



The home of media professionals, technologists, and engineers

# 2021 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 vast 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 workflow, and uncompromising quality for seamless creation, management and delivery of media.

SMPTE's recent re-branding and the launch of its 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. In 2020, SMPTE 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.)

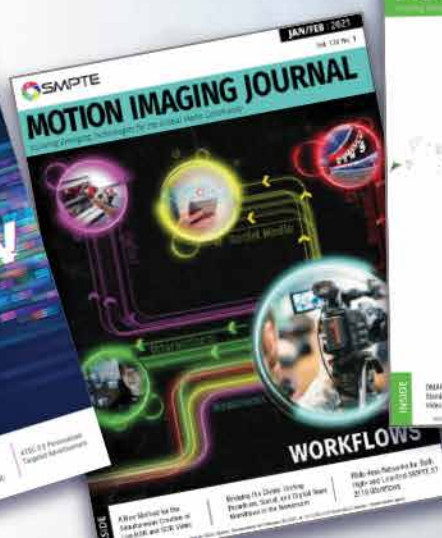


# 74%

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/<br>TOPIC                        | AD<br>CLOSE | AD MATERIAL<br>DUE | PUBLICATION<br>DATE |
|----------------|--|-------------|--------------------|---------------------|
| <b>JAN/FEB</b> | Workflows                              | 10-Dec      | 18-Dec             | 22-January          |
| <b>MAR</b>     | Next-Gen TV:<br>ATSC 3.0               | 25-Jan      | 29-Jan             | 1-March             |
| <b>APR</b>     | AI and Machine<br>Learning (print-TBD) | 24-Feb      | 1-Mar              | 1-April             |
| <b>MAY*</b>    | Compression                            | 25-Mar      | 29-Mar             | 3-May               |
| <b>JUNE</b>    | UHD/HDR                                | 26-Apr      | 1-May              | 1-June              |
| <b>JULY</b>    | IP-Based Systems/<br>PTP Networks      | 24-May      | 26-May             | 1-July              |
| <b>AUG</b>     | TBD                                    | 21-Jun      | 25-Jun             | 1-August            |
| <b>SEP*</b>    | Progress Report (print)                | 22-Jul      | 26-Jul             | 28-August           |
| <b>OCT*</b>    | Cloud (print)                          | 23-Aug      | 27-Aug             | 1-October           |
| <b>NOV/DEC</b> | Workflows/Misc                         | 10-Oct      | 15-Oct             | 16-November         |

\*printed 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.

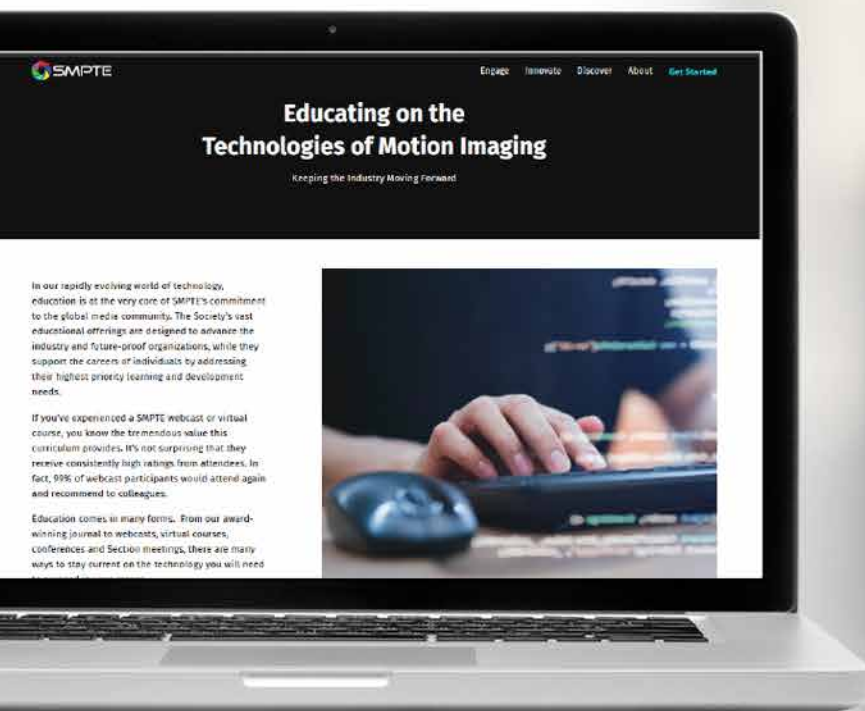




# SMPTE WEBSITE

## 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 ( [JVactor@smpte.org](mailto:JVactor@smpte.org) ) for details.



# E-NEWSLETTERS

15,000 subscribers



## NEWSWATCH



## INSIGHTS

| 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.



# 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.

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 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. Contact Jeff Victor (JVictor@smpte.org) for pricing.



## SMPTE Earns Two 2020 Emmy® Awards for Technology and Engineering

WHITE PLAINS, N.Y. — Jan. 26, 2021 — SMPTE® today announced that the Society has earned two 2020 Emmy® Awards for Technology and Engineering recognizing excellence in engineering creativity. One award honors SMPTE's work undertaken with the...

[Read More >](#)

## NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

## Upcoming Events [See All >](#)

FRIDAY, JANUARY 29  
**Upcoming Webinar #4: What can we do today in terms of media processing with the Public / Private cloud?**

Abstract Public / Private Cloud is now a viable, robust solution for media processing including broadcast and OTT applications through new commercial deployments. It is...

TUESDAY, FEBRUARY 9  
**IP for Broadcast, Virtual Immersive, Exports, Machine Learning, Data Science and more**

SMPTE Toronto would like to announce its second annual special "round" meeting designed primarily to educate and engage students members of the media production community. The...

THURSDAY, FEBRUARY 11  
**Webinar Microservices and Media - The Good, The Bad and The Ugly**

This will be a free-flowing and interesting panel discussion about the real world of micro services in our business. As they say, the name says the story itself.

### FEATURED: Workflows and Security

We are NewCloud First and the coming of age from legacy journal press. This...

### FEATURED: Our Hobbies Have Become Survival Instruments

The whole media technology industry was almost totally hit by the COVID-19 crisis. SMPTE supports...

### FEATURED: Newly Elected and Returning SMPTE Board Members Begin the 2021-22 Term

WHITE PLAINS, N.Y. — Jan. 6, 2021 — SMPTE today announced that the members newly elected...

# WEBCAST SERIES SPONSORSHIPS

In 2020, close to 10,000 members of the industry participated in SMPTE webcasts!

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 webinar

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 ( [JVVictor@smpte.org](mailto:JVVictor@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!







**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 webcasts or other virtual 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 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                        |  |  |   |   |   |   |