



SCENE



Join Us

People

Connect and engage with others like you globally.

Elevate Your Career

Enhance and advance your career by leveraging the tools, knowledge, and connections that SMPTE can provide.

Recognition

Participation in SMPTE opens doors that can help you advance your career. We recognize and value excellence.

Knowledge

Access the wisdom of industry pros, and to the latest tech developments through conferences, webcasts, local meetings, and the *Journal* as well as the global standards that advance the industry.

Join Us, in creating the future of storytelling.

SMPTE is defining the future of storytelling. Our mission is to enable the technical framework that allows the global professional community to make media for artistic, educational, and entertainment purposes and to distribute that content for the benefit and enjoyment of people worldwide. As a volunteer-driven society of technologists, developers, and creatives,

SMPTE is engaged in driving the quality and evolution of motion pictures, television, and professional media. The Society sets industry standards that help businesses maximize their markets more cost-effectively, provides knowledge that supports members' career growth, and fosters an engaged and diverse membership community.

WWW.SMPTE.ORG/JOIN



Join Us



SMPTE

Motion Imaging Journal

The SMPTE Motion Imaging Journal is your gateway to the world of motion imaging. Featuring industry-leading papers and standards, each month the Journal keeps its members on the cutting edge of this ever-changing industry.



Opportunities to
Showcase Your Brand in the
Award-Winning
SMPTE Motion Imaging Journal

SMPTE

Motion Imaging Journal

2020 Editorial Schedule

Ad Size Dimensions

Issue	Topic*	Ad Deadline	Art Deadline
March	(AI)/Machine Learning	Jan 15	Jan 20
April	Streaming/OTT	Feb 14	Feb 20
May	IP-Based Systems	March 16	March 20
June	Audio (Online Only)	April 15	April 20
July	8K	May 15	May 20
August	Compression (Online Only)	June 15	June 20
September	Progress Report	July 15	July 20
October	Immersive Media	Aug 17	Aug 19
Nov/Dec	Cloud	Oct 15	Oct 20

**Topics subject to change*

	Inches	Centimeters
Full Page (live)	7 in x 10 in	17.78 cm x 25.4 cm
Full Page (trim)	7.875 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	4.5625 in x 10 in	11.6 cm x 25.4 cm
½ Page (horizontal)	7 in x 4.75 in	17.78 cm x 12.1 cm
½ Page (island)	4.5625 in x 7.3125 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)	4.5625 in x 4.75 in	11.6 cm x 12.1 cm

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SMPTE

Web and eNewsletter Ad Specs

Content Syndication

50-100 words, logo, and active link to whitepaper or e-book download
Asset must be non-commercial, solutions based and educational
Stat Performance Report Available Upon Request



SMPTE

Online Web and eNewsletters

	1X	6X	12X
Banner	\$2,200	\$1,890	\$1,680
Sky/Leader	\$2,520	\$2,310	\$1,890

SMPTE eNewsletters

(SMPTE Monthly & Newswatch)

	1X	6X	12X
Banner	\$2,200	\$1,890	\$1,680
Sky/Leader	\$2,520	\$2,310	\$1,890

Content Syndication

50-100 words, logo, and active link to whitepaper or e-book download

Asset must be non-commercial, solutions based and educational

Stat Performance Report Available Upon Request

\$2500 per insertion,

available for either SMPTE Monthly or Newswatch Newsletters

AD SIZE DIMENSIONS

WEBSITE

Box Unit 300 x 250 pixels

Leaderboard 728 x 90 pixels

NEWSLETTER

Banner 468 x 60 pixels

Medium Rectangle 300 x 250 pixels

Large Rectangle 336 x 280 pixels



SMPTE Virtual Classroom

Gain the knowledge that you need to increase your professional value by delivering better service to advance your career and future-proof your organization!

Self-Study Courses Are Now Available!



View the latest offerings online and register today!

www.smpte.org/courses

SMPTE Education

SMPTE Virtual Courses

Two formats to provide flexibility in fulfilling your learning needs

Instructor-Supported Virtual Courses:

Instructor-Supported Virtual Courses:

These are not traditional open-ended self-paced courses. Each virtual classroom offering is four weeks long and has a specific start and end date and learning goals. Successful completion of these courses is determined by completing course activities and graded quizzes, and a final exam. Participants have a great deal of flexibility for independent study and there is an online discussion forum for each course. Weekly, live, online instructor coaching sessions are also available.

Self-Study Virtual Courses:

These courses contain the same self-study lessons, quizzes, final exam, and an online discussion forum as Instructor-Supported Virtual Courses. There are also on-demand videos from recent instructor coaching sessions. Self-Study courses are eight weeks long.



UNDERSTANDING SMPTE ST 2110: Standards for Professional Media Over Managed IP Networks

Internet Protocol (IP) is here! With the publication of several of SMPTE's suite of ST 2110 standards, it is more important than ever that you understand how IP can be implemented in your professional media creation facility to ensure interoperability between all ST 2110 compliant equipment. Led by SMPTE Fellow Wes Simpson, this SMPTE Virtual Classroom course will provide you with the knowledge you need to help your organization make the most of SMPTE ST 2110, a critical enabler of fully internet protocol (IP)-based operations.

Virtual Classroom courses are also available for private sessions for 12 or more participants. For more information, please contact:

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IMF ESSENTIALS: what you need to know

Discover the Interoperable Master Format (IMF), what it's for, how it works, how it's used and the ways it improves content interchange! Learn how to build a delivery specification based on an existing IMF Application specification. Explore the many layers of IMF so that you get the best from your IMF applications and workflows.



INTERNETWORKING, ROUTING & SWITCHING PROGRAMS

IP and Networking have become a high, priority challenge for SMPTE Members. To assist with the acquisition of this important new knowledge and associated skills, SMPTE has partnered with Cisco to become a Cisco Authorized Networking Academy (CCNA). SMPTE's Professional Development Academy is now able to offer Cisco's world-class networking courses which are designed to provide each learner with deep theory and practical application of internetworking concepts and principles.



ESSENTIALS OF IP MEDIA TRANSPORT FOR BROADCASTERS:

Moving Real-Time Video and Audio over Packet Networks. This course will provide you with good working knowledge of the key principles of IP video and audio transport intended for modern production and broadcasting facilities. After completing this course, you will have a solid grasp of the major elements of IP video technology, including content preparation, system architecture alternatives and network performance management.



HIGH-DYNAMIC-RANGE: HDR Technology and Workflows for Media and Entertainment. SMPTE's newest Virtual Classroom course will explore workflows for mastering HDR content for theatrical and home distribution. In doing so, it will delve into foundational building blocks of HDR including human perception of light and how it is captured, the opto-electronic transfer function (OETF), the electro-optical transfer function (EOTF), the HDR ecosystem, HDR displays, HDR workflows, and more.



SMPTE Education

Educational Webcasts,
Industry Experts Rely on
SMPTE Education



SMPTE Education

Educational Webcasts

Technology Webcasts

These 90-minute webcasts are conveniently scheduled and cover top-of-mind technology topics such as Adventures in Volumetric Cinema, Machine Learning in M&E: Reality Versus Hype and Keeping Time with Precision Time Protocol (PTP). Presented by industry recognized engineering subject matter experts and academic faculty from the likes of MIT's Media Lab and USC, these monthly webcasts present the latest on technologies that are emerging, in early deployment, and a few out towards the technology horizon.

Standards Webcasts

The standards development process is crucial to the motion imaging industry. This webcast series is designed to help everyone learn about specific SMPTE Standards which are highly relevant to today's Media & Entertainment ecosystem

Essential Technology Concepts

This exciting new webcast series is designed to cover the foundational concepts, science, technologies, and workflows associated with creation of professional media content. Covering topics such as human perception, imaging physics, fundamentals of color science, sound systems, and more, this webcast series is the perfect learning opportunity for individuals who are early-career or, perhaps those who are a little more experienced and would like a refresh in the M&E fundamentals.

Sponsorship Opportunities

Webcast Series Sponsorship (12 months)

\$12,000

Benefits to include:

- Company name/logo on all promotional materials including email marketing, Journal ad, and press releases
- Company name/logo on webcast homepage
- Company logo included on slide during the live webcast and archived recordings
- Opportunity to co-host one (1) webcast in conjunction with SMPTE Education Director. Company representative will join live webcast.
- Attendee list with contact information from the co-hosted webcast

Co-hosted Webcast Opportunities

\$8,500

Benefits to include:

- Opportunity to co-host one (1) webcast in conjunction with SMPTE Education Director. Company representative will join live webcast.
- Attendee list with contact information from the co-hosted webcast
- Company logo included on slide during the live webcast and archived recordings
- Company Name and Logo on website for 3 months
- Company Acknowledgement for 3 months

Custom sponsorship packages are available.
For more information, please contact:

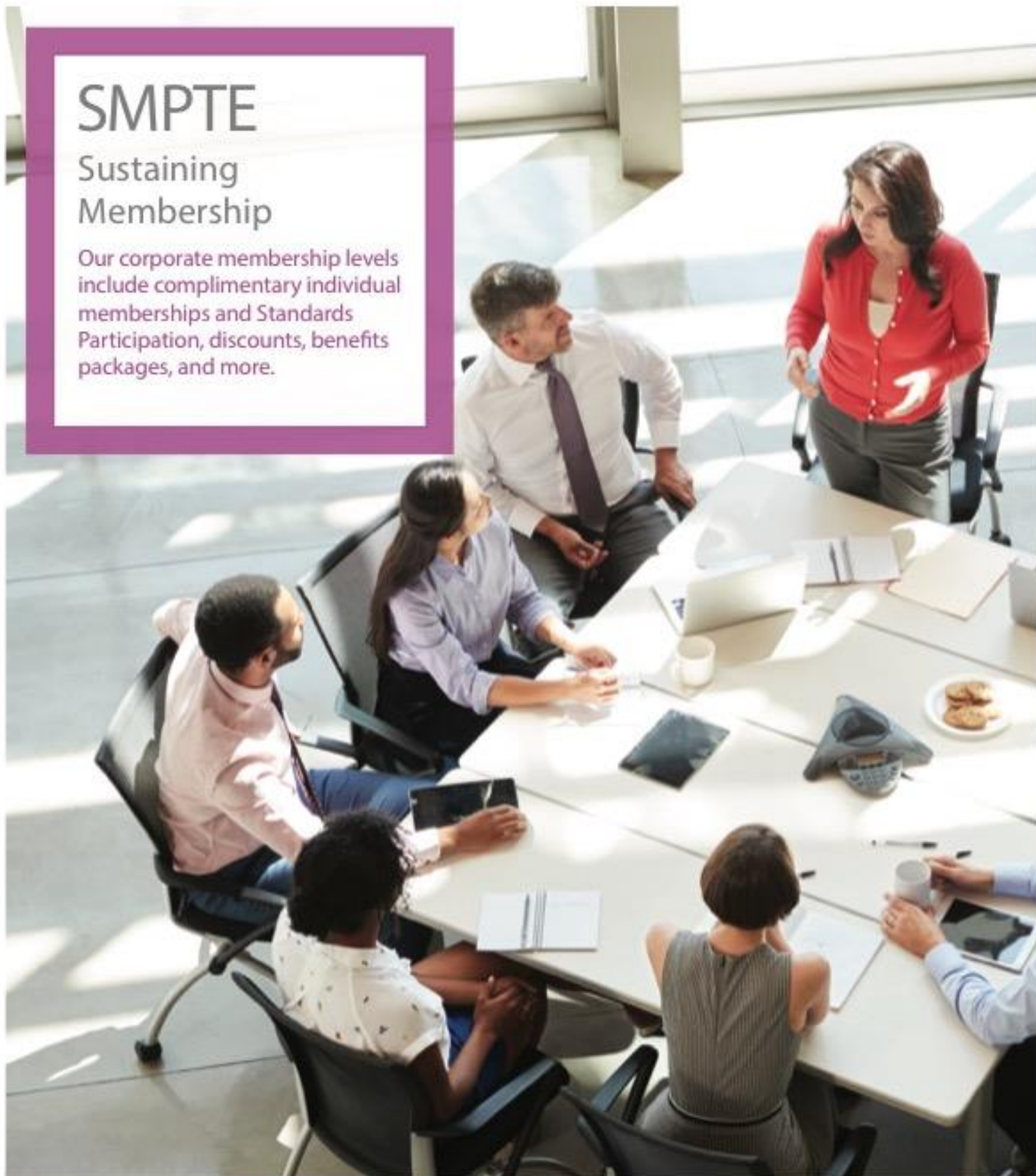
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SMPTE

Sustaining Membership

Our corporate membership levels include complimentary individual memberships and Standards Participation, discounts, benefits packages, and more.



To learn more about all the benefits of becoming a SMPTE member, visit WWW.SMPTE.ORG/JOIN

SMPTE

Sustaining Membership Levels



Diamond Level – \$20,000

As a Diamond Level Sustaining Member you'll receive:

- 20 complimentary individual SMPTE memberships*
- 30 complimentary registrations to SMPTE Educational Webcasts
- Free online institutional subscription to the SMPTE Motion Picture and Television Standards and Practices for one site**
- Three complimentary full registrations for the annual SMPTE Technical Conference & Exhibition
- 15 employees of Diamond Member company will receive a 10% discount off the non-member registration rate
- Banner ad on SMPTE website for two months
- Your company name and logo with a hotlink on the SMPTE website
- One full-page color ad in the *SMPTE Motion Imaging Journal*
- Your company name recognized in the *SMPTE Motion Imaging Journal*
- Discount on booth space for the SMPTE Annual Technical Conference & Exhibition
- Registrations to Executive webcasts, four per webcast
- Registrations to Virtual Classroom courses, two per year
- Discounts on Virtual Classroom courses, up to a \$3,000 value

Platinum Level – \$13,500

As a Platinum Level Sustaining Member you'll receive:

- 15 complimentary individual SMPTE memberships*
- Discount on an online institutional subscription to the SMPTE Motion Picture and Television Standards and Practices and the entire digital library
- 25 complimentary registrations to SMPTE Educational Webcasts
- Two complimentary full registrations for the annual SMPTE Technical Conference & Exhibition
- 12 employees of Platinum Member company will receive a 10% discount off the non-member registration rate
- Your company name and logo with a hotlink on the SMPTE website
- One full-page color ad in the *SMPTE Motion Imaging Journal* (run of schedule)
- Your company name recognized in the *SMPTE Motion Imaging Journal*
- Discount on booth space for the SMPTE Annual Technical Conference & Exhibition
- Registrations to Executive webcasts, three per webcast
- Registrations to Virtual Classroom courses, two per year
- Discounts on Virtual Classroom courses, up to a \$2,250 value
- Banner ad on SMPTE website for one month

Gold Level – \$10,000

As a Gold Level Sustaining Member you'll receive:

- 12 complimentary individual SMPTE memberships*
- Discount on an online institutional subscription to the SMPTE Motion Picture and Television Standards and Practices and the entire digital library
- 20 complimentary registrations to SMPTE Educational Webcasts
- One complimentary full registration for the annual SMPTE Technical Conference & Exhibition
- Your company name and logo with a hotlink on the SMPTE website
- A full-page color ad in the *SMPTE Motion Imaging Journal* (any month with the exception of the SMPTE Progress Report & subject to run of schedule)
- Your company name recognized in the *SMPTE Motion Imaging Journal*
- Discount on booth space for the SMPTE Annual Technical Conference & Exhibition
- 10 employees of Gold Member company will receive a 10% discount off the non-member registration rate
- 20 complimentary registrations to SMPTE Educational Webcasts
- Registrations to Virtual Classroom courses, one per year
- Discounts on Virtual Classroom courses, up to a \$1800 value

Silver Level – \$7,000

As a Silver Level Sustaining Member you'll receive:

- 8 complimentary individual SMPTE memberships*
- 15 complimentary registrations to SMPTE Educational Webcasts
- Discount on an online institutional subscription to the SMPTE Motion Picture and Television Standards and Practices
- One complimentary full registration for the annual SMPTE Technical Conference & Exhibition
- Your company name and logo with a hotlink on the SMPTE website
- Your company name recognized in the *SMPTE Motion Imaging Journal*
- One half-page ad in the *SMPTE Motion Imaging Journal* (any month with the exception of the SMPTE Progress Report & subject to run of schedule)
- Discount on booth space for the SMPTE Annual Technical Conference & Exhibition
- 5 employees will receive a 10% discount off the non-member registration rate
- 15 complimentary registrations to SMPTE Educational Webcasts
- Discounts on Virtual Classroom courses, up to a \$1200 value

Bronze Level – \$3,500

As a Bronze Level Sustaining Member you'll receive:

- 4 complimentary individual SMPTE memberships*
- Discount on an online institutional subscription to the SMPTE Motion Picture and Television Standards and Practices
- Ten complimentary registrations to SMPTE Educational Webcasts
- Your company name and logo with a hotlink on the SMPTE website
- Your company name recognized in the *SMPTE Motion Imaging Journal*
- Discount on booth space for the SMPTE Annual Technical Conference & Exhibition
- One half-page ad in the *SMPTE Motion Imaging Journal* (any month with the exception of the SMPTE Progress Report & subject to run of schedule)

Small Business/Non-Profit – \$1,500

As a Small Business Level Sustaining Member you'll receive:

- 2 complimentary individual SMPTE memberships*
- Five complimentary registrations to SMPTE Educational Webcasts
- Your company name and logo with a hotlink on the SMPTE website
- Your company name recognized in the *SMPTE Motion Imaging Journal*
- Discount on booth space for the SMPTE Annual Technical Conference & Exhibition
- Discounts on Virtual Classroom courses, up to a \$300 value

*Complimentary individual SMPTE memberships each include the opportunity to participate on engineering committees and work on standards development.

**Complimentary subscription is available to a single site within the organization. Additional sites may be added for additional fee.

All Dues are Listed in US Dollars.



THE NEXT CENTURY

To learn more about all the benefits of becoming a SMPTE member, visit WWW.SMPTE.ORG/JOIN



Join Us

smpte.org

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