

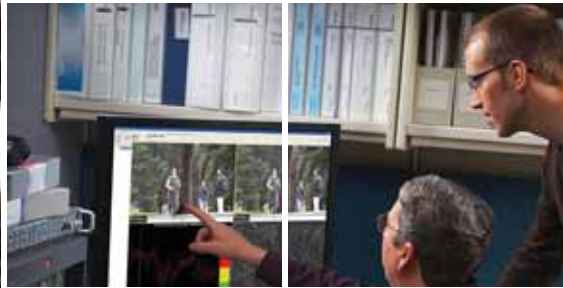
tvvideo

A **Publicar - B2Bportales** publication



Total access to the
Latin American
TV Production
& Broadcasting
Industry

MEDIA PLANNER 2010



PUBLICAR
B2Bportales

CLIENT-CENTRIC SOLUTIONS TO INCREASE YOUR ROI* IN LATIN AMERICA

PRINT MAGAZINE

Increase your brand recognition and sales conversions throughout the 20 Latin American countries reached by our BPA Worldwide audited print magazine circulation

DIGITAL MAGAZINES

All print advertisers are also featured in the digital version of the publication, which emphasizes your exposure among print subscribers and expands your reach to digital-only magazine subscribers. Take advantage of our dynamic animated ads, videos and live URL/email links to engage and convert Web savvy users into paying customers

NEWSLETTERS

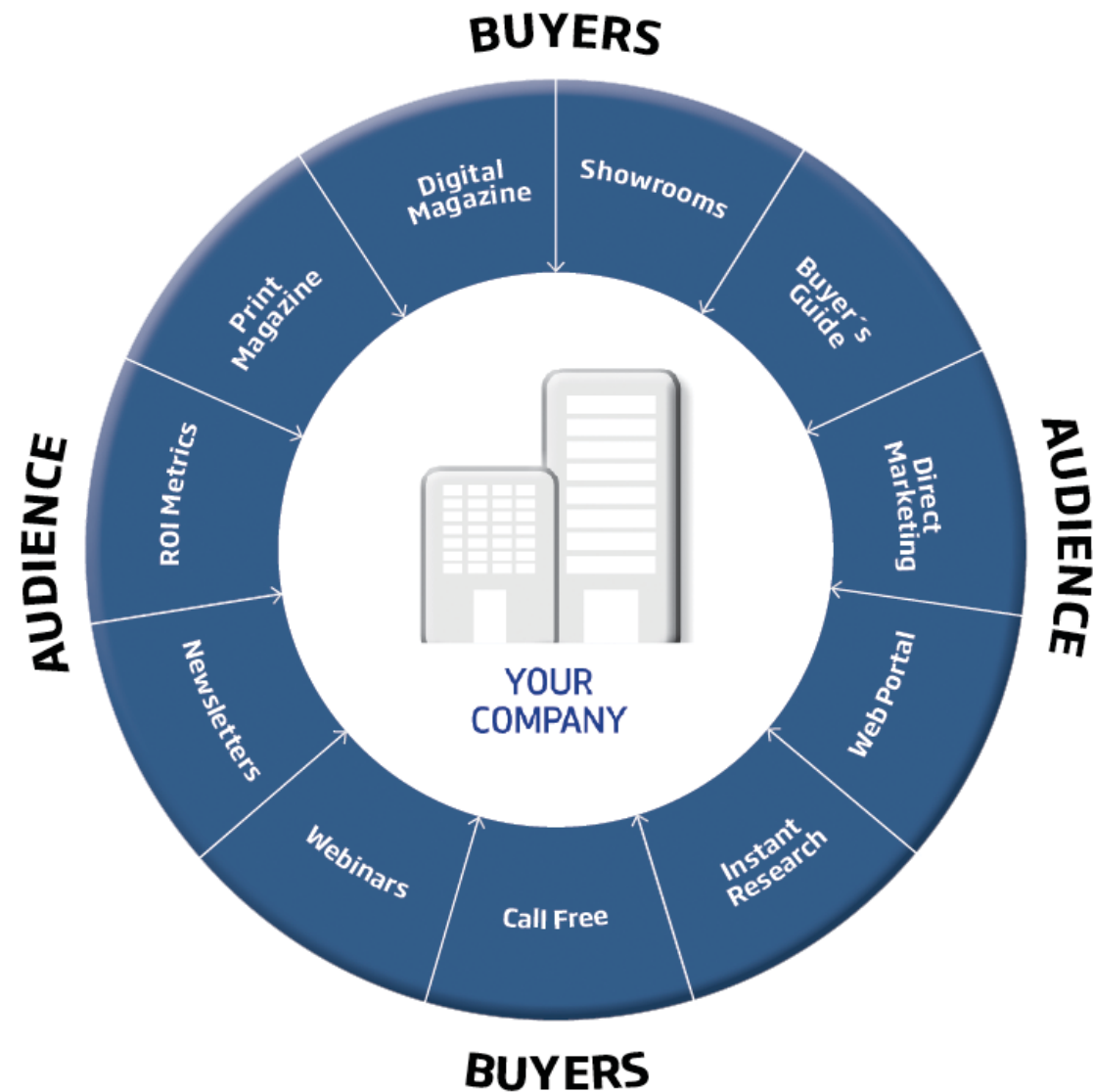
Increase your brand recognition and generate traffic through your corporate site. Generate bona fide leads through our Supplier News Module (SNM)

SHOWROOMS

Deploy customized-to-Latin America product catalogs in Spanish and/or Portuguese and obtain an array of benefits that will increase your Brand recognition and site traffic, converting visitors into customers

BUYER'S GUIDES

Convert leads to sales from visitors in search of suppliers by product categories, or by company names, and increase your results of being found, and contacted, with an upgrade to an enhanced listing (new in 2010!)



(NEW) ROI* METRICS

View and download traffic stats and RFI lead information from all our multimedia products in a centralized, user friendly online reporting system

(NEW) WEBINARS

Deploy new-product presentations to convert visitors into customers via our Supplier Sponsored Webinars, or increase your brand recognition and leads by sponsoring our Publisher Webinars

(NEW) CALL FREE

Enable internet visitors to contact you directly by phone, for free, to increase your chances to convert prospects into buying customers

INSTANT RESEARCH

Deploy customized Buying Intention, Market Share, or Quality Evaluation surveys to gather marketing intelligence and uncover unique market opportunities, generate leads and better align your sales and marketing communications efforts in Latin America

WEB PORTAL

Build brand recognition, generate traffic through your site and convert bona fide RFIs (i.e. Requests for Information) into customers

DIRECT MARKETING

Tackle specific target niches by industry activity, subscriber title and/or country per our BPA Worldwide audit breakdown, using our "Personalized" Covers, Info-Letters, print magazine Wrap-Arounds and/or E-mail blasts, or by delivering 1:1 communications through our catalog/insert mailing services

* Return on Investment

| | | | | | | | | | |
|------------------------|-------------------|---|--|--------------|--|---|---------------------------------|--|--|
| PERMANENT CONTENT FEED | Production | <ul style="list-style-type: none"> • Location Audio • Wireless Technology <ul style="list-style-type: none"> • Monitoring • Core Systems • Production Switchers • Servers & Storage • Recording Devices • Display Technology | PRINT MAGAZINE | | | | | | |
| | Cameras | <ul style="list-style-type: none"> • ENG Cameras & Camcorders <ul style="list-style-type: none"> • Studio Cameras • Specialty Cameras • Lenses & Accesories | Month / Issue | Closing Date | Technical Focus | Special Reports Exhibitor Product Showcases | Product Reviews | Industry Perspective | Show Coverage and/or Bonus Distribution |
| | | | February/March Vol. 16 Issue 1 | Jan 29/10 | Servers & Storage | TV&Video 15 years Commemorative issue | Editing Software | Argentina Big Players profiles & experiences | |
| | | | April Vol. 16 Issue 2 | Mar 05/10 | Innovations in Cameras | Preview + Exhibitor Product Showcase: NAB 2010 | Graphics Generation Software | Mexico Big Players profiles & experiences | NAB 2010 Las Vegas, NV, USA April 12-15, 2010 |
| | | | May/June Vol. 16 Issue 3 | Apr 07/10 | Studio Operations & Lighting | | Asset Management Software | Colombia Big Players profiles & experiences | |
| | | | July/Aug Vol. 16 Issue 4 | Jun 04/10 | Audio | Latin American DTV adoption progress | ENG Cameras | Brazil Big Players profiles & experiences | SET 2010 Broadcast & Cable Sao Paulo, Brazil August 25-27, 2010 |
| | | | Sept/Oct Vol. 16 Issue 5 | Aug 06/10 | Newsroom & News Production Solutions | Preview + Exhibitor Product Showcase: IBC 2010 Exhibitor Product Showcase: Caper 2010 | Audio Software | Chile Big Players profiles & experiences | IBC 2010 Amsterdam, The Netherlands Sep 10-14, 2010 CAPER 2010 Buenos Aires, Argentina Oct. 27-29, 2010 |
| | Post | <ul style="list-style-type: none"> • Editing & Compositing <ul style="list-style-type: none"> • CGI • Collaborative Post | Nov/Dec Vol. 16 Issue 6 | Oct 25/10 | 2011 Source Book/Buyer's Guide + Directory of Distributors Directory of equipment manufacturers and service providers for the Latin American TV industry Contact your sales representative for information regarding special advertising packages designed to highlight your company in the various product-category sections for which your company qualifies | | | | |
| | Management | <ul style="list-style-type: none"> • Industrial Safety • Regulatory Issues <ul style="list-style-type: none"> • Stock Control • Human Resources Management • Training resources | ONLINE MEDIA | | | | | | |
| | | | Format | Description | | | Frequency | | |
| Web Portal | | | News, technical articles, product releases, events and industry update | | | Daily updates | | | |
| Digital Magazine | | | Same as print publication in an easy to navigate and fully-interactive online format | | | Every other month (6X/year) | | | |
| | | General Newsletter | Latest news and technical articles for the TV Industry | | | 24X per year - every other week | | | |

A. PRINT AD SPECS

Resolution: 300 ppi (pixels per inch)
Color: CMYK
Fonts: Subset Embedded 100%. Native Files should be sent with the fonts used or the fonts converted into curves.
OPI: Do not use OPI (Open Prepress Interface)
Acceptable software and file media: Photoshop, InDesign, QuarkXpress, Page Maker, Illustrator, Acrobat Professional. You can upload your files into our FTP site, please compress the fonts, or send them in CD/DVD.
For FTP instructions please contact:
production@b2bportales.com

| AD SIZES | cm | Inches |
|--------------------------------|----------------|----------------------|
| Double page spread (Trim size) | 41 x 27.5 cm | 16 5/16" x 10 27/32" |
| 1 Page (Trim size) | 20.5 x 27.5 cm | 8 1/16" x 10 27/32" |
| 1/2 Vertical | 8.6 x 25.5 cm | 3 3/8" x 10 1/32" |
| 1/2 Horizontal | 18.5 x 12.7 cm | 7 1/16" x 5" |
| 1/2 Island | 11.8 x 19.1 cm | 4 5/8" x 7 1/2" |
| 1/3 Vertical (1 column) | 5.7 x 25.5 cm | 2 1/4" x 10 1/32" |
| 1/3 Horizontal (3 column) | 18.5 x 8.6 cm | 7 1/16" x 3 3/8" |

| AD SIZES | cm | Inches |
|---------------------------|----------------|------------------|
| 1/3 Square (2 column) | 11.8 x 12.7 cm | 4 5/8" x 5" |
| 1/4 Vertical (1,5 column) | 8.6 x 12.7 cm | 3 3/8" x 5" |
| 1/4 Vertical (1 column) | 5.7 x 19.1 cm | 2 1/4" x 7 1/2" |
| 1/4 Horizontal (3 column) | 18.5 x 6.5 cm | 7 1/16" x 2 3/8" |
| 1/4 Square (2 column) | 11.8 x 9 cm | 4 5/8" x 3 9/16" |
| 1/4 Square (2 column) | 5.7 x 12.7 cm | 2 1/4" x 5" |
| 1/6 Horizontal (2 column) | 11.8 x 6.5 cm | 4 5/8" x 2 3/8" |

Safety Margins for Full Page bleed ads: Must be increased at least +1/4" (or +0.5 cm) from trim size on all sides. Texts must also be at least -1/4 (or -0.5 cm) from the trim size for a safety margins.

B. INTERNET AD SPECS

Portal Header Banner: 468x60 pixels, max weight 20K
Newsletters Header Banner: 468x60 pixels, max. weight 20K
Standard or Newsletter Banner: 150x60 pixels, max. weight 10K
Please include "clicktag" and "getURL" code

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ROI METRICS

WEB STATS

NEWSLETTER*



- 24 bi-weekly mailings per year
- 6,186 average page-views per issue
- 4,155 average unique visitors per issue
- 1,969 average clicks per issue
- Click through rate (CTR): 32%

DIGITAL MAGAZINE*



- 6 issues per year
- 42,680 average page-views per issue
- 1,818 average unique visitors per issue
- 470 average clicks per issue

WEB PORTAL*



- 17,200 average subscribers
- 27,486 average page-views per month
- 9,334 average total visits per month
- 7,371 average unique visitors per month

BUYER'S GUIDE*



- 172 clicks on web site icon per month
- 52 clicks on contact email icon per month
- 22 clicks on phone number icon per month
- 5 clicks on fax number icon per month

SHOWROOMS*

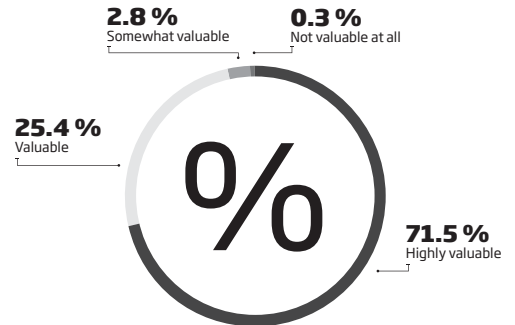


- 408 page-views per month
- 199 total visits per month
- 153 unique visitors per month
- 2.66 Ave. page-views x unique visits per month

PRINT MAGAZINE READER SATISFACTION SURVEY*

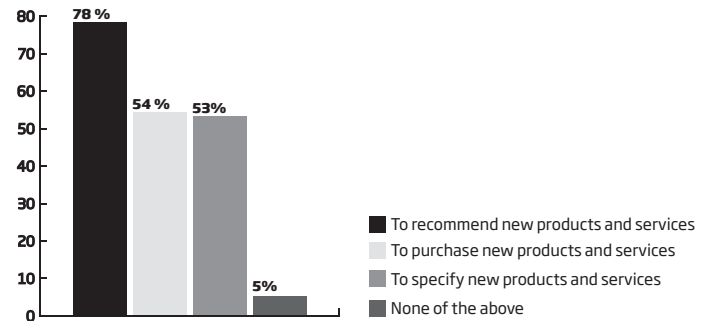
1. How valuable do you find TV y Video?

R: 97% of subscribers find the publication valuable and highly valuable



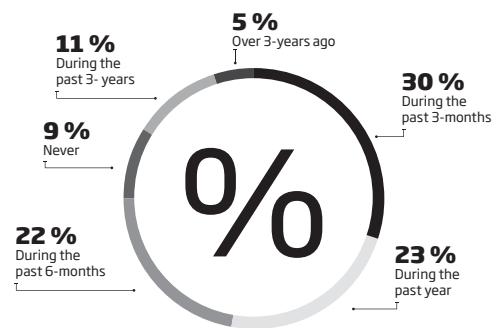
2. What is your participation in the purchasing process within your company?

R: 95% of subscribers are involved in the purchasing process

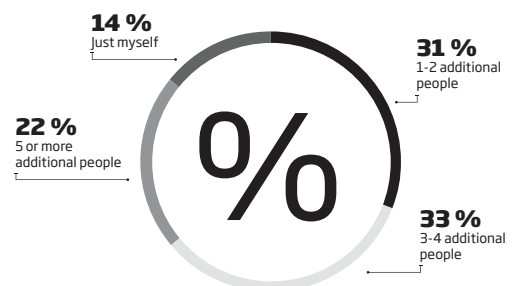


3. When was the last time you recommended, specified and/or bought a product/service you read about in TV y Video?

R: 75% of subscribers have recommended, specified and/or purchased products featured in the magazine in the past year



4. On average, how many people in your organization read your copy?
R: 86% of subscribers report pass along readership of 2 or more co-workers per copy



*Stats from Jan-Aug '09

* Date 10/09 - Universe: 4,704 subscribers - Participants: 458 - Response rate: 9.7%

A. PRINT AD RATES (GROSS)

| 4 COLOR DISPLAY RATES | | 4-6X | 1-3X | | |
|--|--|---------|------------|----------|----------|
| 1 Full page | | \$3,880 | \$4,180 | | |
| 1/2 Page Island | | \$2,540 | \$2,730 | | |
| 1/2 Page | | \$2,390 | \$2,580 | | |
| 1/3 Page | | \$1,550 | \$1,680 | | |
| 1/4 Page | | \$1,370 | \$1,470 | | |
| 1/6 Page | | \$1,120 | \$1,190 | | |
| 2 Page Spread | | \$6,984 | \$7,524 | | |
| OTHER COLOR COMBINATIONS | | PMS | 3C or less | | |
| Applicable markup/discount | | +10% | -10% | | |
| SPECIAL POSITION RATES (Including 4-Color Charges) | | 4-6X | 1-3X | | |
| Inside Front Cover | | \$4,460 | \$4,800 | | |
| Inside Back Cover | | \$4,250 | \$4,590 | | |
| Back Cover | | \$4,600 | \$4,950 | | |
| Center Spread (Earned rate plus) | | \$480 | \$510 | | |
| Other positions (Earned rate plus) | | \$160 | \$170 | | |
| DISTRIBUTOR WANTED SECTION | | 1X | | | |
| Your 4-color logo, company name, contact person, address, tel, fax, e-mail, website and a 10-word summary of your products or services within our classified ad section. | | \$500 | | | |
| CLASSIFIED RATES - B&W | | 4-6X | 1-3X | | |
| 1col x 1" | | \$140 | \$160 | | |
| 1col x 2"/ 2col x 1" | | \$290 | \$310 | | |
| 1col x 3"/ 3col x 1" | | \$420 | \$460 | | |
| 1col x 4"/ 2col x 2" | | \$560 | \$610 | | |
| CLASSIFIED RATES - COLOR | | 1 Color | 2 Colors | 3 Colors | 4 Colors |
| Applicable markup | | 10% | 15% | 20% | 25% |

| INFO-FILES & EXHIBITOR PRODUCT SHOWCASES | | 1X |
|---|--|------------|
| I-F: Equivalent to a 1/6 of a page 4C ad | | \$700 |
| EPS: Equivalent to a 1/4-page 4C ad | | \$970 |
| SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS | | 1X |
| 1. Alphabetical Listings | | |
| Yellow Highlighting | | \$140 |
| 4-Color Logo | | \$200 |
| 2. Product Category Listings (Price per Unit) | | 1-3X |
| Platinum Listing Package | | \$1,230 |
| Gold Listing Package | | \$1,000 |
| Silver Listing Package | | \$320 |
| DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL | | Price/Unit |
| "Personalized" Twin Magazine Cover + Inside Front Cover ad | | \$2.45 |
| "Personalized" Info-Letter (2-sided): Standard / 4C / 90-gram / 100% variable printing & postage | | \$1.50 |
| "Personalized" Info-Letter (1-sided): Standard / 4C / 90-gram / 100% variable printing & postage | | \$0.90 |
| Inserts (turn-key): 4-Page / 4C / 90-gram / standard / translation / layout / printing / postage & handling | | \$0.95 |
| Inserts (mailing only): 4-Page / 4C / 90 gram / standard / postage & handling | | \$0.60 |
| Personalized 1/2 wrap-around over cover glued to advertisers' ad | | \$0.97 |
| 1/2 wrap-around over cover glued to advertisers' ad | | \$0.65 |

B. INTERNET AD RATES (GROSS)

| DIGITAL MAGAZINE | | 4-6X | 1-3X |
|--|--|------------|---------------|
| Theme Tab | | \$110 | \$130 |
| Flash animated ads | | \$380 | \$400 |
| Digital magazine sponsorship | | \$530 | \$560 |
| Audio/Video (up to 5 mega - heavier files require a customized quote) | | \$100 | \$120 |
| SHOWROOMS | | 12 Mo/each | 6Mo/each |
| Basic Showroom | | \$425 | \$500 |
| Audio/Video Options (up to 5 mega - heavier files require a customized quote) | | \$80 | \$100 |
| Setup fee basic showroom (1X charge) | | \$300 | |
| BUYER'S GUIDE ENHANCED LISTINGS | | 12 Mo/each | 6Mo/each |
| Add logo and 50 word description | | \$150 | \$185 |
| Audio/Video Options (up to 5 mega - heavier files require a customized quote) | | \$80 | \$100 |
| WEBINARS | | Basic Fee | Fee x Visitor |
| Supplier Sponsored Webinars: Supplier provides speaker & content/Publisher provides IT Platform & audience | | \$3,500 | \$10 |
| Publisher Webinars: Publisher provides speaker & content/Supplier participates in promotional campaign | | \$1,250 | -- |

| BANNERS & SUPPLIER NEWS MODULES (SNM) | | 24X/each | 12 Mo/each | 6Mo/each | 3Mo/each |
|--|--|----------|------------|----------------------|----------|
| Portal: Headline banner (468x60 pixels / 20k Animated) | | | \$300 | \$350 | \$400 |
| Portal: Standard banner (150x60 pixels / 10k Animated / 3k Static) | | | \$150 | \$200 | \$250 |
| Horizontal Newsletters: Headline banner (468x60 pixels / 20k Animated) | | \$400 | \$450 | \$500 | \$550 |
| Horizontal Newsletters: Standard banner (150x60 pixels / 10k Animated / 3k Static) | | \$200 | \$250 | \$300 | \$350 |
| Horizontal & Vertical Newsletters: Supplier News Modules | | \$350 | \$400 | \$450 | \$500 |
| E-MAIL ADVERTISING | | 1X | | | |
| E-mail Advertising | | | \$0.45 | Per e-mail delivered | |
| Setup Fee (one-time): | | | \$100 | | |
| Distributor e-mail blast | | | \$750 | Includes setup | |

| VIDEOS - COMBO RATES | Rate per month-issue/each | | |
|---------------------------------------|---------------------------|---------|-----------|
| | Any one | Any two | All three |
| Showroom | \$80 | \$56 | \$48 |
| Online Buyer's Guide Enhanced Listing | \$80 | \$56 | \$48 |
| Digital Magazine * | \$100 | \$70 | \$60 |
| Discount | | 30% | 40% |
| * Based on 6X program | | | |

BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

| COUNTRY BREAKDOWN PER BPA JUN '09 AUDIT | | |
|---|---------------|---------------|
| NORTH AMERICA | BPA Qualified | Percent |
| United States Of America | 78 | 0.8% |
| Mexico | 1,749 | 17.5% |
| Subtotal | 1,827 | 18.3% |
| CARIBBEAN | BPA Qualified | Percent |
| Cuba | 152 | 1.5% |
| Dominican Republic | 88 | 0.9% |
| Puerto Rico | 39 | 0.4% |
| Subtotal | 279 | 2.8% |
| CENTRAL AMERICA | BPA Qualified | Percent |
| Costa Rica | 104 | 1.0% |
| El Salvador | 50 | 0.5% |
| Guatemala | 97 | 1.0% |
| Honduras | 60 | 0.6% |
| Nicaragua | 43 | 0.4% |
| Panama | 43 | 0.4% |
| Subtotal | 397 | 4.0% |
| SOUTH AMERICA | BPA Qualified | Percent |
| Argentina | 1,891 | 18.9% |
| Bolivia | 190 | 1.9% |
| Brazil | 232 | 2.3% |
| Chile | 866 | 8.7% |
| Colombia | 1,774 | 17.7% |
| Ecuador | 300 | 3.0% |
| Paraguay | 99 | 1.0% |
| Peru | 1,107 | 11.1% |
| Uruguay | 252 | 2.5% |
| Venezuela | 786 | 7.9% |
| Subtotal | 7,497 | 75.0% |
| TOTAL QUALIFIED CIRCULATION | 10,000 | 100.0% |

| ACTIVITY / TITLE BREAKDOWN PER JUN '09 BPA AUDIT | | |
|--|---------------|---------------|
| BUSINESS/INDUSTRY | BPA Qualified | Percent |
| 1. TV Stations | 2,186 | 21.9% |
| 2. Subscription TV | 744 | 7.4% |
| 3. Producers of TV or Commercials | 4,159 | 41.6% |
| 4. Postproduction Agencies | 1,349 | 13.5% |
| 5. Advertising Agencies | 474 | 4.7% |
| 6. Audio Studios | 312 | 3.1% |
| 7. Equipment Suppliers | 656 | 6.6% |
| 8. Associations, Educational Centers, Libraries | 120 | 1.2% |
| 9. Others Allied to the Field | 0 | 0.0% |
| TOTAL QUALIFIED CIRCULATION | 10,000 | 100.0% |

TvyVideo is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 12 magazines and web portals covering several sectors. **B2Bportales'** Latin American BPA-audited databases reach over 214,800 key professionals from Mexico down to Argentina. Its parent company, **Carvajal S.A.**, is a 106 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit www.b2bportales.com.

For more information on TvyVideo visit www.tvyvideo.com/mediakit/sales_reps

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June 2009 Statement:
10,000 Qualified Subscribers

| REGISTERED EMAIL COUNT | | |
|------------------------|-------------|------------|
| PRINT MAG | DIGITAL MAG | NEWSLETTER |
| 9,628 | 12,958 | 12,398 |

Note: Does not include opt-outs