FUTURE
B2B

SOUND&VIDEO
CONTRACTOR

MEDIA KIT
2019

SOUND&VIDEO CONTRACTOR

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SOUND&VIDEO CONTRACTOR

ABOUT

Sound & Video Contractor is the technical resource for integrators, contractors, dealers, and consultants.

Content director Cynthia Wisehart is a former theme park and museum designer with deep experience as both an end user and a journalist. Our regular contributors are working AV pros with experience in corporate, education, worship, stadiums, entertainment venues, retail, hospitality and government.

With all that hands-on experience, we maintain the industry's deepest analysis of products and technology; we keep readers informed about how their peers are solving technical problems, how products and standards are being developed, and how systems are integrated and controlled across networks.

We do this through podcasts, webcasts, eBooks, in print and online at www.svconline.com.

We live professional AV.

SOUND&VIDEO CONTRACTOR

21k
Monthly Users

46k
Monthly Page Views

The Premier Online Resource For Sound and Video Technology Trends

SVConline.com is the technical resource for professionals who sell, specify, design and build installed sound and video.

2:44 Average time on page

75.6% Of visitors who come directly to our homepage search for us by name.

Top In-Market Categories

- Sound and Sound Processing
- Video Presentation and Processing
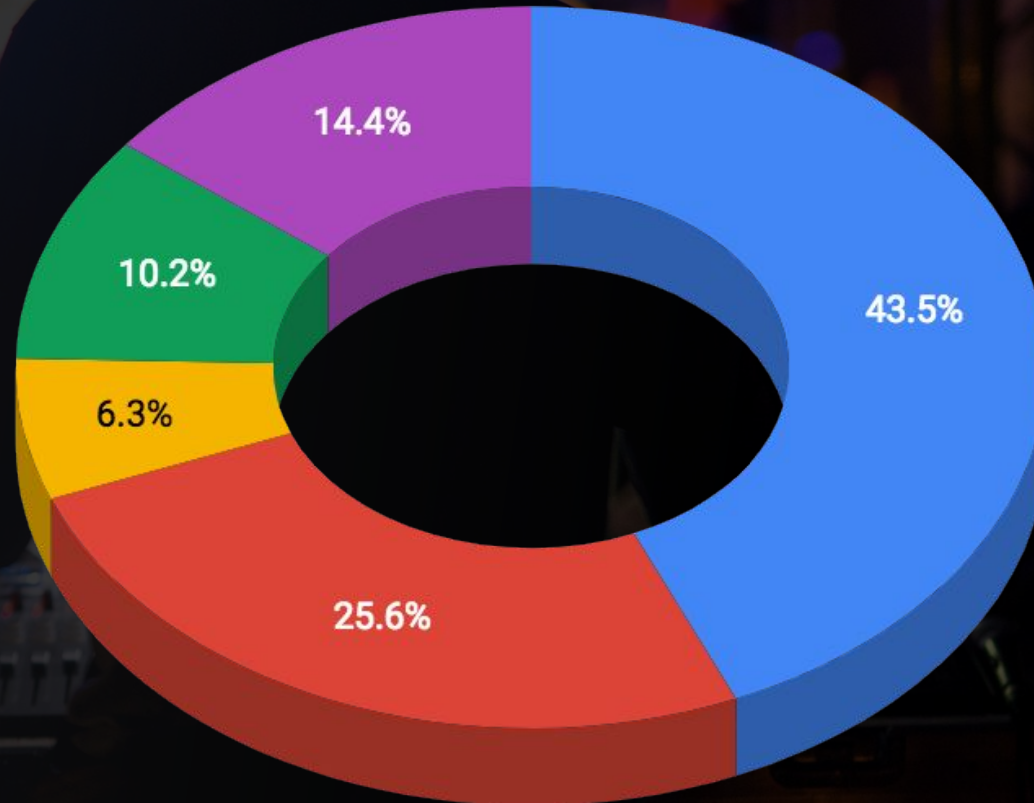- Signal Distribution, Networks, and Control

Print Editorial Calendar 2019

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PRINT	ISSUE FOCUS	TECHNOLOGY SHOWCASE	TECHNOLOGY SHOWCASE	LEAD GEN/EBOOKS	DISTRIBUTION	FROM THE WIRE@SVC
JAN	Houses of Worship	Routers/Switchers	4K/8K Displays/Projectors/Screens	Dante-Enabled Products	ISE	Audio
FEB	Themed Environments	Capture/PTZ/Streaming	Digital Signage	Technology for Worship		Case Studies
MAR	AV Over IP	Ceiling Speakers	Outdoor AV	AV Over IP	DSE	Infrastructure
APRIL	Arenas/Stadiums	AV Control	Projectors/Screens	Collaboration + Huddle Rooms	NAB	New Products
MAY	Education	Signal Extenders	Wireless Mics	Video Walls		InfoComm
JUNE	Unified Comms	Sound Masking/Acoustics	Mixing Consoles/Audio Processors	Microphones	INFOCOMM	InfoComm
JULY	Digital Signage	Portable PAs	Furniture/Mounts	AES67-Enabled Products		Video
AUG	Bars/Nightclubs	Installed Speakers	Power Amplifiers	KVM Digital Signage Content Creation		Audio
SEP	Corporate AV	Signal Distribution	Boundary Mics/Mic Mixers	Projectors/Screens	CEDIA	Case Studies
OCT	Government	Conference Mics/Systems	Cable/Power Infrastructure	Control Room Signal Distribution & Display		Infrastructure
NOV	Worship	Media Distribution	Line Arrays	High Impact Video Display & Infrastructure		New Products
DEC	Year in Review	Video Walls	Drones	AV Distributors Guide		Innovative Product Awards

Digital Editorial Calendar 2019

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MONTH	WEBSITE/NATIVE	SECTION SPOTLIGHT	FROM THE WIRE@SVC	TECH FOCUS	IN DEPTH	PODCAST/NEWSLETTERS
JAN	Houses of Worship	Flatscreens/Videowalls	Audio	Line Arrays+ Cable/Power	AV Over IP	Arenas/Sports
FEB	Themed Environments	Microphones	Case Studies	Conferencing Systems + Video Walls	Control Room/KVM	Corporate AV + WireLive@IBC
MARCH	AV Over IP	Signal Distribution/Control	Infrastructure	Media Distribution + Drones	Furniture/Mounts	Worship
APRIL	Arenas/Entertainment	Loudspeakers	New Products	Router/Switchers + 4K/8K Display	Best of NAB	Digital Signage + WireLive@NAB
MAY	Education	From the Wire	InfoComm	Capture/PTZ + Streaming	KVM	Entertainment + Road to InfoComm
JUNE	Unified + Communication	Microphones	InfoComm	Ceiling Speakers +Video Over IP	Best of InfoComm	Government + WireLive@InfoComm
JULY	Digital Signage	Tools/Gadgets	Video	Outdoor AV + AV Control	Site Vehicles	Arenas/Sports
AUG	Bars/Nightclubs	Audio	Audio	Wireless Mics + Signal Extenders	Video Walls	Corporate AV
SEPT	Corporate AV	Video Display	Case Studies	Sound Masking/Acoustics + Soundbars	Signal Distribution	Worship
OCT	Worship	Conferencing/Collaboration	Infrastructure	Power Amps + Portable Pas	Buyers' Guide	Digital Signage
NOV	Government	Projectors/Screens	New Products	Furniture/Mounts + Mixers/DSP	Meeting Spaces	Entertainment + Venues
DEC	Year in Review Innovative Product Awards	Signal Distribution	Year in Awards	Boundary Mics/Mixers + KVM	AV Distributors Guide	Government

Production Calendar 2019

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Issue Date	Ad Close Date	Bonus Distribution
Jan 2019	12/3/2019	ISE
Feb 2019	1/8/2019	
Mar 2019	2/5/2019	DSE
Apr 2019	2/26/2019	NAB
May 2019	4/9/2019	
June 2019	5/7/2019	InfoComm
July 2019	6/11/2019	
Aug 2019	7/5/2019	
Sept 2019	8/2/2019	CEDIA
Oct 2019	9/3/2019	
Nov 2019	10/8/2019	
Dec 2019	11/5/2019	
Jan 2020	12/3/2019	

MARKETING SERVICES

As the number-one media company in the professional audiovisual industry, Future US has the editorial expertise, market knowledge, and the high-spending audiences that are the critical pillars for a successful content marketing program.

Targeted B2B Marketing
Our Approach

Our data management capabilities ensure precise audience segmentation and targeting, including the use of 1st and 3rd party data segments

Your Product → Our Content → Specific Sectors → Specific Companies → Specific People
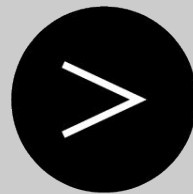
Online Creative Solutions

Sponsored content programs run across our platforms and beyond using paid, owned and earned media.
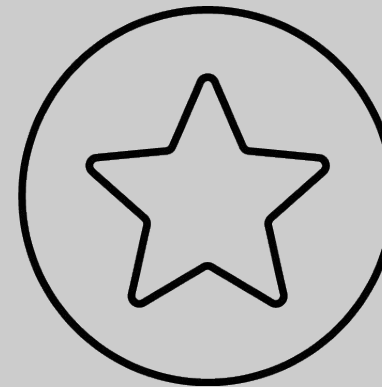
Future Websites
Native placements

Social Media
Influencer

Native pages or multi-media hubs
Housing all content created for the campaign, and offering a rich user experience

Experiential
Sponsorship of Future events

Insights
Campaign reporting
Brand perception

SOUND&VIDEO CONTRACTOR

Trusted Content
Expert Editorial

Our expert editorial teams write **unbiased**, **trusted,** and **accessible** content that covers everything from cyber security, VPN services, cloud services, software, best business devices and solutions, supporting the technology choices of business decision makers.

Through our **Buying Guides**, **Reviews** and **'Best Of' Lists**, we attract an audience of in-market business decision makers, who engage with and are influenced by our editorial content.

Buying Guides
Educate decision makers on the options available in the marketplace to drive consideration

Reviews
Engage decision makers on the benefits of specific products and their capabilities

'Best Of' Lists
Influence decision makers on the best content and tech deals, as picked by our editors

Marketing Solutions

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WHITEPAPER

White Paper: With the guidance of our editors and expert contributor writers we create an informational customer-focused content asset in .pdf format and market it over our audiences for leads.

EBOOK

eBook: Same as white paper except we execute in an interactive digital format where you can provide up to three videos and do "show and tell" along with presenting customer-focused content.

LEAD NURTURING

Lead Nurturing: We create a 6-email, co-branded lead-nurture program using your assets (or we'll create any content you need) that nurtures up to 3,000 of your leads and turns up to 5 percent of them into hot, sales-ready leads.

RESEARCH + MEDIA

Research + Media: We create a 15-20 question survey about a critical issue that we send to our audiences, and then produce an 8-to-10-page research white paper with the results that we market for leads.

# Marketing Solutions (Cont'd)

SOCIAL MEDIA HUB

Social Media Hub: Our editors curate in real time the hottest Twitter, Facebook, Instagram, and other social media posts for a custom hub that we create on a hot topic to drive thought leadership and leads. The social media hub is embedded on your site, our media websites, and you can even embed it on your partners' websites.

INFOGRAPHIC

Infographic: We work with you to pull the most insightful data to tell the story of a hot market segment in an infographic that you can attach your brand and logo to and that is published as a one-page custom report in our magazines.

CUSTOM VIDEO
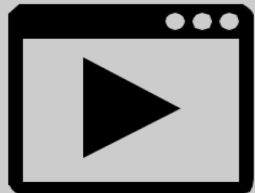
Custom Video: At major industry shows or on standalone basis, our experienced multi-camera crew with professional editing capability creates a compelling custom video that we also market to our audiences.

NATIVE ADVERTISING

Native Advertising: We create a high-visibility home-page post that helps drive traffic to a custom article page with up to four of your best assets.

RATES & SPECS

Advertising Rates

	1x	3x	6x	9x	12x
2 page spread	$10,750	$10,175	$9,600	$9,050	$8,475
Full page	$5,625	$5,350	$5,025	$4,750	$4,450
⅔ Page	$4,925	$4,650	$4,400	$4,150	$3,750
½ page spread	$8,175	$7,750	$7,300	$6,875	$6,450
½ page	$3,850	$3,650	$3,450	$3,250	$3,025
⅓ page vertical	$3,050	$2,900	$2,725	$2,575	$2,425
⅓ page square	$2,950	$2,800	$2,650	$2,475	$2,325
Cover 2/Page 1	Add 20%				
Cover 2	Add 20%				
Cover 3	Add 15%				
Cover 4	Add 25%				
Opposite TOC	Add 20%				

Advertising Specifications

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Material Instructions:

Method and Paper: Web offset, coated
text and cover, perfect bound.
Trim: 9" x 10 ⅞"
Bleed: No additional charge. Minimum
size
1/2-page horizontal.

Submission Instructions:

Send Materials To: Beatrice Weir
Email your hi res .pdf directly to beatrice.weir@futurenet.com.
If your ad is larger than 25mb, please email a file transfer link to
beatrice.weir@futurenet.com.

(information in this document is subject to change without notice)

SPREAD
Bleed: 18 1/2" x 11 1/8"
Trim: 18" x 10 7/8"

1/2 HORIZONTAL SPREAD
Bleed: 18 1/2" x 5 7/8"
Trim: 18" x 5 5/8"

FULL PAGE
Bleed: 9 1/4" x 11 1/8"
Trim: 9" x 10 7/8"

JUNIOR PAGE
Bleed: 6 1/4" x 11 1/8"
Trim: 5 7/8" x 10 7/8"

1/2 ISLAND
Bleed: 6 1/8" x 7 7/8"
Trim: 5 7/8" x 7 3/4"

1/2 PAGE HORIZONTAL
Bleed:9 1/4" x 5 7/8"
Trim: 9" x 5 5/8"

1/2 PAGE VERTICAL
Bleed: 4 5/8" x 11 1/8"
Trim: 4 3/8" x 10 7/8"

1/3 PAGE VERTICAL
Bleed: 3 3/8" x 11 1/8"
Trim: 3 1/8" x 10 7/8"

1/3 PAGE HORIZONTAL
Bleed:9 1/4" x 4 1/8"
Trim: 9" x 3 7/8"

1/3 PAGE SQUARE
5 1/4" x 5 1/8"

1/6 PAGE VERTICAL
2 1/2" x 4 7/8"

1/6 PAGE HORIZONTAL
4 7/8" x 2 1/2"

1/4 PAGE VERTICAL
3 3/4" x 5"

*Keep all essential live matter
1/4" inside trim all around.

Whitepaper + eBook Rates & Specification

Authoritative custom content that drives qualified sales leads

Here's how a Whitepaper + Lead Generation Program works:

· We provide a custom consultation to understand content needs and develop an audience targeting program
· We create all content and artwork (charts and figures)
· We design an easy-to-read layout
· We promote the whitepaper through a variety of online channels to drive a minimum of 100 qualified leads
· We provide project management to keep you up to date on project progress and deliverables

Price:
· $1,500 a page, minimum two pages of content
· Guarantee of 100 qualifed leads.
· Minimum program price: $8,000
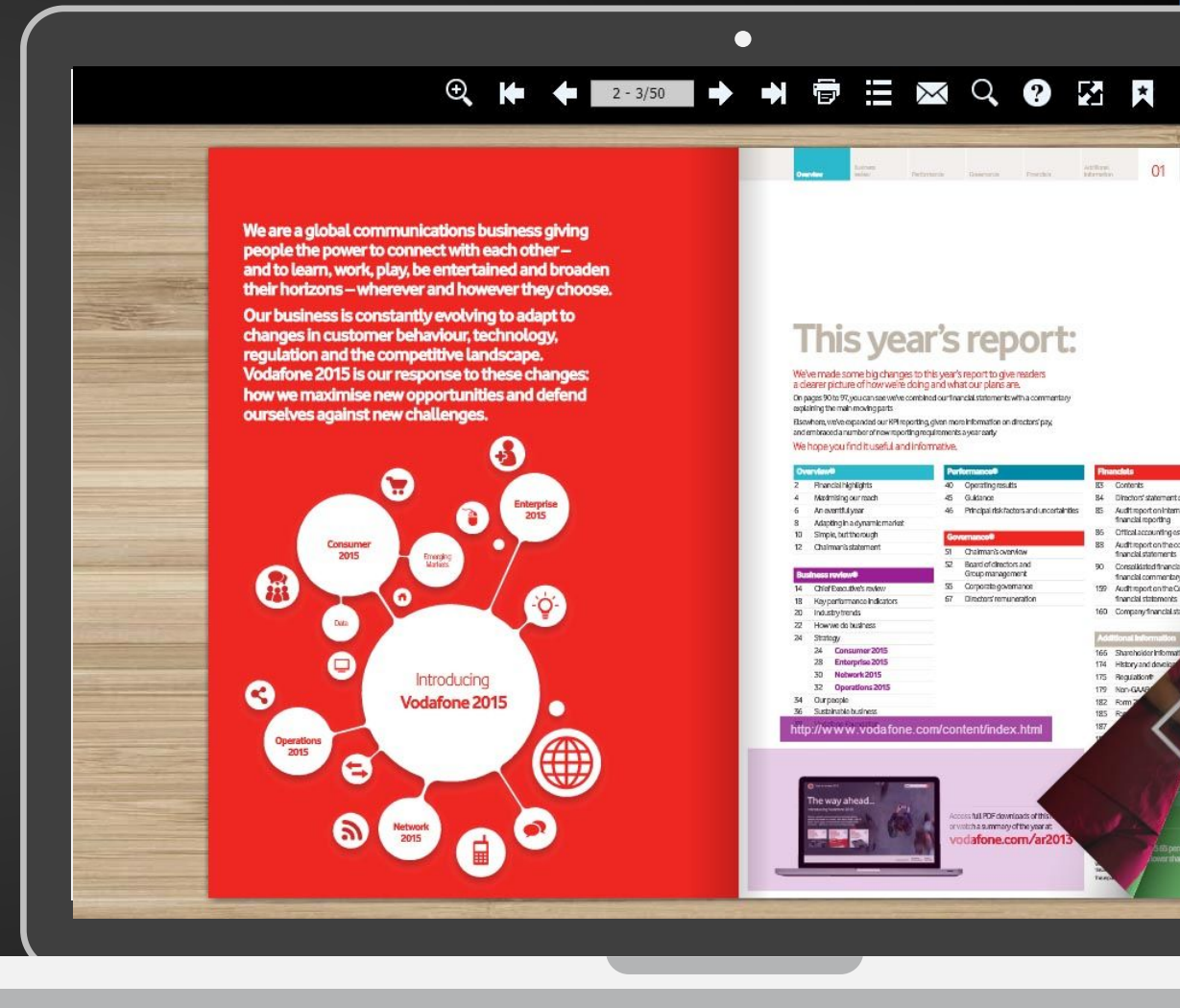
eNewsletter Specifications

Changes and Cancellations

All creative materials must be received at least five business days prior to the launch of the eNewsletter.

Rejecting Creative

Future US Media reserves the right to approve all ad creatives which will run on any Future US Media newsletters. Future US Media reserves the right to reject any creative that does not follow our specifications.

File Specifications

Maximum file size for any advertisement is 40K. We accept animated or static .gifs/.jpgs, but do not accept Rich Media/Flash for the newsletters. (*Please note that Microsoft 2007-and-up WILL NOT animate .gifs in emails, only the first frame of the animation will appear. We recommend that you start your animated .gifs on the most important frame to accommodate this Microsoft issue, this way it will allow Outlook end-users to see your pertinent info and anyone using other email apps will be able to view the full animation cycle. Vist http://office.microsoft.com for more details.)

3rd Party Tag Policy

Future US Media will accept and traffic up to three tags per placement, per campaign.

Late Creative

Future US Media will not delay the deployment of a newsletter due to late creative.

Size Specification	
Marquee	970x250
Box Unit	300x250

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Custom eBlast Specifications
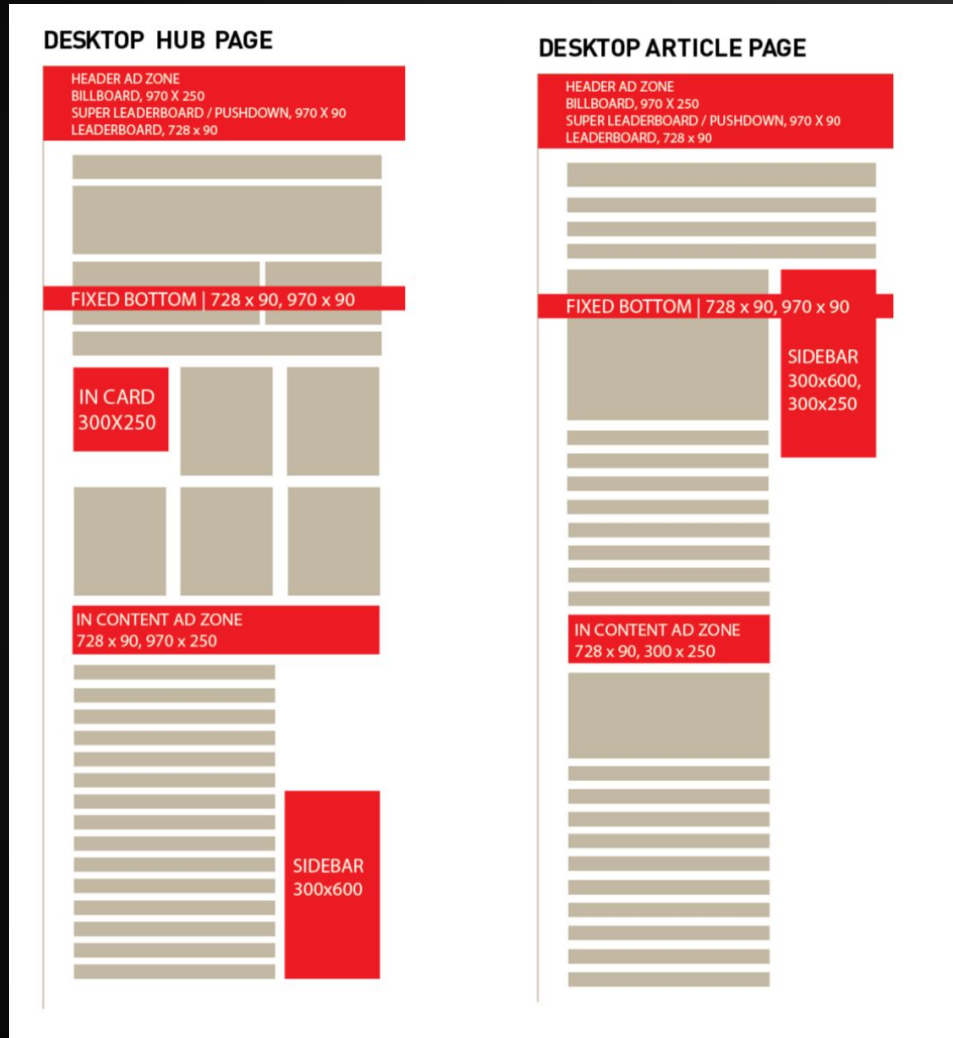
Custom eBlast Specs

1. A flat html file no scripting, no rich media

2. Please make sure that all images and urls are linked back, absolutely, to their sources

3. If the designer would like to use CSS, inline tags are preferred no external style sheets

4. Custom emails should be 999 px high by 728 px wide

5. A TEXT version to send to our text-only subscribers
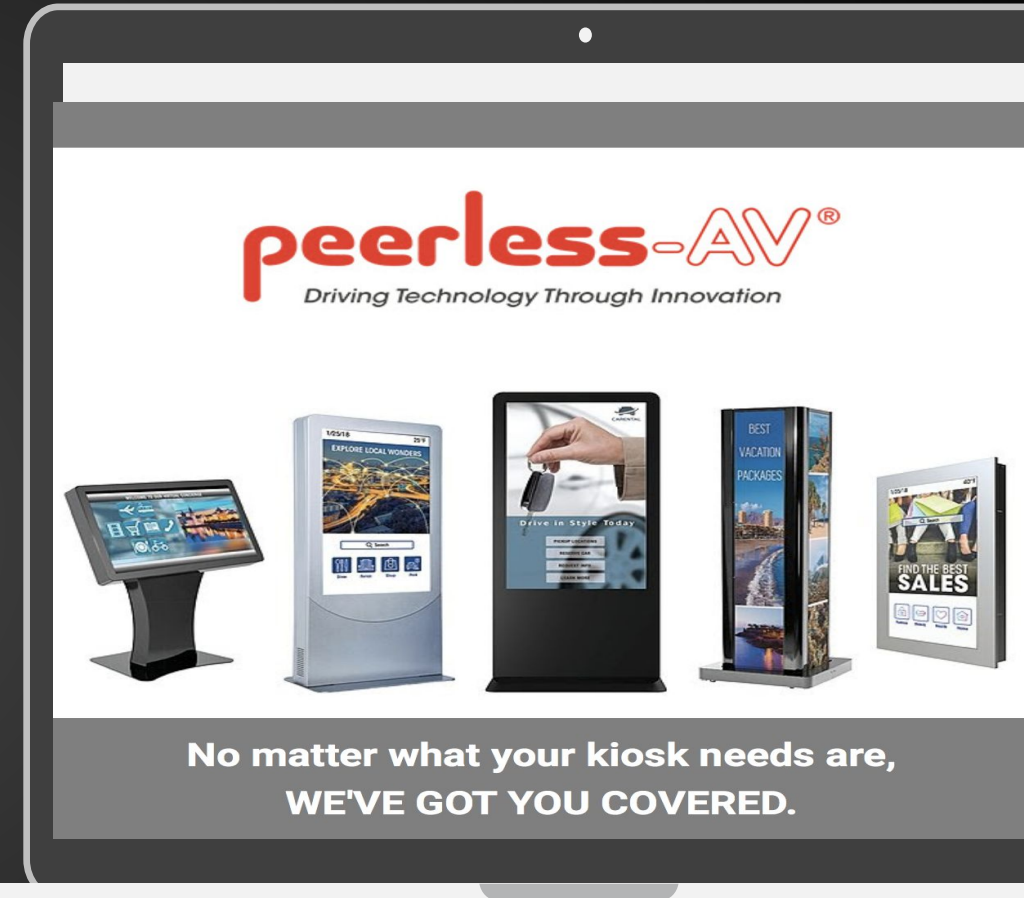
SOUND&VIDEO CONTRACTOR

Web Banner Specifications

DESKTOP HUB PAGE

HEADER AD ZONE
BILLBOARD, 970 X 250
SUPER LEADERBOARD / PUSHDOWN, 970 X 90
LEADERBOARD, 728 x 90

FIXED BOTTOM | 728 x 90, 970 x 90

IN CARD
300X250

IN CONTENT AD ZONE
728 x 90, 970 x 250

SIDEBAR
300x600

DESKTOP ARTICLE PAGE

HEADER AD ZONE
BILLBOARD, 970 X 250
SUPER LEADERBOARD / PUSHDOWN, 970 X 90
LEADERBOARD, 728 x 90

FIXED BOTTOM | 728 x 90, 970 x 90

SIDEBAR
300x600,
300x250

IN CONTENT AD ZONE
728 x 90, 300 x 250

Ad Description	AD SIZE	PRICE
Billboard	970x250	$150/CPM
Super Leaderboard	970x90	$150/CPM
Leaderboard	728x90	$150/CPM
SIDEBAR	300x600	$150/CPM
IN CARD	300x250	$100/CPM
FIXED BOTTOM	728x90;970x90	$150/CPM
IN CONTENT AD ZONE	728x90;970x90	$150/CPM
MOBILE HEADER	320x100;300x250;320x50	$150/CPM
MOBILE ADHESION	320x50	$150/CPM
MOBILE IN-CONTENT	300x250	$150/CPM

AD UNIT Specification

Required Files	.jpg, .gif, swf, 3rd party tag, click through URL, HTML5 tag within iframe
Size or Length	100 KB
Loop/Time	3 loop/15 sec
Media Types Accepted	All Rich Media except DHTML
Audio Accepted	User Enabled Audio Streams
3rd Party Serv	Yes

RICH MEDIA

Accepted Ad Formats	Interstitials, 3rd Party Tags, and Video in Banner
LEAD TIME	5 days
Max File Size	100 KB

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AWARDS PROGRAMS

INFOCOMM BEST OF SHOW

These awards are judged on the show floor at AVIXA's annual InfoComm show.

We field a panel of professional judges (CTS-certified) who evaluate submitted products onsite at the show against a series of criteria including innovation, performance against category standard, richness/relevance of feature set; ease of installation/maintenance, and value/ROI.

Winning products are announced the final day of the show and converend in post-Infocomm print and digital issues of Sound & Video Contractor. An InfoComm ebook, including all submitted products is available online and is made available to Future's full AV audience.

★ 2018 ★
BEST of SHOW

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Innovative Products of the Year

This reader-voted program, now it it's 9th year, is a fun, social and highly-engaged way to celebrate the year's innovative products.

Products are submitted by manufacturers for inclusion in an online ballot that we market to the full range of Future's AV audiences., through eblasts, home page promotions and social media.

Participating manufacturers also "get out the vote" through their networks. The result is a lively and high profile voting period that runs for four weeks in October and November.

Winners are determined by the highest number of reader votes, announced online in November, and covered in print and digitally in the December year-end issue of Sound & Video Contractor.

2018
INNOVATIVE
PRODUCTS
Selected by the readers of SOUND&VIDEO CONTRACTOR

SOUND&VIDEO CONTRACTOR

TRADESHOW AMPLIFICATION

Road to InfoComm, WireLive@InfoComm and InfoComm SocialHub

There are three ways to reach InfoComm attendees/buyers:

1. **Road to InfoComm** Four newsletters deploy in the weeks before InfoComm with a focus on products and technology. This keeps your company message in front of the readers of Sound & Video Contractor, Pro Sound News, AV Technology, and Systems Contractor News.. Place your ads in as many eNewsletters as you'd like and gain valuable branding leading up to the show, and help readers plan to see you there.

2. **WireLive@InfoComm** A daily newsblast from the showfloor, followed by a recap edition, will be sent to the readers of Sound & Video Contractor, Pro Sound News, AV Technology, and Systems Contractor News.

3. **InfoComm Social Hub** Sound & Video Contractor aggregates the social feeds from the InfoComm show, and curates key posts and augments with relevant commentary. Sponsor social feeds are featured in this lively and dynamic virtual destination.

THE WIRE

Join the TheWire@SVConline.com

- A free, self-publishing environment for member companies to post news,images, and video.
- The **most-trafficked** part of the site
- All postings are available to our readers immediately (or as scheduled)
- Postings are shared via social media
- All postings are automatically promoted to the homepage of svconline.com
- Selected postings are curated for distribution in our weekly newsletter lineup
- Selected postings are included in special edition trade-show newsletters
- Selected postings are curated for publication in print

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Products Markets Staging The Wire Resources Podcasts Need to Kno

Home › The Wire ▾

The Wire

Log In

NDI® Central
Your Gateway to IP Video Production in AV
SHOP NOW

NOW OPEN!
NDI®Central **STORE**
SHOP NOW

PODCASTS

Bi-Weekly Installation Podcasts

www.svconline.com/svc-podcasts

www.soundcloud.com/svconline

The SVC Podcast collection now includes over 200 podcasts. In these candid conversations, we talk pro to pro with designers, consultants, project managers, and technical directors about their installations in corporate, education, worship, stadiums, entertainment venues, retail, hospitality, and government.

Podcasts have an accompanying transcription and selected conversations are used in print in an interview format.

Podcast Amplification Packages are available to draw traffic to featured editorial webcasts through links, eBooks, newsletters and social.

Custom Podcasts are also available to sponsor.
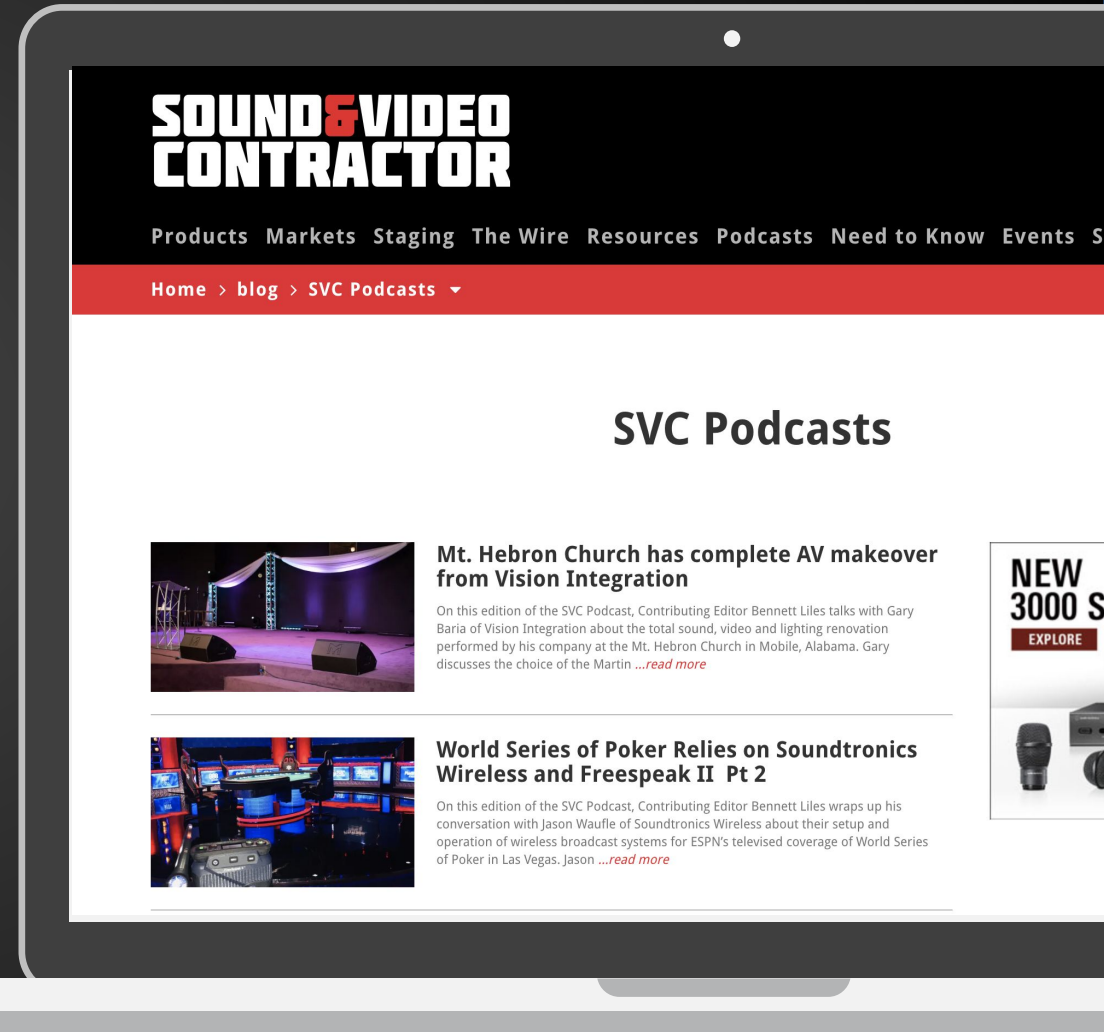
WEBCASTS

WEBCAST CALENDAR

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January	Inside the Uber Conference Room	How do current technologies create new options for improved collaboration and boardroom intelligibility?
February	Dante-Enabled	A look at the Dante ecosystem
March	AVoIP: 10G v 1G	The resolution, latency, and bandwidth wars
April	RF vs. IP	When to go legacy coax or IP or hybrid?
May	Training Sampler: Show Control	Online and onsite show control training
June	Tech Trends at InfoComm	What will be the hot technologies on the show floor?
July	Immersive Sound	Installation and room tuning for immersive sound
August	InfoComm: Ten Tech Takeaways	What were the hot technologies on the show floor?
September	Collaboration Fundamentals	Beam-forming, beam-tracking, intelligibility, far end considerations and other must-solve issues of collaboration spaces
October	Training Sampler: Networking	Integration and device discovery
November	Room tuning: Best Tracks	What songs do the experts use?
December	Drones and Pro AV	The experts explain the opportunity

Custom webcast topics are also available to sponsor.

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