



The home of media professionals, technologists, and engineers

# 2022 MEDIA KIT

## Welcome to SMPTE

From the early days of entertainment technology to the latest digital media breakthroughs, the brightest minds in the industry have found their community in SMPTE, the home of creative technology.

The Society fosters a diverse and engaged membership from both the technology and creative communities, delivering a vast number of educational offerings, technical conferences and exhibitions, informational blog posts, career-building networking, and the renowned SMPTE Motion Imaging Journal.

As a result of SMPTE's more than 800 engineering standards and guidelines, the media industry worldwide enjoys global interoperability of hardware and software, improved workflows, and uncompromising quality for seamless creation, management and delivery of media.

SMPTE's recent re-branding and new website have further energized the brand, attracting young creative and technical talent to lead the industry into the rapidly evolving future.

This Media Kit will outline the advertising opportunities that will put your own brand or company in front of a highly creative, tech-savvy and innovation-minded professional audience.



# Who are SMPTE members and friends?

- Close to 7,000 individual members worldwide and almost 200 Corporate members.
- Almost 30,000 friends follow SMPTE on social media
- In addition, thousands of non-members participate in SMPTE webcasts, other activities, and visit the SMPTE website for industry news and technical data available to all.

## Sectors of the Media Industry Represented by SMPTE Membership

INDUSTRY SECTOR	%
Broadcast TV Station; Network; Movie Studio	<b>27%</b>
Hardware/Software Manufacturer	<b>23%</b>
Industry Consultant (Freelance or Corporate)	<b>16%</b>
Manufacturer/Supplier	<b>11%</b>
Production & Post Production	<b>11%</b>
Educational Institution	<b>7%</b>
Telecommunication and Other	<b>5%</b>

## SMPTE Website Audience

MALE	FEMALE
<b>73%</b>	<b>27%</b>
AGE	%
<b>18-24</b>	<b>17%</b>
<b>25-34</b>	<b>31%</b>
<b>35-44</b>	<b>19%</b>
<b>45-54</b>	<b>15%</b>
<b>55+</b>	<b>18%</b>





# SMPTE MEDIA OPPORTUNITIES – AN OVERVIEW

Here's a quick overview of effective ways for advertisers to reach and engage with the unique SMPTE audience.

## MOTION IMAGING JOURNAL

This award-winning publication is the primary publication of SMPTE and consistently ranks as the most valuable membership benefit. Each issue explores a theme in great depth, with peer-reviewed technical articles from leading academics, researchers and engineers. The Journal is also available in the libraries of our many institutional subscribers.

## SMPTE WEBSITE

Launched in October 2020, the re-designed SMPTE website is a central component of SMPTE's re-branding, designed to provide even more value to its members and the industry. In its relatively short life, the new site has successfully attracted a younger, more diverse audience reflective of those leading the way into the digital future.

## WEBCASTS AND VIRTUAL COURSES

SMPTE's vast educational offerings are designed to advance the industry and support the careers of individuals by addressing their highest priority learning and development needs. Since 2020, SMPTE has waived the cost of its webcast series to both members and non-members, resulting in more than tripling the average number of previous attendees. The expansion of this audience is great news for potential sponsors and a sure way to demonstrate support for industry education.

## MEMBER NEWSLETTERS

SMPTE helps keep members connected with two monthly e-newsletters. Insights keeps the membership updated on organizational news and activities, while Newswatch covers more technical industry news. Both are timely and well-read.

In addition to those opportunities listed above, SMPTE is always open to explore other exposure opportunities that provide value to our members. Contact us with your ideas.



# MOTION IMAGING JOURNAL

**Published 10 times per year  
and delivered to all individual  
and corporate members.**

January/February	July
March	August
April	September
May	October
June	November/December

All issue are  
digital and  
emailed to  
subscribers

Printed issues  
are also mailed  
to subscribers.

**7 ISSUES**

digital format only



**3 ISSUES**

printed\* and digital (**May, Sept. and Oct.**)



\*months subject to change

**74%**

of SMPTE members  
have read the  
Motion Imaging Journal  
in the past  
12 months.

Over  
**1/3**

of members surveyed said  
the Motion Imaging Journal  
is the most valued  
membership  
benefit!





# MOTION IMAGING JOURNAL

## Advertising Closing Dates

MONTH	THEME/ TOPIC	AD CLOSE	AD MATERIAL DUE	PUBLICATION DATE
<b>JAN/FEB</b>		10-Dec	17-Dec	24-January
<b>MAR</b>		25-Jan	31-Jan	1-March
<b>APR</b>		24-Feb	1-Mar	1-April
<b>MAY*</b>		25-Mar	29-Mar	3-May
<b>JUNE</b>		26-Apr	2-May	1-June
<b>JULY</b>		24-May	26-May	1-July
<b>AUG</b>		21-Jun	24-Jun	1-August
<b>SEP*</b>		22-Jul	26-Jul	29-August
<b>OCT*</b>		23-Aug	26-Aug	1-October
<b>NOV/DEC</b>		10-Oct	14-Oct	16-November

\*planned print issues; subject to change









# MOTION IMAGING JOURNAL

## TITLE CONTENT SPONSOR

Cement your legacy and remain a permanent part of SMPTE's digital library. As the title content sponsor, you are entitled to several placements; one of which is the coveted cover slot, where your logo is designed directly into the cover. In both print and digital formats, you can make your mark within SMPTE into perpetuity.

### The Cover Sponsor Package Includes:


-  "This issue sponsored by" with your logo placed on the cover of the journal in print and digital formats in the permanent archive.
-  Your logo on the journal landing page on SMPTE's site for 30 days. The page is within the 10 most-viewed consistently each month.
-  Your logo with "this issue sponsored by" in the journal publication eblast which goes to 20,000 subscribers.
-  Representation on the "Current Issue" page of the Digital Library
-  Full page advertisement in SMPTE's Motion Imaging Journal
-  Inclusion in opening pre-roll with verbal mention in webcasts conducted during the month of the Journal issue.





# MOTION IMAGING JOURNAL

## SIZE SPECIFICATIONS

	INCHES	CENTIMETERS
Full Page (live)	7 in x 10 in	17.78 cm x 25.4 cm
Full Page (trim)	7.875 in x 10.75 in	20 cm x 27.3 cm
Full Page (bleed)	8.125 in x 11 in	20.64 cm x 27.94 cm
2/3 Page	4.562 in x 10 in	11.6 cm x 25.4 cm
1/2 Page (horizontal)	7 in x 4.75 in	17.78 cm x 12.1 cm
1/2 Page (island)	4.562 in x 7.312 in	11.6 cm x 18.6 cm
1/3 Page (column)	2.125 in x 9.875 in	5.4 cm x 25.1 cm
1/3 Page (island)	4.562 in x 4.75 in	11.6 cm x 12.1 cm

SIZE	3X	6X	8X
Full Page	\$4,800	\$4,500	\$3,900
2/3 Page	\$4,000	\$3,800	\$3,500
1/2 Page	\$3,200	\$3,000	\$2,500
1/3 Page	\$1,800	\$1,600	\$1,500
1/6 Page	\$1,100	\$1,000	\$850

## SPECIAL POSITIONS

Inside Front Cover:	25% additional
Back Cover:	30% additional
Inside Back Cover	10% additional
Center Spread	15% additional
Front Cover Issue Sponsor	\$10,000

## FILE SPECIFICATIONS

All ads must be submitted in an electronic format. For print issues, files should be 300 DPI at 100% size and set for CMYK output.

Preferred file format is print-ready PDF. Other acceptable formats are InDesign, Illustrator or Photoshop files.

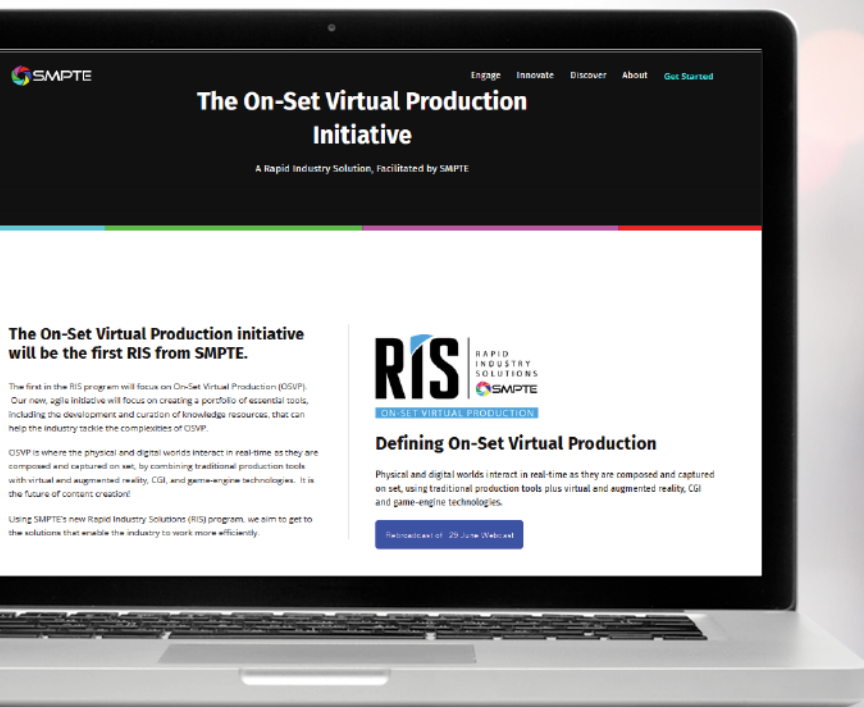
All fonts and graphic support files used in the ad must be included, or properly embedded.



# SMPTE WEBSITE

## VITAL STATISTICS OVERVIEW

Total Monthly Users:	26,000
Total Monthly Impressions:	44,000
New User % of Monthly Users:	80%



AD TYPE	BANNER
SIZE	300 x 250
1 MONTH	\$2,000
6 MONTHS	\$1,890
12 MONTHS	\$1,680

Please contact Jeff Victor ( [Jvictor@SMPTE.org](mailto:Jvictor@SMPTE.org) )  
for details.





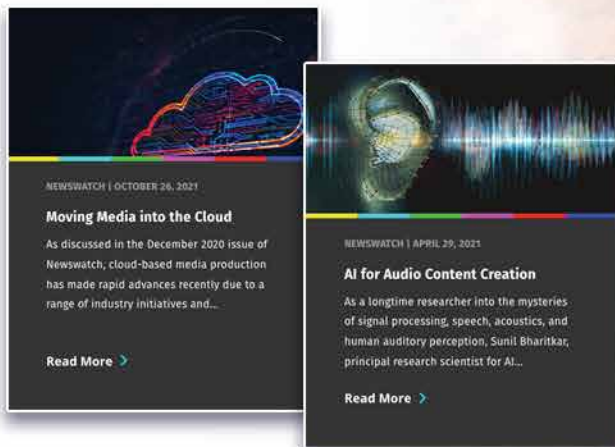
# E-NEWSLETTERS

26,500 subscribers

## INSIGHTS



## NEWSLETTERS



AD TYPE	SIZE	1X	6X	12X
Banner	468 x 60	\$1,750	\$1,500	\$1,250
Medium Rectangle	300 x 250	\$2,000	\$1,750	\$1,680
Large Rectangle (16:9)	\$3,200	\$3,000	\$2,500	\$2,200

Custom packages are available.

Contact Jeff Victor ( [JVictor@smpte.org](mailto:JVictor@smpte.org) ) for details.



# 3<sup>RD</sup> PARTY E-BLASTS

## Reach SMPTE Subscribers with your Dedicated E-Blast

- 100% your content
- Sent to entire SMPTE 20,000 opt-in subscriber audience!
- Tailored to your needs
  - Can be distributed any day of the week
  - 1X rate, frequency pricing, or integrated with other SMPTE resources

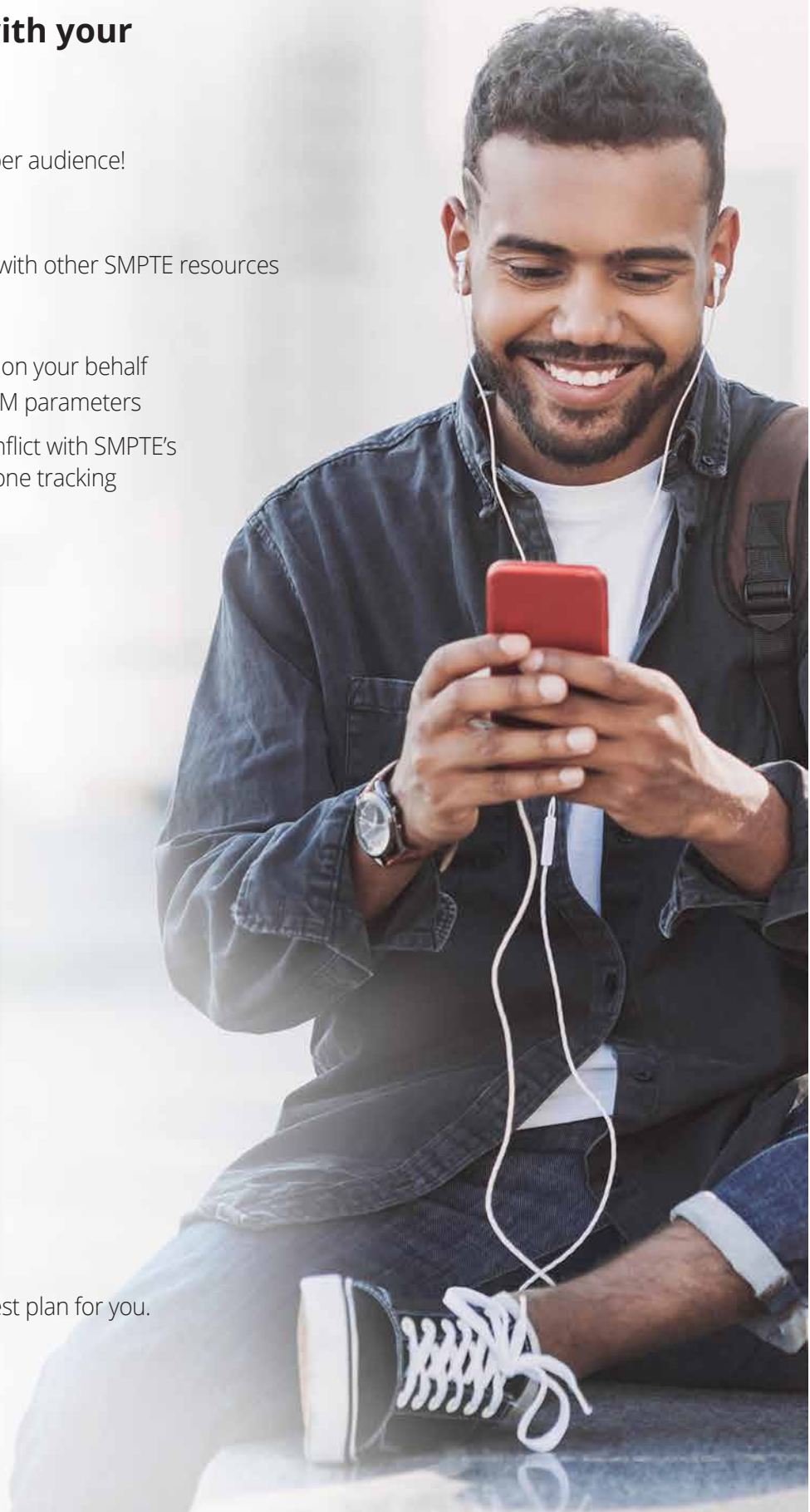
## Execution Made Easy

- You can provide the HTML, and we'll send it on your behalf
- You can use link tracking such as Google UTM parameters

Use of tracking links does not typically conflict with SMPTE's tracking; however, it is possible that only one tracking methodology may be used.



Contact us for pricing and to construct the best plan for you.





# CONTENT SYNDICATION

Content Syndication provides the opportunity to connect with the SMPTE audience at multiple touch points – website, newsletters and social media – in a non-commercial, solutions-based or educational manner.

It starts with a blog post created by you. Industry insight or innovation is featured on the SMPTE home page in a short text description of 50-100 words with company logo and link to further information through white paper or e-book.

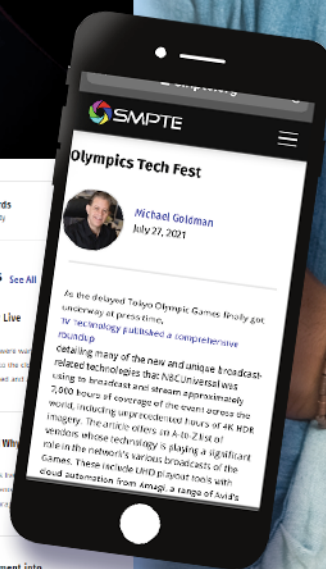
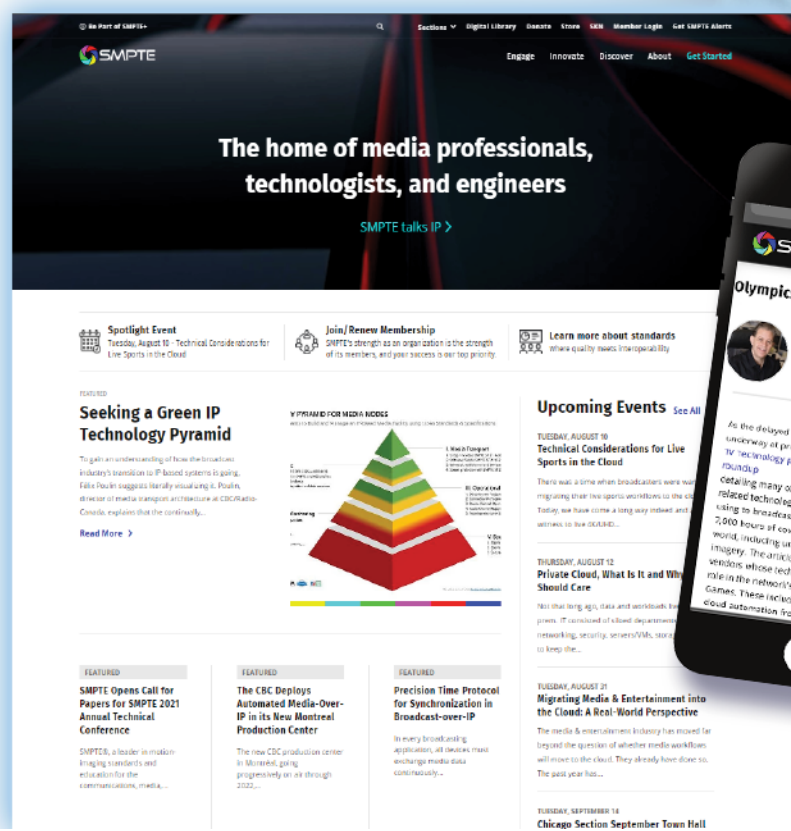
Reach is extended through delivery in monthly and weekly newsletters. For maximum impact, integration with SMPTE social media creates outstanding engagement opportunities.

Each year, SMPTE's social media content achieves more than half a million organic impressions, occasionally seeing organic reach of up to 16,000 for a single post. SMPTE often breaks through its own 30,000 followers to get pertinent posts in relevant feeds. Content Syndication performance reports are available upon request.

## Specifications:

There are four components of Content Syndication: blog post, homepage feature, newsletter run, social posts. Each has its own specifications.

Please Contact Jeff Victor ( [jvictor@SMPTE.org](mailto:jvictor@SMPTE.org) ) for pricing and individual specifications.



# WEBCAST SERIES SPONSORSHIPS

For the past two years, the annual number of webcast participants has averaged close to 10,000!

Promotion support for each webcast generates thousands of impressions, hundreds of registrants and an average of 175 attendees for each session.

There are currently three webcast series: **Technology Series**, **Powered by SMPTE**, and **Thought Leadership**.

Webcast Series sponsorships are for a 12-month period and provide:

- Sponsor name/logo on all promotional materials and on webcast home page.
- Sponsor name/logo on title slide and sponsor slide mentioned at the beginning and end of each webcast and all archived recordings.
- Opportunity for Sponsor representative to host one webcast with SMPTE education director
- Access to attendee contact information from co-hosted webcast

Co-host opportunity includes the above; however, website presence and recognition on promotional materials is limited to 3 months.

For pricing, please contact Jeff Victor ( [Jvictor@SMPTE.org](mailto:Jvictor@SMPTE.org) ).

# 97%

of webcast attendees rate their overall experience as excellent or good

# 100%

of attendees would participate in another and would recommend to a colleague!

**BTS****IEEE Broadcast  
Technology  
Society**

WEDNESDAY, NOVEMBER 10 — Powered by SMPTE

## Drone Based Antenna Pattern Analysis - Real World AM/FM Findings

This session will present the current status of the ATSC 3.0 rollout in the US and worldwide with a focus on the technical aspects of how host stations are implementing the ...

[LEARN MORE](#)



# DEVELOP AND SHOWCASE YOUR “HOW-TO” VIDEOS

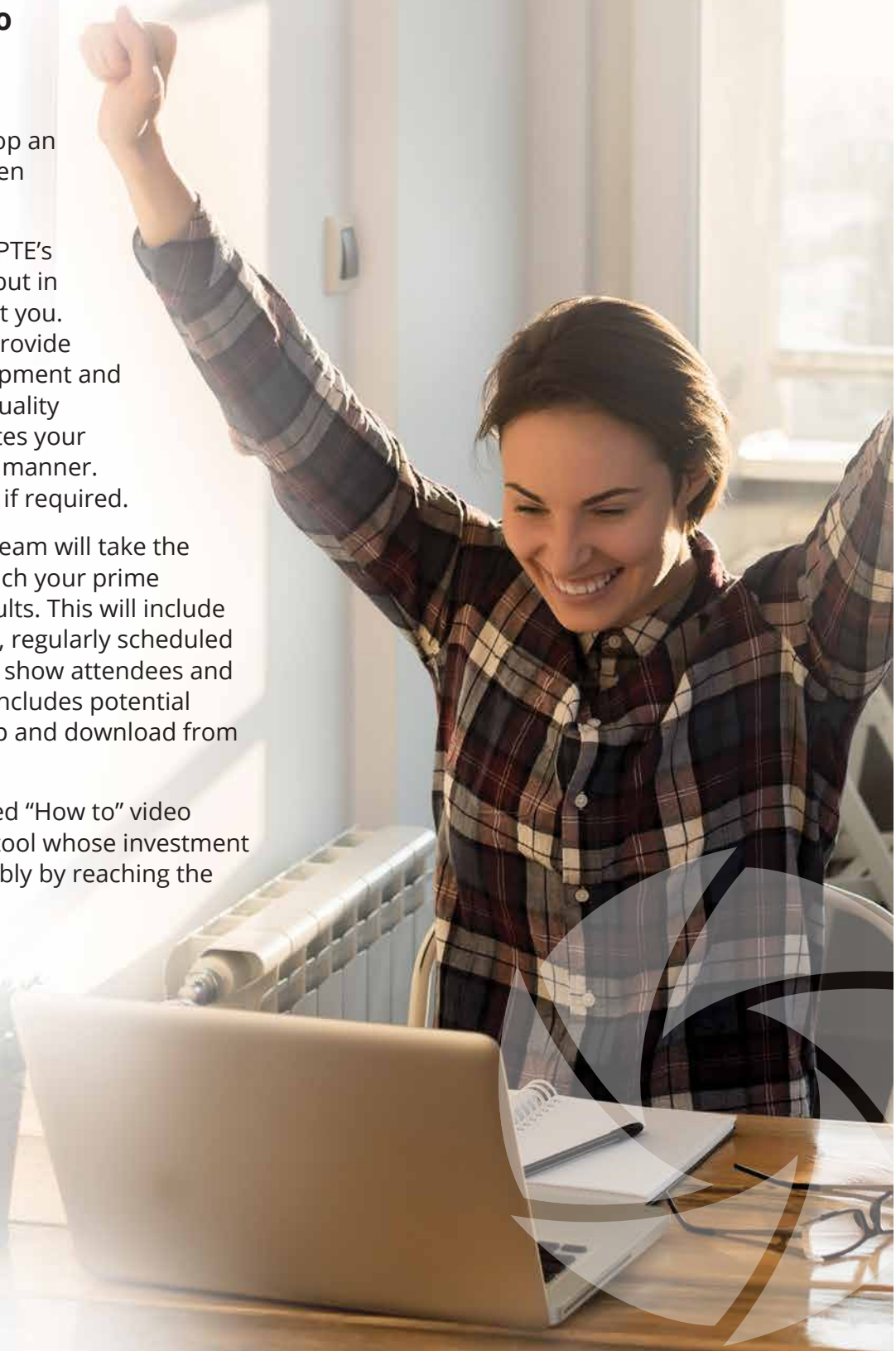
**Do you have a new product, service, or technology that the industry needs to hear about?**

Let SMPTE’s award-winning Education Team help you develop an exclusive “how to” video, and then share it with SMPTE’s audience.

The same team that creates SMPTE’s highly-rated webcasts is ready, but in this case, the content is all about you. Following initial intake, we will provide guidance to you in script development and design to help produce a high-quality branded video that communicates your offer in a focused and engaging manner. We’ll also screen and hire talent if required.

Once complete, our marketing team will take the reigns and execute a plan to reach your prime prospects, with measurable results. This will include presence on the SMPTE website, regularly scheduled and special subscriber mailings, show attendees and webcast participants. This also includes potential lead-generation from viewership and download from the hosting site.

A SMPTE professionally-produced “How to” video program is one more powerful tool whose investment will pay back quickly and profitably by reaching the perfect audience.



# PRIVATE COURSES AND SUBSCRIPTIONS

## TAKE ADVANTAGE OF ADDITIONAL SMPTE EMPLOYEE EDUCATIONAL OPPORTUNITIES AND INCENTIVES.

### Private Courses

We'll conduct a virtual course exclusively for your team.

- Choose any one of SMPTE's virtual courses
- Schedule classes at an optimal time for your employees
- The course will be conducted by one of our education experts
- A discounted fee (from listed virtual course pricing) will be based on the number of participants registered

This is a great way to provide training and education on a specific topic beneficial to your business with a personal touch that builds team spirit and comradery among your staff.

### Virtual Course Subscription

This annual subscription allows your employees to select any virtual course(s) they choose within a discounted corporate subscription package.

Each subscription level includes a total quantity of course registrations that can be used or allocated as you wish.

Discounts from individually listed virtual course pricing range from 20% (for a 10-course annual subscription) to 40% (for 30 courses annually).

The Virtual Course Subscription program was designed to leverage your ability to combine individual employee course registrations and make SMPTE's highly-rated virtual course curriculum available to your staff at a significantly discounted fee.

NUMBER OF REGISTRATIONS IN SUBSCRIPTION	DISCOUNT	TOTAL ANNUAL SUBSCRIPTION COST
30	40%	\$17,982
20	30%	\$13,986
10	20%	\$7,992
5	10%	\$4,496



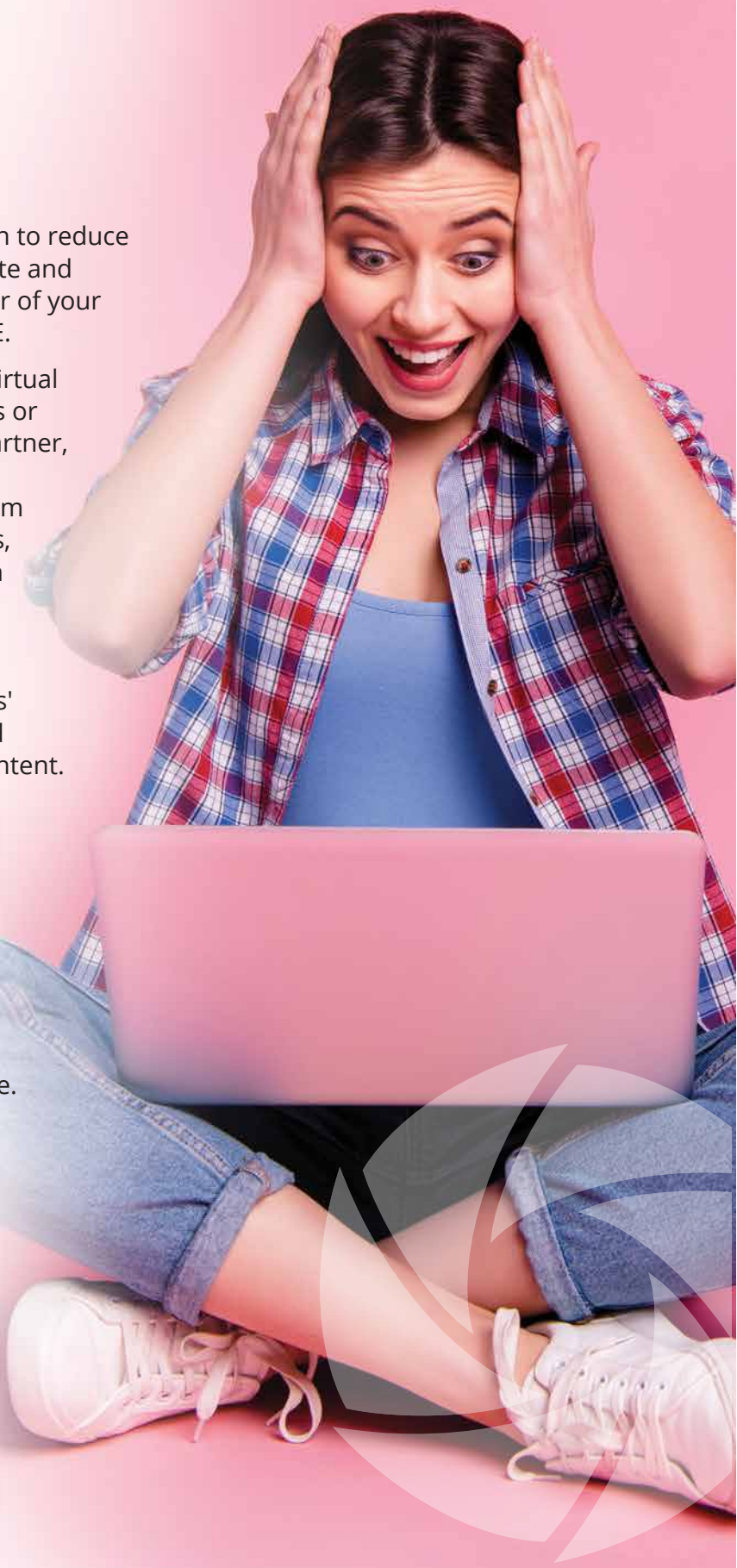


**Powered by SMPTE** is a way for your organization to reduce the time and expense required for you to educate and inform industry professionals of a subject matter of your expertise or interest - in partnership with SMPTE.

Most often these are in the form of a webcast, virtual event, virtual conference, or a series of webcasts or events for which you, as a **Powered by SMPTE** partner, identify the topic, select the speaker and provide your branded content. The SMPTE Education team will then take it from there by coordinating assets, managing the production, marketing the program and registering participants. You will receive webcast performance reports and contact information for registrants and attendees. In addition, SMPTE will edit and host your webcasts' on-demand videos and provide either an embed code or download link so you can share your content.

Presence on the SMPTE website as a SMPTE Education Partner and inclusion in our promotion cycle extends your reach to SMPTE members and friends, partner employees, the media & entertainment industry, and new audiences.

In essence, our **Powered by SMPTE** partners are able to successfully extend the impact of their own branded content by leveraging SMPTE's know-how, resources and infrastructure. The SMPTE Education team will be happy to work with you to customize your program and meet your specific objectives.



# CORPORATE MEMBERSHIP

**Corporate Memberships** recognize that success is a product of staff development, innovation, business intelligence and opportunities to take a leadership position in the industry. We've responded with membership levels that suit the requirements of your organization's size as well as your corporate goals and values.

The following pages outline these tiers, each designed to deliver the ideal level of memberships, education, conferences, events, standards participation and promotional opportunities that can give you a real corporate edge.





# CORPORATE MEMBERSHIP



## **DIAMOND - \$20,000 / Year**

Value: \$40,900

Companies in the Diamond value career development of their entire team, with maximum opportunities for professional and executive education, leadership roles in conferences and events, promotional opportunities, and shaping the industry through standards development and student support.

- › 20 Individual memberships w/standards participation
- › Free Registrations for Virtual Classroom - 4 per year
- › Four free registrations for Virtual Classroom
- › Three Complimentary registrations for SMPTE Annual conference
- › Discounted registrations to SMPTE Annual conference
- › Discount on booth at SMPTE Annual conference
- › Ads on SMPTE.org - 2 months free
- › Ads in SMPTE Journal - 2 full page ads
- › Ads in SMPTE Monthly Newsletter - 2 months free
- › Opportunity to submit bylined article to SMPTE Newsletter
- › Recognition in Journal
- › Logo on Homepage
- › Registrations to Executive webcasts - 4 per webcast
- › Invitations to members only events
- › SMPTE Membership sign for your event booth (Free standing or virtual) coming soon
- › Opportunity to Host a TC Meeting
- › VIP Member lounge access - live or virtual
- › Portion of Membership Dues get contributed to Student Education Fund
- › Opportunity to host a student event



## **PREMIUM - \$10,000 / Year**

Value: \$29,025

The Premium membership allows companies to spark career development for a broad range of team members, including professional education, conferences and an array of opportunities for corporate promotion, along with discounts on standards packages.

- › 15 Individual memberships w/standards participation
- › Discounts on Corporate Standards packages
- › Two free registrations for Virtual Classroom
- › Two Complimentary registrations for SMPTE Annual conference
- › Discounted registrations to SMPTE Annual conference
- › Discount on booth at SMPTE Annual conference
- › Ads on SMPTE.org - 1 month free
- › Ads in SMPTE Journal - 2 full page ads
- › Ads in SMPTE Monthly Newsletter - 1 months free
- › Opportunity to submit bylined article to SMPTE Newsletter
- › Recognition in Journal
- › Logo on website, not just listing
- › Registrations to Executive webcasts - 2 per webcast
- › Invitations to members only events
- › Access to virtual bulletin board
- › SMPTE Membership sign for your event booth (Free standing or virtual) coming soon
- › Opportunity to Host a TC Meeting
- › VIP Member lounge access - live or virtual
- › Opportunity to host a student event



### ADVANCED - \$7,000 / Year Value: \$15,710

Advanced memberships prioritize developing key team members through SMPTE's educational offerings and conferences, and use SMPTE promotional tools to advocate for their organization with enhanced Website visibility and Journal ads.

- › 9 Individual memberships w/standards participation
- › Discounts on Corporate Standards packages
- › One free registrations for Virtual Classroom
- › One Complimentary registration for SMPTE Annual conference
- › Discounted registrations to SMPTE Annual conference
- › Discount on booth at SMPTE Annual conference
- › Ads in SMPTE Journal – 1 full page ad
- › Recognition in Journal
- › Logo on website, not just listing
- › Registrations to Executive webcasts – 2 per webcast
- › Invitations to members only events
- › Access to virtual bulletin board
- › Early access to Event registration
- › SMPTE Membership sign for your event booth (Free standing or virtual) coming soon



### ESSENTIAL - \$3,500 / Year Value: \$9,125

Growing companies value innovation, and recognize that SMPTE membership will help take them to the next level. This core level of membership, education and promotional opportunities is perfect for leadership teams or smaller organizations.

- › 5 Individual memberships w/standards participation
- › Discounts on Standards package
- › Ads in SMPTE Journal – 1/2 page ad
- › Discount on booth at SMPTE Annual conference
- › Logo on website, not just listing
- › Recognition in Journal
- › Invitations to members only events
- › Access to virtual bulletin board
- › Early access to Event registration
- › SMPTE Membership sign for your event booth (Free standing or virtual) coming soon



### SMALL BUSINESS - \$1,500 / Year Value: \$4,430

Small Business members rely on SMPTE's world-class educational offerings, attendance at the Annual Technical Conference and strategic advertising to keep up with the latest technology while collaborating with peers to gain access to potential clients and partners.

- › 2 Individual memberships with Standards participation
- › Discounts on Standards package
- › Ads in SMPTE Journal – 1/2 page ad
- › Discount on booth at SMPTE Annual conference
- › Logo on website, not just listing
- › Recognition in Journal
- › Invitations to members only events
- › Access to virtual bulletin board
- › Early access to Event registration
- › SMPTE Membership sign for your event booth (Free standing or virtual) coming soon





















































### CONSULTANT - \$1,200 / Year Value: \$3,465

Whether you're a consultant or single proprietor, SMPTE provides the chance to keep up with the latest technology and collaborate with your peers, while you gain access to potential clients and partners.

- › 1 Individual membership with Standards participation
- › Discounts on Standards package
- › Ads in SMPTE Journal – 1/2 page ad
- › Logo on website, not just listing
- › Recognition in Journal
- › Invitations to members only events
- › Access to virtual bulletin board
- › Early access to Event registration
- › SMPTE Membership sign for your event booth (Free standing or virtual) coming soon



# CORPORATE MEMBERSHIP

	DIAMOND	PREMIUM	ADVANCED	ESSENTIAL	SMALL BUSINESS	CONSULTANT
Membership pricing	\$20,000	\$10,000	\$7,000	\$3,500	\$1,500	\$1,200
Individual memberships w/standards participation	20	15	9	5	2	1
Free Registrations for Virtual Classroom	4 per year	2 per year	1 per year			
SMPTE Digital Library Standards Subscription packages	Complimentary for one site*	Member Discounts	Member Discounts	Member Discounts		
SMPTE Annual Conference registration	3 comp registrations,	1 comp registration	1 comp registration			
Discounted conference registration codes (percentage varies)	3	2	1			
Logo on SMPTE website homepage (diamond only)						
Website ads on SMPTE website	2 months	1 month				
Newsletter ads in SMPTE monthly newsletter	2 months	1 month				
Registrations to Executive Webcasts	4 per webcast	2 per webcast	2 per webcast			
Ads in Journal**	2 full page	2 full page	1 full page	1/2 page ad	1/2 page ad	1/2 page
Recognition in Journal						
Discount on booth space						
Access to virtual bulletin board - coming soon!						
Logo on website, not just listing						
Early access to event registration						
Invitations to Member only events						
SMPTE Membership Sign for your event booth, (free standing or virtual)						
Portion of Membership dues gets contributed to Student Education Fund						
Opportunity to host a student event						
Opportunity to host a TC meeting						
Opportunity to sponsor a TC meeting includes Invitations to observe TC meetings						
VIP Member lounge access (live or virtual)						
Opportunity to submit byline article to SMPTE Newsletter	