

SOCIETY OF BROADCAST ENGINEERS, INC.

ADVERTISING RESERVATION FORM AND CONTRACT

AD PLACEMENT

- I will be placing an ad in the 2012-2013 SBE Membership Directory and Buyers' Guide
- I will be placing an ad in the following Signals:
- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> February | <input type="checkbox"/> April |
| <input type="checkbox"/> June | <input type="checkbox"/> August |
| <input type="checkbox"/> October | <input type="checkbox"/> December |
- I will be placing an ad in the following SBE-news:
- | | | |
|-----------|--|--|
| January | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| February | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| March | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| April | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| May | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| June | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| July | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| August | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| September | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| October | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| November | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
| December | <input type="checkbox"/> 1 st Issue | <input type="checkbox"/> 2 nd Issue |
- I will be placing an ad on the SBE Website

AD SPECIFICATIONS

Ad Size (Signal and Directory Only)

- | | |
|--|--|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Full Page Bleed |
| <input type="checkbox"/> 1/2 Page Horizontal | <input type="checkbox"/> 1/2 Page Vertical |
| <input type="checkbox"/> 1/2 Page Horizontal Bleed | <input type="checkbox"/> 1/2 Page Vertical Bleed |
| <input type="checkbox"/> 1/3 Page Horizontal | <input type="checkbox"/> 1/3 Page Vertical |
| <input type="checkbox"/> 1/4 Page Horizontal | <input type="checkbox"/> 1/4 Page Vertical |
| <input type="checkbox"/> 1/8 Page Horizontal | <input type="checkbox"/> 1/8 Page Vertical |

Ad Color (Signal and Directory Only):

- Black & White Full Color

Contact Preference (for multiple insertion ads):

- Contact me 6 weeks prior to ad deadline
 Run provided ad for duration of contract

COMPANY INFORMATION

Company Name _____

Contact Name _____

Title _____

Mailing Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

AD PRICING

The Signal and Membership Directory and Buyers' Guide:

Base price of ad (see multiple insertion discount) \$ _____

Sustaining Member Discount – 15% OFF \$ _____

TOTAL (per placement) \$ _____

SBE-news:

Sustaining Member Discount Rate (per email blast) \$ _____

Non-Sustaining Member Rate (per email blast) \$ _____

TOTAL (per placement) \$ _____

SBE Website:

Sustaining Member Discount Rate (per month) \$ _____

Non-Sustaining Member Rate (per month) \$ _____

TOTAL (per placement) \$ _____

I have read and agree to abide by all of the terms of the rate card, policies and contract.

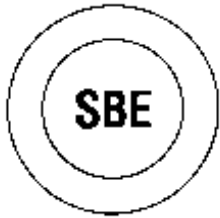
Name _____

Signature _____

Date _____

RETURN FORM TO:

Society of Broadcast Engineers
 9102 N. Meridian Street, Suite 150
 Indianapolis, IN 46260
 Phone: (317) 846-9000, Fax: (317) 846-9120
 Debbie Hennessey, dhennessey@sbe.org



SOCIETY OF BROADCAST ENGINEERS, INC.

ADVERTISING RATE CARD

CIRCULATION

Advertising in SBE Membership Directory and Buyers' Guide and SBE bi-monthly Signal means your product or service will be seen by more than 5,500 of the broadcast industry's leading technical experts: the members of the Society of Broadcast Engineers. These are the leaders, the trendsetters - the people who can drive your product or service to new levels of success.

SBE-news email subscription is sent to approximately 5,500 members twice a month. SBE Website receives an average of 30,000 visitors per month.

ISSUE AND DEADLINE DATES

The Signal and Membership Directory & Buyers' Guide

Issue	Reserve By	Ad Copy Due
February Signal	December 30.....	January 11
April Signal	February 22.....	March 7
June Signal	April 23.....	May 7
August Signal	June 25.....	July 9
October Signal.....	August 23 ..	September 6
December Signal	October 18 ..	November 1

2012-2013 Membership Directory & Buyers' Guide
Ad Copy Due..... August 17, 2012

SBE-news and SBE Website

SBE-news is sent the first and third week of every month. Art copy is due the week prior to contracted issue.

SBE-news is limited to three advertisers per email blast and SBE Website is limited to three advertisers. Both SBE-news and SBE Website have different ad sizes so please contact Debbie Hennessey at SBE for availability.

SUSTAINING MEMBER DISCOUNT

SBE Sustaining Members are eligible for a 15 percent discount off the space, color and cover rates for The Signal and SBE Membership Directory and Buyers' Guide. SBE-news and SBE Website ad rates are priced with Sustaining Member and non-Sustaining Members rates. Discounts are not allowed on billings for artwork, plate work, reprints or mechanical charges.

PAYMENT

The Signal and the SBE Membership Directory and Buyers' Guide ads will be billed after each insertion with proof of printing. SBE-news and SBE Website payments are due prior to ad insertion.

RATE POLICY AND CONTRACT

As used in this section, the term "publisher" refers to The Society of Broadcast Engineers (SBE); "agents" refers to those companies contracted to design and produce all SBE print and electronic publications. All insertion orders for advertising in all SBE print and electronic publications are accepted subject to

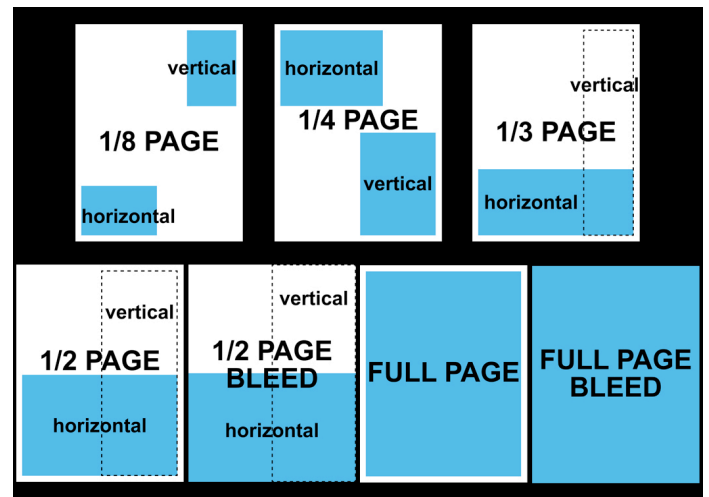
the terms and provisions of the current rate card. Publication of the advertisement represents acceptance of the order. No conditions, printer or otherwise appearing on the space order, billing instructions or copy instructions which conflict with the publisher's stated policies and current rate card will be binding on the publisher. The liability for any error will not exceed the charge for the advertisement in question. Neither the publisher nor its agents assume any liability for errors in any type set by the publisher or its agents. All contents of advertisements are subject to publisher approval. Publisher reserves the right to reject, exclude, modify or cancel any advertisement, insertion order, and space reservation or position commitment at any time. All SBE print and electronic advertisements are accepted and published on the representation that both the advertiser and the advertising agency are authorized to publish the entire content and subject matter thereof. In consideration of publication of an advertisement, the advertiser and advertising agency, jointly and severally, will indemnify and hold harmless SBE, its officers, agents, employees and members, against all expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement. Contracted amount consists of entire insertion order. Contracts are non-cancelable.

AD SPECIFICATIONS

Electronic files are strongly recommended (Macintosh-based files preferred). Files accepted from the following sources only: PDF, Adobe Photoshop®, Adobe Illustrator®, and Adobe InDesign®. Please convert text to outlines in art files.

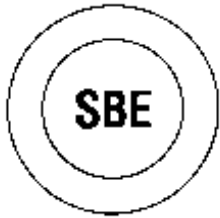
Horizontal*	Vertical*
Full Page 7.875x10.375	Full Page Bleed.....8.5x11*
1/2 Page 7.875x5.104	1/2 Page3.854x10.375
1/2 Page Bleed..... 8.5x5.5*	1/2 Page Bleed.....4.25x11*
1/3 Page 7.875x3.347	1/3 Page2.514x10.375
1/4 Page 5.195x3.826	1/4 Page3.826x5.195
1/8 Page 3.850x2.514	1/8 Page2.514x3.850

*Add 1/8" bleed on all sides ♦Measurements in inches



CONTACT INFORMATION

For advertising questions contact Debbie Hennessey at (317) 846-9000, dhennessey@sbe.org or by fax at (317) 846-9120.



SOCIETY OF BROADCAST ENGINEERS, INC.

ADVERTISING RATE CARD

Rates for *The Signal* and Membership Directory and Buyers' Guide

FULL-COLOR RATES (rates are net, non-commissionable)								BEST DEAL!
SIZE	FREQUENCY:	1X	2X	3X	4X	5X	6X	
Full		\$2,698	\$2,592	\$2,487	\$2,349	\$2,246	\$2,144	\$1,923
1/2		\$1,621	\$1,555	\$1,489	\$1,402	\$1,337	\$1,273	\$1,133
1/3		\$1,231	\$1,179	\$1,127	\$1,060	\$1,009	\$959	\$850
1/4		\$954	\$914	\$873	\$820	\$781	\$742	\$657
1/8		\$557	\$533	\$509	\$477	\$454	\$430	\$379
BLACK AND WHITE RATES (not available for back cover) (rates are net, non-commissionable)								BEST DEAL!
SIZE	FREQUENCY:	1X	2X	3X	4X	5X	6X	
Full		\$2,098	\$1,992	\$1,887	\$1,749	\$1,646	\$1,544	\$1,323
1/2		\$1,321	\$1,255	\$1,189	\$1,102	\$1,037	\$973	\$833
1/3		\$1,031	\$979	\$927	\$860	\$809	\$759	\$650
1/4		\$804	\$764	\$723	\$670	\$631	\$592	\$507
1/8		\$482	\$458	\$434	\$402	\$379	\$355	\$304
COVER RATES (per insertion, based on full-color 7x rate)								
Outside Back Cover		\$2,203						
Inside Front Cover		\$2,136						
Inside Back Cover		\$2,067						

BEST DEAL – This includes six issues of *The Signal* and the annual Membership Directory and Buyers' Guide

Rates for SBE-news

SBE-news RATES (per email blast)	
Sustaining Member Discount Rate - Standard Bottom of Page Banner Ad	\$350
Non Sustaining Member Rate - Standard Bottom of Page Banner Ad	\$400
Sustaining Member Discount Rate - Premium Location Banner Ad	\$400
Non Sustaining Member Rate - Premium Location Banner Ad	\$450

Rates for SBE Website

SBE WEBSITE RATES	1X	3X	6X	9X	12X
Sustaining Member Discount Rate (per month)	\$600	\$540	\$486	\$437	\$394
Non Sustaining Member Rate (per month)	\$700	\$630	\$567	\$510	\$459