

2009 MEDIA KIT AND RATE CARD

PUBLISHED BY THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION



PRINTED PRODUCTS

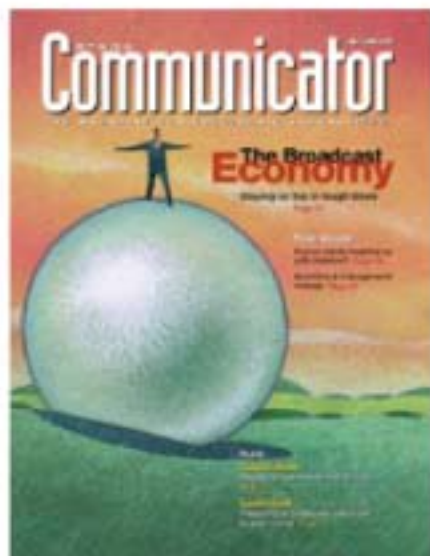
RTNDA Communicator

THE MAGAZINE FOR ELECTRONIC JOURNALISTS

Communicator, the official magazine of RTNDA, is the only magazine specifically targeted to broadcast, cable and online news directors and staff. An exclusive information forum with a valuable editorial focus, Communicator is a highly regarded RTNDA member benefit.

In a rapidly changing industry where magazines come and go, Communicator remains one reliable, proven way to reach the decision-makers in today's newsrooms. Our research has proven that news directors are intimately involved in the newsroom buying decisions, and Communicator reaches those executives in a publication they trust.

Communicator reaches 90% of television newsrooms and most radio news departments nationwide. Total circulation is paid RTNDA membership, plus print and online subscribers. **That's more than 2,500 interested readers!**



SPECIAL SUPPLEMENTS/ ISSUES

RTNDA@NAB PROGRAM & BUYER'S GUIDE

- Complete meeting information
- Exhibitor Product Guide highlighting advertisers' listings
- Delivered to all RTNDA@NAB attendees and distributed to all attendees at RTNDA@NAB

SHOW ISSUE April 19 - 22, 2009

RTNDA's annual conference and exhibition is held each year in Las Vegas alongside the NAB show. Maximize your show exposure with RTNDA's meeting-related publications and marketing opportunities.

NEWS DIRECTORS GUIDE TO NAB

A special guide to the exhibits news directors should see on the NAB showfloor at the Las Vegas Convention Center. Distributed to all attendees at RTNDA@NAB, it's the perfect opportunity to get your message out to the buyers at the convention!

WHY ADVERTISE?

COMMUNICATOR DELIVERS BUYERS

- 72% specify and/or authorize newsroom purchases
- The news department is the nucleus of a television or radio station and produces up to 90% of a station's revenue.
- An ad in Communicator ensures your connection with decision-making news executives.

ADVERTISING IN COMMUNICATOR WORKS BECAUSE YOUR CUSTOMERS READ IT

- 89% say Communicator is useful to their work
- 81% read Communicator cover to cover
- 74% archive Communicator for future reference
- 31% have visited an advertiser's website after seeing an ad in Communicator

COMMUNICATOR READERS are the people who run today's electronic newsrooms. An ad in Communicator puts your message in front of these decision-makers. If your products or services can increase operational efficiency and enhance newsroom effectiveness, then Communicator is an ideal vehicle for your marketing message.

** Source: RTNDA/Communicator Survey, May 2008*

Ask Tom Corcoran to customize a show package for you!

ONLINE PRODUCTS

Tom Corcoran, thomascorcoranr@yahoo.com, 440.543.1548 or Jennifer Wafallosky, jennwafallosky@sbcglobal.net, 216.409.8314

RTNDA.ORG

Averaging thousands of hits a day, RTNDA.org is the best way to gain direct access to the world's most influential broadcast and online news executives. With fresh content and new features added regularly to increase interactivity, RTNDA.org is becoming the site for the electronic journalism community to get their news.



RTNDA NewSolutions

Your brand. Your logo. Your expertise. Our outreach. Let the newly designed RTNDA.org work for you. We created the NewSolutions section of RTNDA.org with vendors in mind by creating a prominent space where you can interact with buyers 24/7. Your NewSolutions site: a virtual convention booth, a marketplace of ideas, an interactive site that showcases your best stuff. You control your message but we offer the turnkey solutions to help you take advantage of our creative tools.



RTNDA RUNDOWN

The latest news from RTNDA.org

The RTNDA Rundown is sent to all RTNDA members every Friday. It's a list of links to stories of interest to the electronic journalism community, resources on RTNDA.org, job listings, upcoming events and RTNDA members news. Averaging an open rate of 30%, sponsorship of the RTNDA Rundown is a great way to get your message out.

ROTATING BANNER ADS

Ads can be 320 x 240 pixels

(Please see Web Ad Specs for more information)

Ads appear on every page of the site in the top right hand corner (except the homepage)

\$1,000 per month

HOMEPAGE BANNERS

Horizontal Ads: can be 460 x 200 pixels

(Please see Web Ad Specs for more information)

Vertical Ads: can be 150 x 650 pixels

(Please see Web Ad Specs for more information)

Ads appear on the homepage but no interior page of the site.

\$1,000 per month

YOUR INVESTMENT

- Update your microsite as often as once a week! Use as many hyperlinks as you can creatively fit in 250 words of text!
- Post audio and video clips up to five minutes long.
- Post up to three photos with captions and change them weekly.
- Each week your microsite will be featured on the homepage of RTNDA.org and in RTNDA's print and electronic publications.
- We'll give you monthly web traffic reports!
- Sales Investment for virtual coverage 24/7
- Post a short webinar on how to use a product.

RTNDA Members:

\$3,000 annually (will be listed alphabetically)

\$3,750 to have the guaranteed 1st listing in your category

\$3,500 to have the guaranteed 2nd listing in your category

\$3,350 to have the guaranteed 3rd listing in your category

RTNDA MEMBERS

\$595 for 2 newsletters

NON-MEMBERS

\$700 for 2 newsletters

EVENT SPONSORSHIP OPPORTUNITIES

RTNDA@NAB 2009

April 19 -22

RTNDA@NAB attracts more than 1,300 news professionals for cutting edge education sessions, a packed exhibit floor and networking opportunities. More than 60% of attendees in 2008 were news directors—the key decision makers in the newsroom. In addition to exhibiting at RTNDA@NAB, there are several creative ways to get your products/services in front of RTNDA members.



SHOWCASE SESSIONS Interested in demonstrating your products to newsroom managers? Sponsor a showcase session at RTNDA@NAB and get an audience dedicated to learning how indispensable your product is for their newsroom.

EVENT SPONSORSHIPS Get your logo and company information in front of all RTNDA@NAB attendees by sponsoring the Opening Reception, the Registration Desk, a Networking Reception on the exhibit floor, the Lounge on the exhibit floor, the News Shop or an E-mail Station.

MERCHANDISE SPONSORSHIP Get your logo and company information on items indispensable to the convention attendee—items such as registration bags, portfolios, and registration badge lanyards.

COMMUNICATION SPONSORSHIP Sponsor a targeted e-mail to our convention mailing lists (pre and post show lists are available).

RTNDA AWARDS DINNER

October 2009

The RTNDA Awards Dinner honors recipients of the Edward R. Murrow Awards for journalism excellence and the RTNDA/UNITY awards for outstanding achievements in diversity coverage. The dinner is held annually at the Grand Hyatt in New York.

Many of the broadcast industry's biggest stars—and most influential decision makers—attend the Awards dinner.

SPONSORSHIP PACKAGES include tables for your company, recognition in the Awards Program, on RTNDA.org and in Communicator.

RTNDA FIRST AMENDMENT AWARDS DINNER

March 2009

RTNDA honors individuals in the field of broadcast journalism for their work on behalf of press freedom with the First Amendment Leadership Award, the Leonard Zeidenberg First Amendment Award and the First Amendment Service Award. The dinner is held in Washington each March.

You can show your support of the First Amendment by **SPONSORING A TABLE** at the dinner, **PURCHASING TICKETS** to the VIP reception, having **SIGNAGE** at the event, getting an **AD** in the dinner program, on RTNDA.org or in the post-dinner issue of Communicator.



COMMUNICATOR

Rate Card #28
Effective January 2009

DISPLAY ADVERTISING

Display advertising in Communicator will raise your profile, maximize the impact of your corporate and product identity, and distinguish your organization in the electronic news market.

COVER RATES*

Cover 4	Add 30% to earned rate
Cover 2	Add 20% to earned rate
Cover 3	Add 20% to earned rate

*Covers available in 4C only

INSERTS

Advertiser supplies inserts completed, printed and ready for binding in sufficient quantity to match press run for scheduled issue. A paper and insert sample must be submitted to the publisher for approval at least one week prior to space reservation.

INSERTS ARE BILLED AS FOLLOWS:

2-page inserts: 2x the earned rate, plus \$950 commissionable bind-in fee.

4-page inserts: 3x the earned rate, plus \$950 commissionable bind-in fee.

Business reply cards: 1x the earned rate, plus \$950 commissionable bind-in fee.

MEMBER DISCOUNTS

RTNDA Supplier/Participating members receive a 5 percent discount on the earned advertiser rate. This discount is available only to RTNDA Supplier/Participating members whose dues are current on the date the ad appears.

For information on joining RTNDA as a Supplier/Participating member, please call 800.80.RTNDA or e-mail membership@rtnda.org.

NONPROFIT DISCOUNTS

Recognized nonprofit organizations are eligible for a 15 percent discount on space, color and position provided the account is paid within 45 days of the invoice date. No other discounts apply.



RATES

	1X	3X	6X
Full Page	\$2081 (net)	\$1978 (net)	\$1782 (net)
2/3 Page	1689	1602	1442
1/2 Page Island	1494	1406	1282
1/2 Page Horiz.	1375	1298	1179
1/3 Page	1071	1020	917
1/4 Page	953	901	196
1/6 Page	793	731	659

RATE ACCOUNTING

Terms: Ten days from the date of invoice. Frequency discounts are based on the number of insertions within a 6 month period.

Short rates: Advertisers will be short-rated if, within a 6-month period from the first insertion, they do not use the amount of space upon which their billings have been based.

Rebates: Advertisers will be rebated if, within a 6-month period from the first insertion, they have used sufficient additional space to warrant a lower rate. Rebate will be deducted from final billing.

Cancellation policy: A contract (except for covers and preferred and specific positions or incentive plans) may be canceled on 30 days written notice, and the rate will be adjusted to reflect the actual number of insertions. A \$1,500 fee will be charged for cancellations received after the closing date stated in the rate card. All rates are based on the provision of electronic materials. There will be an additional charge for alterations, extra camera work, designing, layout and typesetting. While publisher and printer will make every effort to correct inaccurate film or artwork, publisher is not liable for advertising printed from faulty ad materials.

COPY, CONTRACT REGULATIONS

Liability claims arising from contract of ads (text, representation and illustration) are assumed by advertisers and advertising agencies. Publisher reserves the right to refuse any advertising not in keeping with publisher's standards. Advertising that simulates editorial must have prior approval of publisher and must carry "Paid Advertisement" line at the top of each page or fractional page and must be submitted to the publisher for approval at least one week prior to space reservation deadline.

SPECIAL POSITIONS

Add 15% to earned page rate for special positions other than covers.

COMMUNICATOR REQUIREMENTS

Tom Corcoran, thomascorcoransr@yahoo.com, 440.543.1548 or Jennifer Wafallosky, jennwafallosky@sbcglobal.net, 216.409.8314



Spread

Bleed 17 x 11 1/8

Trim 16 3/4 x 10 7/8

Live Area 16 x 10 1/8



Full Page

Bleed 8 1/2 x 11 1/8

Trim 8 3/8 x 10 7/8

Live Area 7 5/8 x 10 1/8

Two-Thirds Page

Live Area 4 5/8 x 9 3/4

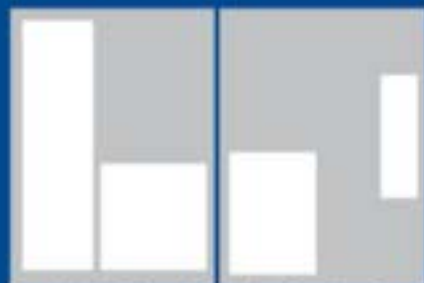


Half Page Island

Live Area 4 5/8 x 7

Half Page Horizontal

Live Area 7 1/16 x 4 5/8



One-Third Page Vertical

Live Area 2 3/16 x 9 3/4

Quarter Page

Live Area 3 3/8 x 4 5/8

Square

Live Area 4 5/8 x 4 5/8

One-Sixth Page

Live Area 2 3/16 x 4 5/8

PRINTING: Sheetfed

PAPER STOCK: 60 lb. coated

BINDING: Saddle stitch or perfect bound, depending upon size of each issue

SCREENS: 150 lines preferred

MATERIALS REQUIRED: Electronic materials are required. All ads must be accompanied by a proof. Guidelines for electronic ads: Hi-res PDFX1A preferred, application files accepted. All files should be created in a professional design/layout program such as QuarkXPress or Adobe InDesign. There may be an additional charge for creating a PDF or translating the file to Quark for certain nonstandard formats. We can convert PC files, but see note below regarding fonts. We can only accept PC PageMaker files in version 6.5. We cannot accept MS Word or WordPerfect files. All ads submitted must be at least 300 dpi.

PROOFS: All ads must be accompanied by a proof. PDF format is acceptable for black-and-white. For color matching, a press-quality proof is required. Publisher is not responsible for exact color matching without a press-quality proof.

FONTS: We need both printer and screen fonts (if submitting postscript fonts) to process the ad (we also accept TrueType fonts). We also need the fonts that are embedded in your graphics. When files are submitted in PC format, we will do one of the following (in order of preference):

- 1) use a Macintosh version of the same font if we have it;
- 2) convert provided PC fonts to Macintosh format; or
- 3) match the font as closely as possible, but we cannot guarantee an exact match.

GRAPHICS: Please send all imported graphics that are in the ad. We are unable to process the ad without these. All scans should be saved in TIFF or EPS format, minimum 300 dpi and placed in Quark at 100 percent. Color scans should be saved in CMYK mode. Color: Please indicate whether an ad is to be run, spot color or 4C, and create the file accordingly. Unless a 5th color is paid for, any PMS colors specified in a 4C ad will be a 4C process build.

DOCUMENTATION: Laser prints must be submitted with your materials. Prints must match files and be sized at 100 percent. A match print or Iris proof must also accompany all color ads. We accept Jaz, Zip, CD and floppy disks. Emailed ads should come as a single zipped file, with a color proof sent via regular mail.

SHIPPING INSTRUCTIONS:

Insertion orders and advertising materials:

Thomas J. Corcoran
Managing Partner
Integrated Publishing Sales
519 Spicebush Lane
Chagrin Falls, OH
thomascorcoransr@yahoo.com

* Keep live matter at least 3/8" from final trim.
Bleeds are accepted for full pages and spreads
only at no additional charge.