

2025 MEDIA KIT

MEET THE **SMPTE** COMMUNITY



THE HOME OF MEDIA PROFESSIONALS,
TECHNOLOGISTS, AND ENGINEERS

From the early days of entertainment technology to the latest digital media breakthroughs, the brightest minds in the industry have found their community in the **Society of Motion Picture and Television Engineers (SMPTE)**, the home of creative technology.

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

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

This Media Kit will outline the advertising opportunities that will put your brand or company in front of this highly creative, tech-savvy and innovative-minded audience of decision-makers.



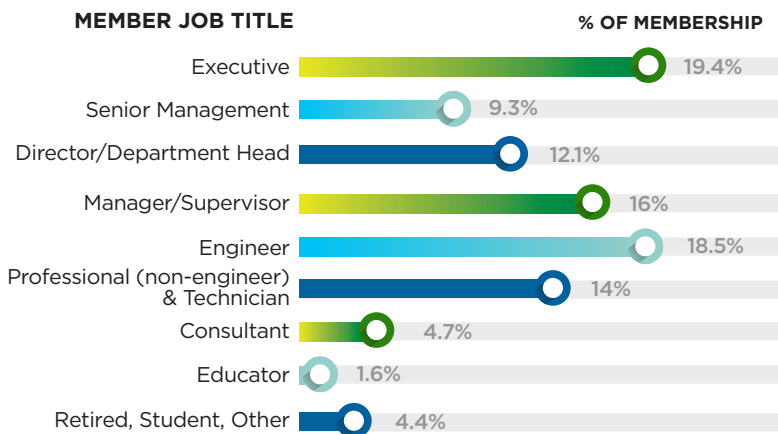
WHO IS SMPTE?

- More than **200 Corporate members** and over **5,000 individual members** worldwide
- In addition, thousands of non-members participate in SMPTE webcasts, other activities and events, and visit the SMPTE website for industry news and technical data available to all.

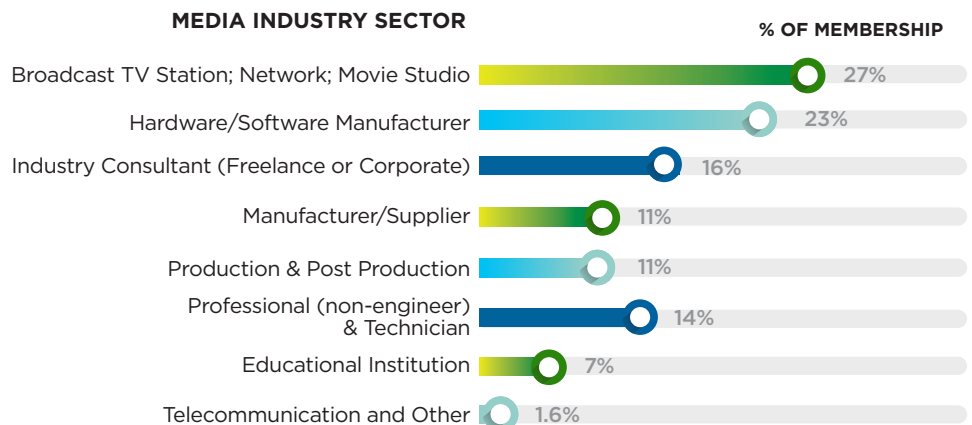
SMPTE MEDIA/ MARKETING OPPORTUNITIES

Advertisers can connect with this unique SMPTE audience through:

- The award-winning *Motion Imaging Journal*
- SMPTE Website presence
- Member Newsletters
- Webcasts and Virtual Course Sponsorships
- Industry Event sponsorships
- Other custom communications



Over **45,000 friends** follow SMPTE on social media.





YOU'RE IN GOOD COMPANY

So many of our important industry activities would not be possible without the ongoing commitment of our nearly 220 corporate members. These are just a few of those top-level corporate supporters.

DIAMOND MEMBERS

amazon



Blackmagicdesign

OCBS



Disney

Dolby

FOX

Google



ROSS

SONY

Telstra

WARNER
MEDIA

PREMIUM MEMBERS



Atos



Bloomberg



Imagine
COMMUNICATIONS

Microsoft



NBC UNIVERSAL

ROHDE & SCHWARZ

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 have created six Corporate Membership levels, each designed to suit the requirements of your organization's size as well as your corporate goals and values. Each level provides varying degrees of individual staff memberships with Standards participation, number of virtual courses, conference fee waivers and discounts, company exposure in media and events, Motion Imaging Journal advertising, and event hosting opportunities.

Whether you are a large international organization or a small consultancy, there is a Corporate Membership plan to maximize SMPTE's benefits to your business while opening more doors for your impact on the industry.

Compare Corporate Membership Plans:

	DIAMOND	PREMIUM	ADVANCED	ESSENTIAL	SMALL BUSINESS	CONSULTANT
Membership pricing	\$25,000	\$15,000	\$10,000	\$5,000	\$3,000	\$1,750
Individual memberships w/standards participation	20	15	9	5	2	1
Unlimited standards downloads for members	●	●	●	●	●	●
Opportunity to host and attend a Standards (TC) meeting	●	●				
Free registrations for instructor-led virtual courses - per year	4	2	1			
Full access to the self-study virtual course library	●	●	●	●	●	●
Discounted instructor-led virtual courses	●	●	●	●	●	●
Corporate membership recognition in Motion Imaging Journal	●	●	●	●	●	●
Ad in the Motion Imaging Journal	1 full page- 2 months	1 full page- 2 months	1 full page- 1 month	1/2 page- 1 month	1/2 page- 1 month	1/2 page- 1 month
Newsletter ads in SMPTE monthly newsletter	2 months	1 month				
Logo on SMPTE website homepage	●	●	●	●	●	●
Free postings to the job board	●	●	●	●	●	●
Discounted Media Technology Summit registrations	15	10	5			
Complimentary registrations for SMPTE Media Technology Summit	3	2	1			
Discounted booth space at SMPTE Media Technology Summit	●	●	●	●	●	●
Invitations to members-only events	●	●	●	●	●	●
Early access to event registration	●	●	●	●	●	●
Opportunity to host a student event	●	●	●	●		



INDIVIDUAL MEMBERSHIP

Whether you're a fresh-eyed student or a seasoned professional, a SMPTE membership keeps you current and connected. Many members put SMPTE membership high on the list of essential career investments.

Compare Individual Membership Plans:

	EXECUTIVE	PROFESSIONAL	RETIRED	EARLY CAREER	STUDENT	FAN
Membership pricing	\$295	\$180	\$89	\$49	\$15	Free
Invitation to Executive Roundtables	●					
Invitation to Executive Professional - Only Events	●					
Solution Hub Pass at the Media Technology Summit	●					
Unlimited Standards downloads for member	●	●	●	●	●	
Full access to the complete self-study virtual course library	●	●	●	●	●	
Subscription to the SMPTE Motion Imaging Journal (print and online) and access to the digital library (discounts on conference papers, proceedings).	●	●	●	●	●	
Guest attendance at the quarterly Technology Committee meeting	●	●	●	●	●	
Access to all webcasts including live and archived webinars	●	●	●	●	●	●
Discounts on SMPTE conferences and other industry events	●	●	●	●	●	
A subscription to SMPTE's monthly e-newsletters	●	●	●	●	●	●
Networking opportunities with your local SMPTE Section	●	●	●	●	●	●
Job board and career resources	●	●	●	●	●	
Members in the US can participate in insurance programs.	●	●	●	●	●	
Participation in Student Chapters					●	
Lou Wolf Memorial Scholarship					●	
Student Paper Award					●	
Student Resources					●	



SMPTE *MOTION IMAGING JOURNAL*

Our award-winning scientific journal 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.



About **80% 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**

2025 PUBLICATION SCHEDULE

7 Editions will be published in 2025.

January/February – Advances in Media Streaming

April – Media Production

May/June – Audio

July/August – Immersive and Volumetric Media

September – Low Latency Streaming

October – The Cutting Edge

November/December – Progress Report

Ad Size/Costs

SIZE	1x	7x
Full Page	\$3,900	\$3500
2/3 Page	\$3,500	\$2,900
Half Page	\$2,500	\$1,900
1/3 Page	\$1,500	\$950

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.

Ad Specs

Trim Size	8.375" W x 10.875" H
Full page ad with bleed	8.375" W x 10.875" H Please add .125" on all sides for a total size of: 8.625" W x 11.125" H (bleed size) Important: For ads that bleed: Please keep all important content within the safety which is .25" from the trim edge.
Full page ad (live) no bleed	7.45" W x 10" H
2/3 Page	4.63" W x 9.75" H
1/2 page HORIZONTAL	7" W x 4.88" H
1/2 page ISLAND	4.63" W x 7.38" H
1/3 page ISLAND	4.63" W x 4.88" H
1/3 page COLUMN	2.25" W x 9.75" H

For editorial deadlines please check: https://www.smpte.org/publications/about_journal/editorial_calendar

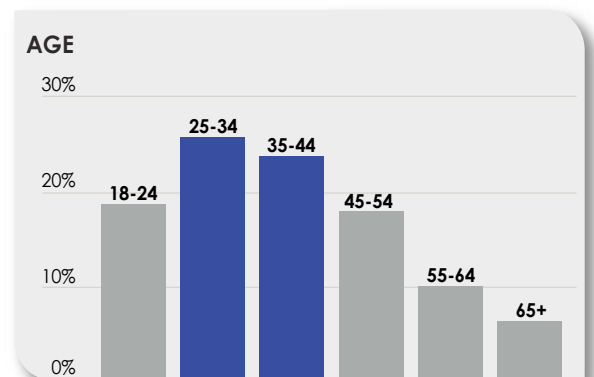
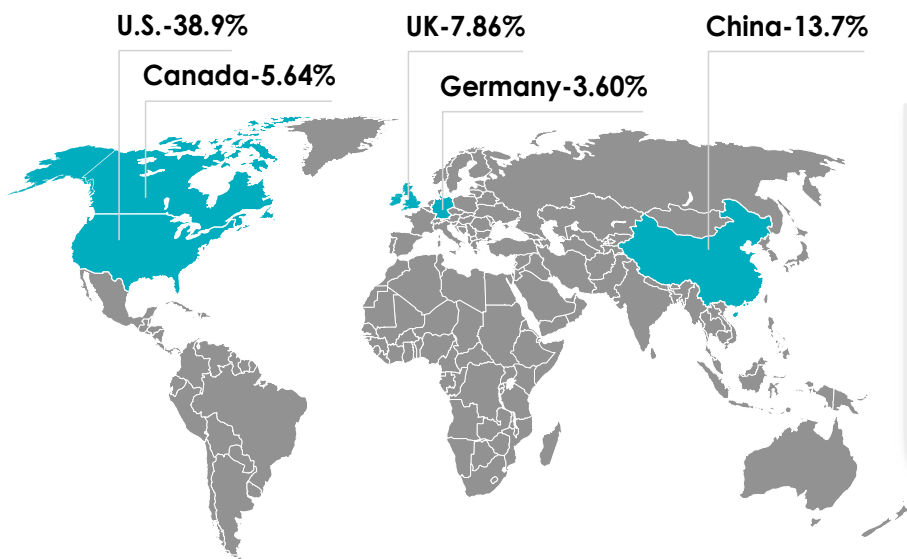


SMPTE WEBSITE

The SMPTE website is the go-to resource for everything SMPTE. It is the place to stay current on Society news around the globe, exciting projects in the works, upcoming events, ways to participate, digital access to the standards and journal libraries and an endless bank of information for opportunities to grow and learn as an advertiser.

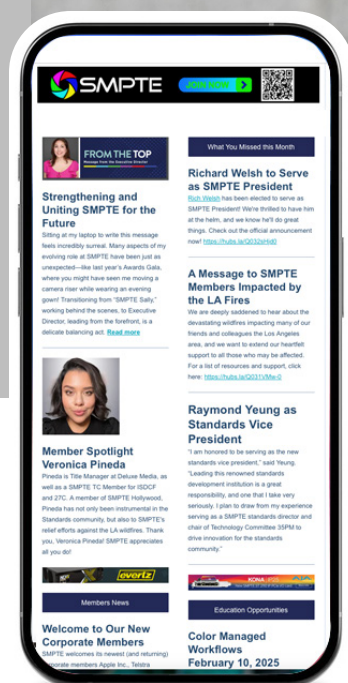
Advertising Opportunities

300x250 Banner Ad	
1x	\$2,000 per month
6x	\$1,890 per month
12x	\$1,680 per month



SMPTE NEWSLETTERS & SOCIAL MEDIA

SMPTE keeps **more than 26,000 subscribers** connected with two monthly e-newsletters



Newsletter Banner Ad Pricing:

Banner 468 x 60	
1x	\$1,750 per newsletter
6x	\$1,500 per newsletter
12x	\$1,250 per newsletter

50,000+ followers

stay connected with SMPTE on Facebook, X, Instagram and LinkedIn with notices of upcoming events, shared industry insights, member achievements and just everyday life.



11,000



9,000



32,000



3,000



Custom packages are also available, as well as sponsored content opportunities on social platforms.

Contact Anthony Catalano (acatalano@smpte.org) or Jeff Victor (jvictor@smpte.org) for details.



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 your **blog post** on the SMPTE.org home page featuring an industry insight or innovation. A short 50-100 word description with your company logo links to further information through white paper or e-book.

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

Each year, SMPTE's social media content achieves more than half a million organic impressions, with **organic reach as high as 16,000 for a single post**. SMPTE often breaks through its own followers to get pertinent posts in relevant feeds.

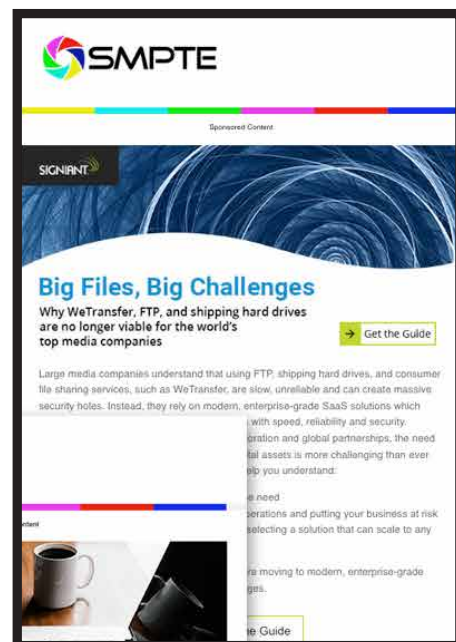
SPECIFICATIONS:

There are four components of Content Syndication:

- blog post
- homepage feature
- newsletter run
- social posts

Each has its own specifications.

Please contact Anthony Catalano (acatalano@smpte.org) or Jeff Victor (jvictor@smpte.org) for pricing and individual specifications.



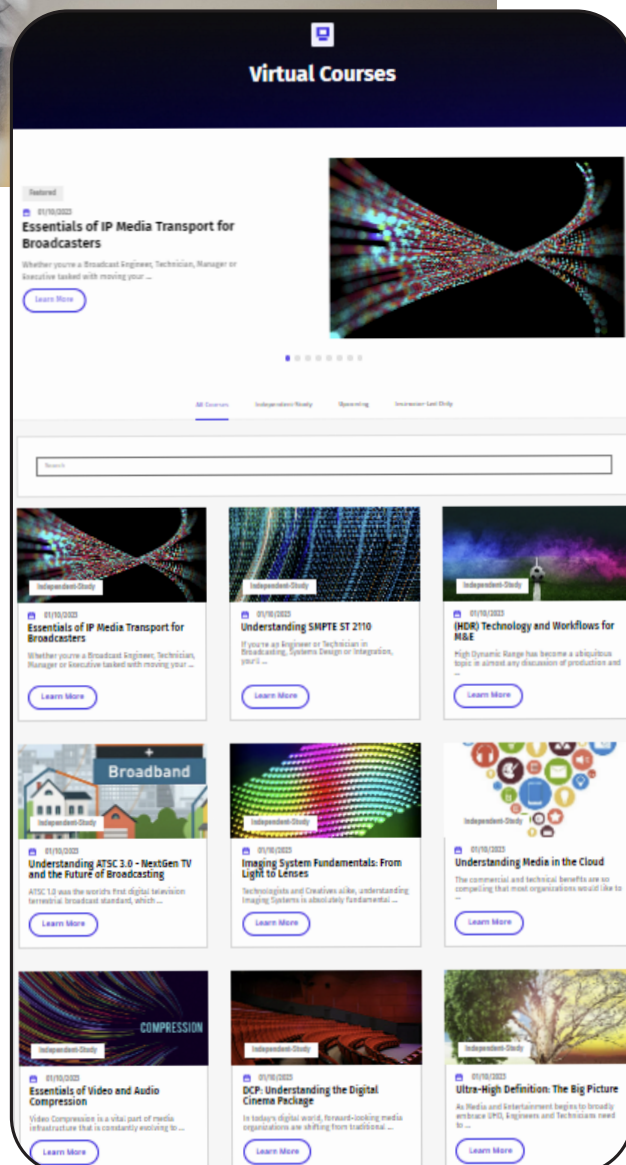


PRIVATE COURSES

- 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

Educational Sponsorships

If you'd like to support SMPTE's educational courses and initiatives, please contact Anthony Catalano (acatalano@smpte.org)



EVENTS, EXHIBITS AND SPONSORSHIPS

Participation in SMPTE events puts your company or brand in the middle of a unique environment that combines education, entertainment and networking. The premiere event of the year, the SMPTE Media Technology Summit (MTS), will be held at the Pasadena Convention Center. This is a one-of-a-kind peer reviewed technical conference. Technical speakers will be able to submit their manuscript for peer-review and selection at the start of 2025 during the “call to papers”. Exhibitors and Sponsors will have the opportunity to speak at the Emerging Technology Stage.

Booth Space Pricing

- 6x6 – (starting at \$3500 (member) \$3900 (non-member))
- 10x10 – (starting at \$5400 (member) 5900 (non-member))

Sponsorships

Start at \$4,500 if you’d like to contribute but are unable to exhibit.

Other Events

In addition to the Media Technology Summit, there are always opportunities to connect with SMPTE members and friends through amazing Section events.

SAVE THE DATES

- Call to Papers Opens – March 2025
- Booth Selection Call – March 2025
- Call to Paper Closes – May 2025
- Registration Opens – June 2025
- Emerging Technology Stage Submissions Open – August 2025
- Emerging Technology Stage Submissions Closes – September 2025
- Date of Event – October 13-16 (Exhibits 14-15)





OTHER OPPORTUNITIES

The ways in which you connect with the unique and valuable SMPTE audience are almost limitless.

Beyond the preceding pages, these include solo emails distributed on your behalf, jointly created educational materials, SMPTE's assistance in producing and distributing your "How to" videos, and much more.

Please contact your SMPTE sales representative:

Anthony Catalano
(acatalano@smpte.org)

Jeff Victor
(jvictor@smpte.org)