



The Inside Scoop: Optimize your advertising dollars for NAB with Radio magazine!



Steven Bell
Associate Publisher

ADVERTISER UPDATE: MARCH 2010

Let **Radio** magazine help you get an early start on maximizing your exposure for NAB

It's already time to start planning for NAB/Las Vegas. The economy still dictates that you'll need to get the maximum visibility for your advertising dollar. **Radio** magazine is the clear choice, as the industry leader in circulation with 9,000 subscribers. That's almost 1/3 more readers than any other publication in the industry that reaches radio engineers and managers on a monthly basis.

PRINT: March is our NAB Preview issue, April is the NAB Show issue and June is the NAB Wrap-Up issue. **Radio** magazine provides readers with "start to finish" coverage of the industry's biggest trade show of the year. The March and April issues will be handed out to attendees at the show, so you'll get bonus visibility in those two issues. Plus, we have "package deals" available when you purchase ads in all three NAB issues. Plus, our popular NAB map of the radio hall show floor is in the March issue. Print advertisers are highlighted on the map. Advertising opportunities are available on this map. Attendees use and carry these maps on the show floor to help guide them to your booth and create traffic for you. Plus, it's a great way to stand out at the show!

EXTRAS: If you're printing promotional materials for the show, let **Radio** magazine help you! Because of our outstanding relationship with our printer, we get excellent pricing on paper and ink. We can print your NAB promotional materials for you, insert them into **Radio** magazine (so readers get a great preview of what you're exhibiting) and have them ready for you by show time! Make sure you have hand-outs for NAB and let **Radio** magazine print them for you!

ONLINE: Our e-newsletter called *The NAB Insider* runs for 5 weeks prior to NAB and one week after the show (as a wrap-up issue). *The NAB Insider* is THE "go-to" e-newsletter for readers who want the inside scoop on what will be exhibited at the show, what conferences are available to attendees and what's happening in Las Vegas. This e-newsletter goes out to over 10,000 opt-in subscribers from **Radio** magazine.

There is no better industry publication than **Radio** magazine to help you optimize your advertising dollar for NAB. Let us help you get the most out of your NAB experience. Call me early so that we can insure your participation in any of these NAB opportunities.

Steven Bell
Associate Publisher

MARCH 2010 EDITORIAL HIGHLIGHTS

Ad Close: February 12
Materials Due: February 19
Bonus Distribution: 2010 NAB Show
[Download our 2010 Media Kit here](#)

2010 NAB Show Preview

Our annual convention preview includes product peeks in the NAB Extra!, a listing of the exhibitors in our FASTrack, a timetable of sessions and events, and a map of the exhibit floor. This is the best convention preparation for attendees.

Trends in Technology

IP Audio Update: N/ACIP

Using IP audio makes sense, but implementing it can sometimes present challenges. N/ACIP is a protocol to help codecs from various manufacturers communicate. Doug Irwin dives into the details of the effort and deciphers what radio engineers need to know.

Facility Showcase

KUNV

KUNV at the University of Nevada Las Vegas was ready to expand and improve, but it also wanted to be more involved in the campus community of the school. The studio facility project had a slow beginning, but finally came together to include the facilities for UNLV-TV. David Reese provides the insight on the project.

On Location

As part of a fund-raising effort, Colorado Public Radio broadcast a concert of the Colorado Symphony Orchestra with soloist Yo-Yo Ma. What was different? The concert was broadcast in surround.

RF Engineering

Third-adjacent Protection Review

There's plenty of talk about channel protection from various sources. Jeremy Ruck digs into the details of the current rules and what stations need to know.

Also:

Viewpoint
FCC Update
Sign Off



Chriss Scherer
Editor

NAB SHOW OPPORTUNITIES

Radio magazine delivers your 2009 NAB Show message with full force.

In addition to the ad space available in our NAB Preview Issue, check out these electronic offerings:

NAB Insider

Our weekly e-mail newsletter that helps **Radio** magazine readers prepare for the convention with new product news, exhibitor news, session overviews, travel tips and Las Vegas information. Advertise here to ensure you reach your target audience before, during and after the show.



2010 NAB Mobile Online Exhibitor and Session Directory



Put your message in the palm of your prospects' hands when you advertise right on their handheld devices and phones with **Radio** magazine's 2010 NAB Mobile Online Exhibitor and Session Directory. This is a special mobile application that includes channels for conference sessions, and an exhibitor guide (accessible by both company name search and category search). Your ad will accompany this handy application that show attendees can refer to throughout the show. Sponsorship opportunities include the application landing page (which displays as the app loads), the home page position after the app is loaded, or a specific channel. For more information on this and other special NAB advertising opportunities, talk to your market manager.

Have a new product for the NAB Show? Tell us about it.

The March issue and the NAB Insider e-mail newsletter will be full of new product introductions from the NAB Show, but only if you tell us what you are going to show. Send a description of the product and a photo by February 11 to be considered for inclusion in the March issue. Send the information to [Erin Shipps](#) today!

Exhibiting at NAB?

Are you exhibiting at the convention? It never fails that you forget something when you get to Las Vegas. You're already busy getting ready for the convention, who has time to find the nearest drug store, office supply retailer or electronics outlet? **Radio** magazine is here to help.

Download our Las Vegas Resources guide and be prepared for anything.

[Click here for the pdf](#)

[Click here for html version](#)

Exhibitor Update: The Radio magazine Pick Hits of the 2010 NAB Show

As the convention approaches, we are regularly asked how a company can nominate its new products for a Pick Hit Award. Being the original technology recognition from the convention (it was established in 1985), it's understandable that manufacturers want to be sure they are considered for this coveted award.

It's easy to be considered: Display your product at the convention. That's it. There's no application or submission process. Show your product and do what you normally do to attract attention to let attendees know what you have. By all means, tell us about it for the NAB Extra! and NAB Insider e-mail newsletter, but if it's at the show, it's up for consideration. The anonymous and independent judges make their rounds at the convention to see everything being shown. If you're making the effort to be seen, they will see you. It's that simple.

The **Radio** magazine Pick Hits will be presented on the last day of the convention, and the results will be published in the June issue, in the final installment of the NAB Insider e-mail newsletter, and at RadioMagOnline.com.

ADDITIONAL ADVERTISING OPPORTUNITIES

Got a product in this month's Facility Showcase? This month: KUNV

Radio magazine features real-life applications of broadcast hardware and software in the Facility Focus feature. If your company has a product used in this month's feature, take advantage of the opportunity to explain its benefits! The adjacent page will include your quarter-page advertorial with a color photo of the product, up to 125 words of description, your phone number and Web address. We'll handle the layout for you.

Radio magazine Podcasts—Innovative Branding

Radio magazine reports on the latest news in broadcasting in a weekly podcast. By sponsoring the podcasts, you can build strong brand recognition, position your company as leading-edge, and connect with a truly engaged audience that chooses to access/download the podcast.

[Click here](#) for more information.

THE BRIEFING ROOM

A VIRTUAL PRESS CONFERENCE FROM **Radio**

Keep our subscribers and your customers informed! Post your latest press releases and other relevant industry information on **Radio** magazine's [Briefing Room](#). For additional information, or to apply for press access to post your releases (not edited or previewed by the **Radio** magazine editorial team), [contact us](#).

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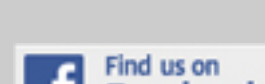
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