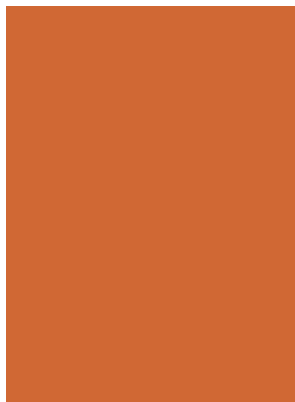


**MARKETING**

**THE  
INTERNATIONAL  
JOURNAL  
OF MEDIA  
MARKETING,  
PROMOTION  
AND DESIGN**



## **About Brief:**

Brief is a quarterly intelligence report identifying ideas, trends and innovations from the world's most revolutionary entertainment and information content brands. Brief exposes and explores emerging business trends, artistic executions and the creative and strategic Professionals who make the media marketing, promotion and broadcast design industry tick.

As the leading trade publication to this industry, Brief investigates the intersection where marketing, promotion and design converge with the value of media.

From new revenue streams to the evolution of content consumption, Brief provides context and insight to help marketing, promotion and design executives enhance their ability to drive audiences to their networks, stations and content brands.

## In Every Issue

### CREATIVE BRIEF

- Trends, issues and insights into evolving business strategies
- Q&A with the leading figures driving the industry
- Examination of concerns in the North American markets
- The latest trends and successful promotional campaigns globally
- Dissection of new content brand launches and relaunches
- Case studies of best-of-breed promo projects emanating from local markets

### WATCH DOG

- Review of quarterly ratings with commentary from key marketing analysts
- Weekly ratings of the main networks during the past quarter
- Analysis of breakout plays in cable, syndication and network programming

### SPOT WATCH

- A look at the season's very best, most creative promos

### MEDIA BRIEF

- A look at individual properties and platforms being used to break through the clutter

### BRIEF ENCOUNTERS

- Meet the best up-and-coming marketing, creative and broadcast design companies who are dazzling your senses... and the business

### DESIGN/DISSECT

- Tutorials and tools for enhanced spot production

### EXECUTIVE SUMMARY

- Career profiles on the leaders driving our industry

### SHUFFLE

- People moves
- Personnel announcement and promotions



## PUBLISHER'S MESSAGE

While the amount of viewing options available for audiences has grown exponentially in recent years, the importance of driving awareness for content has never been more vital to the health of a content brand.

As the international association for marketing, promotions and design professionals in the entertainment and information industry, PromaxBDA members are charged with developing new and innovative ways of attracting audiences to networks, stations and content brands. From marketing and communication strategies to creative implementations, PromaxBDA puts marketing professionals in the commanding role, leading the international conversation about the roles marketing, promotion and design play in the value of media across content platforms.

It's amazing that this community had no industry publication to call its own.

Until now.

Welcome to Brief, the industry's first quarterly publication dedicated to the issues, people, projects and trends that drive the international entertainment marketing, promotion and design business.

This magazine will communicate the nuts and bolts of the business of content marketing to leading executives at entertainment companies, television networks, studios, stations, agencies, design studios and media outlets in every facet of content production, distribution and consumption.

Aggregating the best from the global business of media marketing, promotion and broadcast design, brief will explore best practices, creative executions, business trends in and around the industry, and highlight the creative and strategic professionals that are dazzling audiences worldwide.

Cheers,

Jonathan Block-Verk  
President/CEO

EXECUTIVE PUBLISHER  
Jonathan Block-Verk

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## SALES INFORMATION

### Sales & Marketing

Jay Milla, Director of Partnerships  
310.789.1517, jay@promaxbda.org

### AD SPECIFICATIONS

#### Magazine Trim:

8.375" x 10.875"

Binding Method: Perfect Bound

Printing Process: Web Offset

#### Spread:

Safety: 15.75" wide x 19.875" high

Gutter Safety: .5" from spine of magazine

Trim: 16.75" wide x 10.875" high

Bleed: 17.25" wide x 11.375" high

#### Full Page:

Safety: 7.375" wide x 9.875" high

Trim: 8.375" wide x 10.875" high

Bleed: 8.875" wide x 11.375" high

#### Half-Page:

Safety: 8.125" wide x 5.1875" high

Trim: 8.375" wide x 5.4375" high

Bleed: 8.875" wide x 5.94" high

#### Strip (premium):

Safety: 8.125" wide x 2" high

Trim: 8.375" wide x 2.25" high

Bleed: 8.875" wide x 2.75" high

\*Keep live matter within safety specifications

#### Requirements:

300 DPI CMYK press-ready PDFx1a. Please have trim marks placed outside the artwork. All digital files must confirm to SWOP specifications. Native application files will not be accepted.

#### Accepted Proofs:

SWOP certified, 4 color, full-size, indicating bleed and trim placement. Advertiser accepts responsibility for any printing errors resulting from failure to provide proof. Proofs will not be returned. With web press printing, print color may shift.

#### Delivery Method:

Email PDFs to Justin Sanders at justin@promaxbda.org. If file is larger than 10MB, please upload to FTP site www.intersections.tv/index.asp (no username or password required). Once uploaded, please notify justin@promaxbda.org.

## Publishing Schedule

Cover Date	Ad Closing	Material Deadline
February 2011	December 10, 2010	December 17, 2010
April 2011	February 25, 2011	March 4, 2011
June 2011	May 6, 2011	May 13, 2011
October 2011	September 9, 2011	September 16, 2011

\*All ad material must be in by material closing date along with a color proof

## Advertising Rates

Repetition discount	1	2 to 3	4
Back Cover	\$7,495	\$6,995	\$6,495
Premium (IFC/p. 3/IBC)	\$6,495	\$6,295	\$5,995
Full Page	\$4,995	\$4,695	\$4,495
1/2 Page	\$3,795	\$3,645	\$3,495
1/8 page Strip			\$2,495

Non member rates +\$500

Cancellation policy: 50% of advertising space rate

## Circulation Breakdown

	Total
Broadcast and cable networks, station groups, local stations and affiliates	3,500
Satellite and cable providers	450
Content studios and syndicators	500
Motion graphics, broadcast design, editorial, sound, music and creative production partners	2,100
Advertising platforms	375
Technology, hardware and software	200
Other	380
Event distribution	1,000

## Regional Breakdown

US	69%
Europe	18%
Canada	3%
Asia	3%
Central America & Mexico	2%
Australia/New Zealand	2%
South America	1%
Middle East	1%
Africa	1%

## 2011 EDITORIAL CALENDAR

### WINTER 2011

- Changing Media Habits
- In-House Creative
- News Marketing

#### BONUS DISTRIBUTION

- PromaxBDA Emerging Media Workshop
- PromaxBDA Diversity Breakfast  
Cover Date: February 2011  
Ad Closing: Dec 10, 2010  
Material Deadline: December 17, 2010

### SPRING 2011

- Video Game Marketing
- Entertainment Rebrands and Refreshes
- The 2011 Career Report

#### BONUS DISTRIBUTION

- PromaxBDA Europe
- MI6 Game Marketing  
Cover Date: April 2011  
Ad Closing: February 25, 2011  
Material Deadline: March 4, 2011

### SUMMER 2011

- Lifetime Achievement Honoree
- Brand Integration/Integrated Marketing
- Next-Gen Marketing Exec

#### BONUS DISTRIBUTION

- PromaxBDA North America
- Creative Educator's Forum
- Promo Bootcamp  
Cover Date: June 2011  
Ad Closing: May 6, 2011  
Material Deadline: May 13, 2011

### FALL 2011

- Diversity in Entertainment Marketing
- Out-of-Home/Stunts and Events
- Title Sequences

#### BONUS DISTRIBUTION

- Sports Media Marketing Summit
- PromaxBDA Latin America  
Cover Date: October 2011  
Ad Closing: September 9, 2011  
Material Deadline: September 16, 2011

\*Editorial Calendar is subject to change.

## DAILY BRIEF – DIGITAL e-NEWSLETTER

### DIGITAL ADVERTISING RATES AND SPECIFICATIONS

Distribution: 14,000+ per day

Frequency: Daily (Sent 6:00 am EST each business day)

#### ABOUT DAILY BRIEF

Loaded with great creative work, digestible information and invaluable insights into the most important trends facing the business of entertainment marketing, promotion and design, Daily Brief is PromaxBDA's daily email newsletter specifically designed to empower and promote marketers, promotion executives and designers, giving them the tools and information needed to lead the conversation about the critical role our community plays in the monetization of media.

Ad	Dimensions	Price per Week	Price per Month
Leaderboard	600px wide x 125px high	\$1,000	\$3,500
Right Vertical Banner	125px wide x 345px high	\$700	\$2,500

## PROMAXBDA.ORG WEBSITE

### DIGITAL ADVERTISING RATES AND SPECIFICATIONS

Traffic: An average of more than 90,000 visits per month

#### ABOUT PROMAXBDA.ORG

PromaxBDA.org is the official website for PromaxBDA, the leading global resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry. It is the mission of the PromaxBDA Association and its website to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms.

Ad	Dimensions	GIF or JPEG Size	Flash/Rich Media	Price per Month
Central Banner	300px wide x 230px high	50K	50K - 15 Sec - 4 Loops	\$5,000
Right Vertical Rectangle	125px wide x 428px high	50K	50K - 15 Sec - 4 Loops	\$5,000

Note: Site ads can be placed in a maximum rotation of 3 ads.

#### Digital Specifications

All ads must be in JPEG, GIF or Flash formats. GIFs may be animated. For best results, please make your JPEG or GIF at a resolution of at least 72 DPI and color to 256. For Flash files please optimize graphics before loading them into animation and limit the number of animation frames to 5 or less. Please contact us for Rich Media ad requirements.

#### HOW TO SEND:

Email files as a JPEG, GIF or Flash to Justin Sanders at [justin@promaxbda.org](mailto:justin@promaxbda.org).

#### FOR MORE INFORMATION or a Specific Media Schedule contact:

Jay Milla 310-789-1517 [jay@promaxbda.org](mailto:jay@promaxbda.org)

# DAILY BRIEF

September 6, 2011

hot spots

**MTV Close and Caring**

Client: MTV

Production Company: MTV World Design Studio Milan

Production Company: Sehnsucht Berlin GmbH & Co KG

It's not hard to imagine a world that is soft, fuzzy and gentle at its core.

Leaderboard Banner Example for e-Newsletter  
Dimensions: 600px wide x 125px high

Right Vertical Banner Banner Example for e-Newsletter  
Dimensions: 125px wide x 345px high

# WEBSITE

promaxbda The international association for entertainment marketing professionals.

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Membership Awards Events Industry Development On Demand

About Us My PromaxBDA Our Community Career Center International Chapters

**PromaxBDA: The Conference 2012**  
JUNE 12-14, 2012 | JW MARRIOTT at L.A. LIVE | LOS ANGELES

Save The Date!

PromaxBDA: The Conference returns to Los Angeles June 12 - 14, 2012 at the JW Marriott in LA LIVE. Early registration opens on October 3, 2011. Rates and additional details will be available at that time.

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Central Banner Banner Example for Website.  
Dimensions: 125px wide x 428px high

promaxbda The international association for entertainment marketing professionals.

login | join

Search

Membership Awards Events Industry Development On Demand

About Us My PromaxBDA Our Community Career Center International Chapters

**Become a Member**

Success in our industry hinges on connections and creativity. Membership to PromaxBDA puts you on the cutting edge of both. 365 days a year.

Join Now Learn More

Marketing Keynote: Jill Beraud  
Check out more of our 2011 VOD conference sessions [here](#).

Right Vertical Rectangle Banner Example for Website. Dimensions: 300px wide x 230px high