SOCIETY OF BROADCAST ENGINEERS, INC.

ADVERTISING CONTRACT

AD PLACEMENT

☐ I will be placing an ad in the following Signals:
☐ February ☐ April ☐ June
☐ August ☐ October ☐ December

☐ I will be placing an ad in the following SBE-news:

January	☐ 1st Issue	☐ 2nd Issue
February	☐ 1st Issue	☐ 2nd Issue
March	☐ 1st Issue	☐ 2nd Issue
April	☐ 1st Issue	☐ 2nd Issue
May	☐ 1st Issue	☐ 2nd Issue
June	☐ 1st Issue	☐ 2nd Issue
July	☐ 1st Issue	☐ 2nd Issue
August	☐ 1st Issue	☐ 2nd Issue
September	☐ 1st Issue	☐ 2nd Issue
October	☐ 1st Issue	☐ 2nd Issue
November	☐ 1st Issue	☐ 2nd Issue
December	☐ 1st Issue	☐ 2nd Issue

☐ I will be placing an ad on the SBE Website

☐ I will be placing an ad in the online SBE Membership Directory

☐ I will be placing an ad in the online SBE Buyers' Guide

AD SPECIFICATIONS

Ad Size (Signal Only)

☐ Full Page ☐ Full Page Bleed
☐ 1/2 Page Horizontal ☐ 1/2 Page Vertical
☐ 1/2 Page Horizontal Bleed ☐ 1/2 Page Vertical Bleed
☐ 1/3 Page Horizontal ☐ 1/3 Page Vertical
☐ 1/4 Page Horizontal ☐ 1/4 Page Vertical
☐ 1/8 Page Horizontal ☐ 1/8 Page Vertical

Ad Color (Signal Only):
☐ Black & White ☐ Full Color

Ad Size (Online Membership Directory)

☐ 234 x 60 Top ☐ 234 x 60 Side
☐ 250 x 250 Side ☐ 120 x 60 Side

Ad Size (Online Buyers' Guide)

☐ 234 x 60 Top ☐ 250 x 250 Side
☐ 180 x 150 Side

Ad Size (SBE-news)

☐ 468 x 60

URL:_____

COMPANY INFORMATION

_____
Company Name

_____
Contact Name

_____
Title

_____
Mailing Address

_____
City, State, Zip

_____ _____
Phone Fax

_____
Email

AD PRICING

The Signal:

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) $_____

SBE Website, Directory, Buyers' Guide:

Sustaining Member Discount Rate (per month) $_____

Non-Sustaining Member Rate (per month) $_____

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 the 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 blasts are sent to approximately 4,500 members twice a month. The SBE website receives an average of 30,000 visitors per month.

ISSUE AND DEADLINE DATES

The Signal

Issue	Reserve by	Ad Copy Due
February Signal	December 27	January 3
April Signal	February 22	March 1
June Signal	April 25	May 1
August Signal	June 26	June 30
October Signal	August 25	September 5
December Signal	October 23	November 1

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. Both SBE-news and SBE Website have different locations; 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. 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 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.

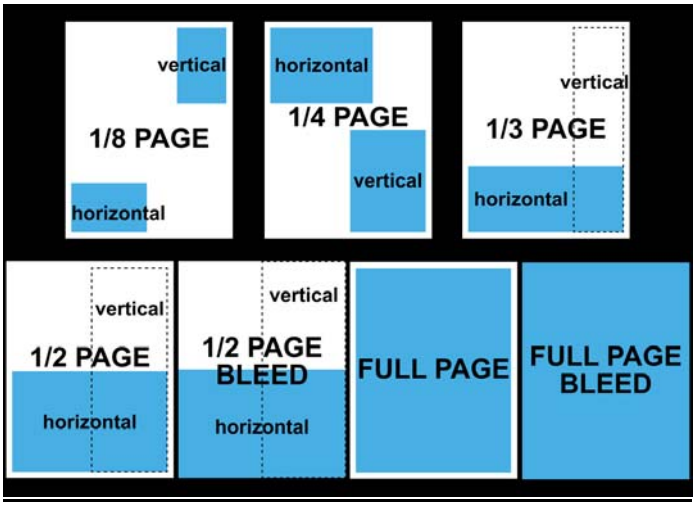
AD SPECIFICATIONS

Electronic files are strongly recommended (Macintosh-based files preferred). Print ad files accepted from the following sources only: PDF, Adobe Photoshop®, Adobe Illustrator®, and Adobe InDesign® CMYK color with no Registration or "rich" black. Electronic ad files accepted JPG or PNG electronic files in RGB color. Please convert text to outlines in art files.

AD SIZES (The Signal Only)

Horizontal•		Vertical•	
Full Page	7.875x10.375	Full Page Bleed	8.5x11*
1/2 Page	7.875x5.104	1/2 Page	3.854x10.375
1/2 Page Bleed	8.5x5.5*	1/2 Page Bleed	4.25x11*
1/3 Page	7.875x3.347	1/3 Page	2.514x10.375
1/4 Page	5.195x3.826	1/4 Page	3.826x5.195
1/8 Page	3.850x2.514	1/8 Page	2.514x3.850

*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*

FULL-COLOR RATES (rates are net, non-commissionable)						
SIZE	**FREQUENCY:**	1X	2X	3X	4X	5X	6X
Full		$2,293	$2,203	$2,113	$1,997	$1,909	$1,822
1/2		$1,378	$1,322	$1,265	$1,192	$1,136	$1,082
1/3		$1,046	$1,002	$958	$901	$858	$815
1/4		$811	$776	$742	$697	$664	$631
1/8		$473	$453	$433	$405	$386	$365
BLACK AND WHITE RATES (not available for back cover) (rates are net, non-commissionable)							
SIZE	**FREQUENCY:**	1X	2X	3X	4X	5X	6X
Full		$1,783	$1,693	$1,604	$1,487	$1,399	$1,312
1/2		$1,123	$1,067	$1,011	$937	$881	$827
1/3		$876	$832	$788	$731	$687	$645
1/4		$683	$649	$614	$569	$536	$503
1/8		$409	$389	$369	$342	$322	$302
COVER RATES (per insertion, based on full-color 6x rate)							
Outside Back Cover		$1,998					
Inside Front Cover		$1,872					
Inside Back Cover		$1,854					

Rates for SBE-news

SBE-news RATES (per email blast)	
Sustaining Member Discount Rate - Standard Bottom of Page Banner Ad	$200
Non Sustaining Member Rate - Standard Bottom of Page Banner Ad	$400
Sustaining Member Discount Rate - Premium Location Banner Ad	$250
Non Sustaining Member Rate - Premium Location Banner Ad	$450

Rates for SBE Website Homepage

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)	$706	$635	$574	$516	$465