time as there are some design considerations. Third Party ad tags are also accepted if it is the client's wish to be able to track their own stats. Otherwise, we (Post Magazine) are able to provide (by request) the numbers of clicks and impressions that their ads generate. **Materials should be sent to webads@postmagazine.com.**

Web Sponsorship Opportunities

a) Target market Enewsletters

Monthly themes: Audio/Music/sound; Animation/Graphics, Cameras in Post, Editing, HD, Storage, Studio, Workstations. Editors will review any additional topic choices. Circulation per Eblast: 36,000 opt-in subscribers.

Web ad sponsorship levels:

- 1) Exclusive Sponsorship of enewsletter: banner, button, skyscraper, 100 words of text. **\$3295 net per month**
- 2) Co-sponsored with another advertiser: 2 web ads, and 50 words of text each. **\$2495 net each advertiser**

b) Web ad sponsorship on Show Dailies

Daily E-newsletters from these shows: NAB, Siggraph, IBC, AES, HD World. Circulation per Eblast: 36,000 opt-in subscribers. We offer one price for all eblasts during each show week. Top banner (468xx60): **\$4995 net**; button (120x120): **\$2995 net**

c) Bi-weekly "News & Networking" E-newsletter (2x monthly).

Enhanced reporting on industry updates, training, jobs, career, events, studio and student galleries. Circulation: 36,000 opt-in subscribers. Here's your opportunity to sponsor with: 468x60 horizontal banner **\$2000** top position; **\$1500** in between sections 160x600 vertical skyscraper **\$1895**; 180x180 box **\$1500**

d) Direct mail via POST's subscriber lists.

Custom Online Survey. Need to know more about our audience's preferences or buying intentions? Submit up to 15 burning questions you would like to ask the subscribers. Select subscriber categories from POST's subscription card (ex: businesses, titles, media they work in) POST Magazine will create, deploy and tabulate the results for you.

Custom Contest via www.postmagazine.com and e-newsletters. Contact Post's Editors or sales representatives for details.

Direct Mail/E-list and Mail list rentals: Contact your sale representative for cost per thousand quote and selection breakdowns.





Value-Added Research

Custom Market Research:

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Online Surveys:

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Benefits for Advertisers

- Find out which part of your ad first catches the eye of the reader.
- Get a rating for your ad's noticeability.
- Find out how well your ad is communicating the message intended



"Advertising in POST proved to be a cost effective way of promoting our high performance NVIDIA Quadro® FX by PNY graphics solutions to the video, film and broadcast markets."

—Jeff Medeiros,
senior business development manager, PNY Technologies