

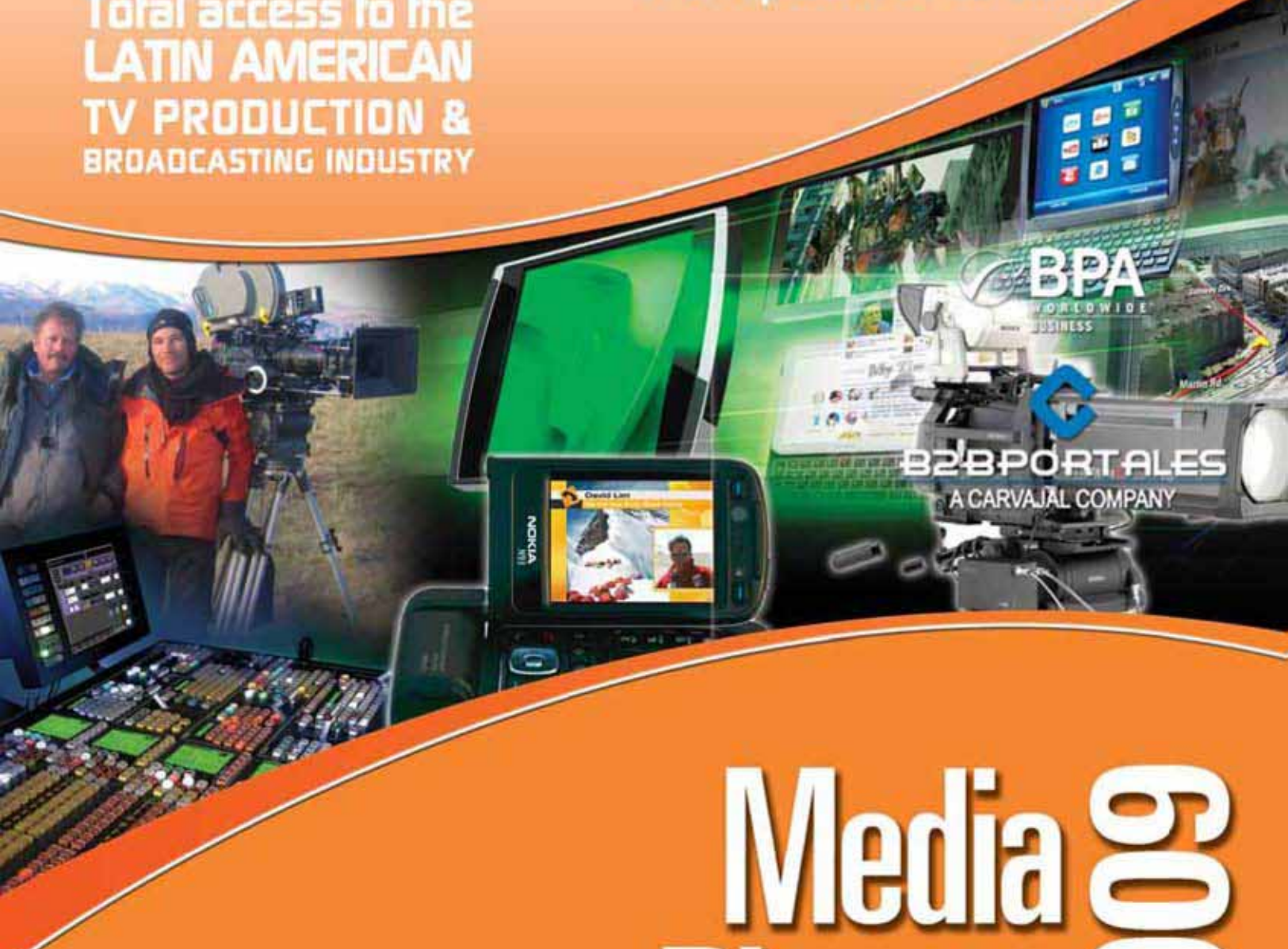
internet & magazine

tv^yvideo

L A T I N O A M É R I C A

A B2Bportales Publication

Total access to the
LATIN AMERICAN
TV PRODUCTION &
BROADCASTING INDUSTRY



Media Planner 2009

www.tvyvideo.com/mediakit

4 Ways to Deliver Top Quality Content...



- 1 PRINT MAGAZINE**
- 6 Issues per year
 - 10,000+ BPA Worldwide Audited subscribers
 - Pan regional Coverage in Latin America: Mexico, Central & South America and the Spanish Caribbean
 - 14-years serving the Latin American Production and broadcasting industry



- 2 DIGITAL MAGAZINE**
- 6 Issues per year
 - 2,030+ average unique visitors per issue
 - 53,400+ average page-views per issue
 - 650+ average click-throughs per issue
- * Stats from Jul '07 - Aug '08



- 3 NEWSLETTER**
- 24 biweekly issues per year
 - 3,990+ average unique visitors per issue
 - 5,940+ average page-views per issue
 - 1,960+ average click-throughs per issue
 - Click-through rate (CTR): 33%
- * Stats from Jun '07-Jul '08



- 4 WEB PORTAL**
- 17,900+ subscribers
 - 7,600+ average unique visitors per month
 - 9,800+ average total visits per month
 - 30,200+ average page-views per month

...ONE TRUSTED SOURCE OF INFORMATION!

"I would like to highlight that the magazine and its information is very useful. Thanks to the information provided, we have purchased recently a state-of-the-art digital camera."

Alberto Ledesma
Funcionario Entidad Gubernamental Tvmaker prod
Asunción, Paraguay

"I really enjoy the articles Publisher in TV y Video. I look forward for the next issue that always contains very interesting articles. Besides being a TV producer, I am also a Professor at a university, and I have used many of your articles in my classes. Thank you and keep up the good work!"

Rodolfo Custodio
Gerente de Producción
Génesis TV, Guatemala

"I would like to thank you for the subscription to this great magazine. It is the only magazine in its genre for Latin America. The information is very useful, not only in the technical part, but also in the information menu to buy the best equipment. Thank you for your attention and I wish the best for the magazine."

José Gutiérrez
Productor de Campo
Cable Unirn S.A., Colombia

Month/Issue	Closing Date	Hd Migration & Infrastructure	Cameras & Accesories	Production	Systems Design, Engineering & Transmission	Solutions	Test & Measurement	Special Events	Show Coverage And/ Or Bonus Distribution
Feb/Mar '09 15-1	Jan 09/09	HD Art Direction	Digital Cinema Cameras	Soccer Production	Asset Management	Measurement	Why measuring composite in digital environments?		
April '09 15-2	Feb 23/09	Mixed Workflows in HD Post	ENG Recording Support Systems	Outdoor Concert Production	Repurposing and codification	Camera	Composite vs. Component	NAB Preview	NAB 2009 Las Vegas, USA April 20-23, 2009
May/Jun '09 15-3	Mar 27/09	Post in 2k & 4k	New Digital Intermediate	Racing Production	IPTV	Video Encoding	Gamut T & M	NAB Review	Cine Gear Expo '09 Los Angeles, USA June 12-13, 2009
Jul/Aug '09 15-4	May 25/09	HD Videography	Convertible Cameras	Studio Concert Production	Digital Signage	Desktop Editing	4:4:4 T&M for DI		Broadcast & Cable SET '09 (Dates TBA)
Sep/Oct '09 15-5	Jul 27/09	HD Audio Technologies	Accesories for Filmlook	News Production	News on Newsrooms	Lighting	MPEG2 & MPEG4	IBC Preview	IBC 2009 Amsterdam, The Netherlands Sep 11-15, 2009 Stress Free DTV Seminar & Exhibit Bogota, Colombia Sep 23-24, 2009 SCTE -Cable Tec '09 Denver, USA October 28-30, 2009 CAPER 2009 Buenos Aires, Argentina October 28-30, 2009
Nov/Dec '09 15-6	Oct 05/09	2010 Source Book/Buyer's Guide + Directory of Distributors + 2010 Latin American Industry Outlook See the Print Rates section of this media kit for information on special packages designed to augment your presence in this important issue.							

A. PRINT AD SPECS

Resolution: 300 ppi (pixels per inch)
Color: CMYK
Fonts: Subset Embedded 100%. Natives 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"
1/6 Vertical (1 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 Headline Banner: 468x60 pixels, max. weight 20K
Newsletter Headline Banner: 468x60 pixels, max. weight 20K
Regular or Newsletter Banner: 150x60 pixels, max. weight 10K
Please include "clicktag" and "getURL" code

For editorial information contact:
 Santiago Algorta - Editor in Chief
 E-mail: algorta@tvvideo.com
 Tel. +57 (1) 410 63 55 x12669

"Latin America's TV
Production & Broadcasting
Publication for 14 years!"

YOUR TOTAL COMMUNICATIONS PARTNER IN LATIN AMERICA!

Print Magazine

Top-quality technical and business content delivered 6X per year to 10,030 BPA audited TV production & broadcasting professionals across 20 countries in Latin America!

E-Magazine

Reach an increasing number of internet savvy subscribers who find in our digital magazine a more dynamic and interactive reading experience. Deploy powerful messages that include Flash animated ads with optional voice messages, add video messages to your ads and/or enhance your lead capture via live URL and email links in your print ads.

E-Mail Advertising

Reach all, or a targeted segment, of our subscriber list via "**personalized**" email messages. Capture qualified online sales leads via the inclusion of live links or reply options that generate call-to-action.

E-Showrooms

NEW VIDEO OPTIONS!

Create a fully customized mini-site to cater specifically to Latin America by featuring the product portfolio chosen for the region and by communicating to this market in the local language spoken: Spanish and/or Portuguese. The Showroom features up to 30 products including photos or **videos**, brief descriptions and downloadable spec-sheets per product; a trade show calendar page; a newsroom page to feature up to 5 press releases; a company profile page including a history of your company, a photo or optional **video** and contact information that includes your entire Latin American sales network; and an RFI/RFQ module that captures all the needed information for proper lead follow-up.

"Personalized" Magazine Covers

Reach all, or a targeted segment, of our subscriber list with a "**personalized**" message in the cover of the magazine. This product includes a "**personalized**" inside-front cover ad, both featured on a twin-cover overlaid on top of the magazine covers to reach your selected audience.

"Personalized" Info-Letters

Produce 4-color one-to-one marketing pieces using the power of "**personalization**", and deliver them inserted in the magazine to a selected audience. Personalize your message using the subscriber's name and/or title; the company name, activity and/or size (based on number of employees); and/or the name of the country where the company is located.

Product Catalog Inserts in Spanish

A turn-key solution to create powerful and fully customized product catalogs to cater specifically to the Latin American markets. The service includes translation, production, layout, printing and distribution of your product catalog. Distribute your NEW catalog in Spanish to the full circulation, or to a targeted audience, based on your company needs. Overruns are available for collateral marketing activities.

Market Research Services

Instant Research allows you to uncover unique market opportunities in the region by launching E-market surveys among our entire subscriber list, or to a targeted segment based on your needs. **Instant Research** will help you better understand your company's position in Latin America by implementing Branding, Market Share and/or Buying Intention surveys, customized to the specific needs of your company.

For detailed information on our product portfolio contact your Sales Representative or visit:

www.tvyvideo.com/productcatalog

A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES	6X	3X	1X
1 Full page	\$3,860	\$4,180	\$4,500
1/2 Page Island	\$2,540	\$2,730	\$2,960
1/2 Page	\$2,390	\$2,580	\$2,780
1/3 Page	\$1,550	\$1,680	\$1,810
1/4 Page	\$1,370	\$1,470	\$1,580
1/6 Page	\$1,120	\$1,190	\$1,260
2 Page Spreads	\$10,050	\$10,730	\$11,840

OTHER COLOR COMBINATIONS	PMS	3C or less
Applicable markup/discount	+10%	-10%

SPECIAL POSITION RATES (Including 4-Color Charges)	6X	3X	1X
Inside Front Cover	\$4,820	\$5,230	\$5,620
Inside Back Cover	\$4,440	\$4,810	\$5,170
Back Cover	\$4,620	\$5,020	\$5,390
Center Spread (Earned rate plus)	\$480	\$510	\$550
Other positions (Earned rate plus)	\$160	\$170	\$190

DISTRIBUTOR WANTED SECTION	1 X
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	6X	3X	1X
1col x 1"	\$140	\$160	\$170
1col x 2"/ 2col x 1"	\$290	\$310	\$340
1col x 3"/ 3col x 1"	\$420	\$460	\$490
1col x 4"/ 2col x 2"	\$560	\$610	\$660

CLASSIFIED RATES - COLOR	1 COLOR	2 COLORS	3 COLORS	4 COLORS
Applicable markup	10%	15%	20%	25%

INFOFILES	1X
Equivalent to a 1/6 of a page 4C ad	\$700

SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS			
ALPHABETICAL LISTINGS			
Yellow Highlighting			1X \$140
4-Color Logo			\$200
PRODUCT CATEGORY LISTINGS			
	6+ Ads	3-5 Ads	2-1 Ads
Platinum Listing Package	\$1,000	\$1,110	\$1,230
Gold Listing Package	\$820	\$910	\$1,010
Silver Listing Package	\$300	\$320	\$340

DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL	Price/Unit
"Personalized" Magazine Covers + Inside Front Cover ad	\$2.45
"Personalized" Info-Letter (2-sided): Standard / 4C / 90 gram / 100% digital print & postage	\$1.50
"Personalized" Info-Letter (1-sided): Standard / 4C / 90 gram / 100% digital print & postage	\$0.90
Inserts (turn-key): 4P / 4C / 90 gram / standard / translation / layout / printing / postage & handling	\$1.00
Inserts (mailing only): 4P / 4C / 90 gram / standard / postage & handling	\$0.60
1/2 Wrap-around over cover glued to advertisers' ad	\$0.65

CD/DVD INSERTS WITH OPTIONAL "PERSONALIZATION" OF PAPER JACKET	Price/Unit
CD - Includes CD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$3.05
CD - Includes CD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$8.25
DVD - Includes DVD burning and stamping, non-variable data printing over 90-gram paper jacket and postage	\$6.64
DVD - Includes DVD burning and stamping, variable data printing over 240-gram paper jacket and postage	\$11.84

B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE (Rates per Issue per Unit)	6X*	3X*	1X
Theme Tab	\$90	\$110	\$130
Flash animated ads	\$360	\$380	\$400
Digital Magazine sponsorship	\$500	\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100	\$120

SHOWROOM* (Banner: max size 770x80 pixels / 50k animated gif file)*	12Mo.	6Mo.
Basic Showroom	\$450	\$550
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$80	\$100
Set up Fee (one time charge)	\$300	

HEADLINE ANIMATED BANNERS* (468 x 60 Pixels / 12K)	12Mo.	6Mo.	3Mo.
Headline banner	\$270	\$355	\$450

SIDE BANNERS* (150 x 60 Pixels / Animated = 6K / Static = 3K)	12Mo.	6Mo.	3Mo.
Side banner	\$135	\$190	\$250

NEWSLETTER ADVERTISING* (Banner Sponsorship)	24X	12X	6X	3X
Headline & Subject (468x60 pixels/12K Animated)	\$315	\$380	\$450	\$530
Message Body (150x60 pixels / 6K Animated or 3K Static)	\$245	\$270	\$325	\$380
Supplier News Modules (include logo, title, text, photo and contact info)	\$245	\$270	\$325	\$380

E-MAIL ADVERTISING	
E-mail Advertising	\$0.45 Per e-mail delivered
Setup Fee (one-time):	\$100
Distributor e-mail blast	\$750 Includes setup

* FULL PAYMENT MUST BE RECEIVED BEFORE LAUNCH OF INTERNET ADVERTISING PROGRAM
A 20% SURCHARGE WILL BE APPLIED FOR NON-PRINT ADVERTISERS

BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

Geographical Breakdown

North America	BPA	ACT%
United States Of America	78	0.8%
Mexico	1,730	17.2%
Subtotal	1,808	18.0%
Caribbean		
Cuba	137	1.4%
Dominican Republic	88	0.9%
Puerto Rico	44	0.4%
Subtotal	269	2.7%
Central America		
Costa Rica	113	1.1%
El Salvador	49	0.5%
Guatemala	86	0.9%
Honduras	63	0.6%
Nicaragua	44	0.4%
Panama	52	0.5%
Subtotal	407	4.1%
South America		
Argentina	2119	21.1%
Bolivia	173	1.7%
Brazil	287	2.9%
Chile	861	8.6%
Colombia	1716	17.1%
Ecuador	271	2.7%
Paraguay	98	1.0%
Peru	1054	10.5%
Uruguay	245	2.4%
Venezuela	722	7.2%
Subtotal	7,546	75.2%
Grand Total	10,030	100.0%



Source:
BPA Worldwide
June 2008 Statement

**Number of registered
e-mail addresses:
13,761+**

Business/Industry

	Total Qualified	Percent of Total
TV Stations	2,202	22.0%
Subscription TV	590	5.9%
Producers of TV or Commercials	3,974	39.6%
Postproduction Agencies	1,149	11.5%
Advertising Agencies	709	7.1%
Audio Studios	221	2.2%
Equipment Suppliers	802	8.0%
Associations, Educational Centers, Libraries	383	3.8%
Others Allied to the Field	0	0.0%
Total Qualified Circulation	10,030	100.0%

TvyVideo is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 13 magazines and web portals covering several sectors. B2Bportales' Latin American BPA-audited databases reach over 190,000 key professionals from Mexico down to Argentina. Its parent company, Carvajal S.A., is a 105 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.

**HEADQUARTERS
UNITED STATES & CANADA**
B2BPORTALES, INC.
6505 Blue Lagoon Drive, Suite 430
Miami, Florida 33126 USA
Tel: +1 (305) 448-6875
Toll Free: +1 (800) 622-6657
Fax: +1 (305) 448-9942

Terry Beirne, VP-Group Publisher
Tel: +1 (305) 448-6875 x47311
Toll Free: +1 (800) 622-6657 x47311
E-Mail: tbeirne@b2bportales.com

Alfredo Domador
Operations VP
Tel: +1 (305) 448-6875 x47302
Toll Free: +1 (800) 622-6657 x47302
E-mail: adomador@b2bportales.com

Carmen Lake,
Publisher
Tel: +1 (772) 344-6035
E-mail: carmen@tvvideo.com

Guillermo Fernández, Sales Coordinator
Tel: +1 (305) 448-6875 x47307
Toll Free: +1 (800) 622-6657 x47307
E-mail: gfernandez@b2bportales.com

Patricia Belledonne,
Marketing Coordinator
Tel: +1 (305) 448-6875 x47310
Toll Free: +1 (800) 622-6657 x47310
E-mail: pbelledonne@b2bportales.com

**LATIN AMERICA
BRAZIL**
ORIGINAL BRASIL
Ronilton Camara
Teléfono: +55 (11) 2283-2445
Fax: +55 (11) 2283-2445
Celular: +55 (11) 7642-5271
E-mail: rcamara@originaldobrasil.com.br

ARGENTINA
Gastón Salip
Tel: +54(11)4384-7250
E-mail: Gsalip@b2bportales.com

**CENTRAL AND SOUTH AMERICA
(Except Mexico, Argentina and Brazil)**
Sandra Lombana
Tel: +57 (1) 410-6355 x12681
Fax: +57 (1) 294-0834
E-mail: slombana@b2bportales.com

MEXICO
René Rodríguez
Tel: +52 (55) 5355-5729
E-mail: rodriguez@b2bportales.com

**EUROPE
ITALY**
COM 3 ORLANDO
Nicola Orlando
Tel: +39 (02) 415 8056
E-mail: orlando@com3orlando.it

ISRAEL
TALBAR MEDIA
Asa Talbar
Tel: +972 (3) 562-9565
E-mail: talbar@inter.net.il

**ASIA
KOREA**
YOUNG MEDIA INC.
Sung Kim
Tel: 82 (2) 2273 4818
E-mail: ymedia@ymedia.co.kr