ADVERTISING OPPORTUNITIES

FINDING OPPORTUNITY IN CONTENT EVOLUTION

NATPE.com/Miami
# Advertising Opportunities

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Printed Issues:
Day 1–January 21 and
Day 2–January 22, 2020

Official Market Guide.
Six thousand copies are
delivered to all NATPE
Miami attendees at the
Fontainebleau and Eden
Roc hotels and made
available on-site

Digital Issue:
Thursday, January 16th, 2020

Digital Review Issue:
Day 3: Thursday,
January 23, 2020

Web-hosted digital issues
with links sent to entire
NATPE list

<table>
<thead>
<tr>
<th>Printed Issue</th>
<th>Details</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front cover</td>
<td>230 x 240 mm 4C</td>
<td>$24,000</td>
</tr>
<tr>
<td>Back cover</td>
<td>230 x 240 mm 4C</td>
<td>$9,500</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>230 x 306 mm 4C</td>
<td>$8,000</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>460 x 306 mm 4C</td>
<td>$7,500</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>460 x 306 mm 4C</td>
<td>$6,000</td>
</tr>
<tr>
<td>Full-page ad</td>
<td>230 x 306 mm 4C</td>
<td>$4,500</td>
</tr>
<tr>
<td>Half-page ad</td>
<td>205 x 130 mm 4C</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
High profile digital banner ads are available on NATPE.com

1020 x 288 Leaderboard Banner

300 x 600 Tower
Expandable running in the sidebar

300 x 250 Standard or Video Ad
Runs in the sidebar on secondary pages

All partners receive one logo with click through link within the NATPE Partners scroll

Logo must be 100x60 PNG or JPG

<table>
<thead>
<tr>
<th>Website</th>
<th>Details</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Banner Video Ad</td>
<td>ROS 90 days (Standard or Leaderboard available)</td>
<td>$6,500</td>
</tr>
<tr>
<td>Leaderboard Banner</td>
<td>ROS 90 days</td>
<td>$3,900</td>
</tr>
<tr>
<td>Tower Banner</td>
<td>ROS 90 days</td>
<td>$3,400</td>
</tr>
<tr>
<td>Standard Ad</td>
<td>ROS 90 days</td>
<td>$2,900</td>
</tr>
</tbody>
</table>
Take advantage of NATPE’s 45K+ social media following through dedicated posts on Instagram, Facebook, LinkedIn and Twitter.

**Instagram:**
instagram.com/natpeofficial

**Facebook:**
facebook.com/natpe

**Twitter:**
twitter.com/NATPE
**Dedicated eBlast:**
Custom eNewsletters provide the advertiser with the opportunity to utilize the NATPE eNewsletter subscriber lists to reach their target audiences with an exclusive and customized HTML message. You create the message, and we send it to our database of 30,000+ subscribers who have opted-in to receive newsletters from 3rd parties. (Subscriber numbers will vary depending on your target audience.)

Audience segmentation includes a variety of top executives from different sectors of the content business including: Producers, Distributors, Streamers, Networks, Content Buyers, Technology and Service Providers.

**Deliverables:**
- HTML File (TXT optional, max 600w by 1000h px)
- Subject Line
- Sender Name

<table>
<thead>
<tr>
<th>eBlasts</th>
<th>Details</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>eNewsletter</td>
<td>NATPE-curated; based on panels &amp; sessions per day of the conference</td>
<td>Take-Over: $3,500 Per Ad (3 spaces): $1,250</td>
</tr>
<tr>
<td>Custom eBlast</td>
<td>Your custom content sent to our list</td>
<td>$3,500</td>
</tr>
</tbody>
</table>
NATPE Newsletter Promotions:
The NATPE Newsletter is the weekly newsletter aggregating the recent, relevant industry news for over 30,000 subscribers every Thursday. The newsletter includes three main sections for digital ads. Partners can also book a newsletter takeover which includes all 3 ad slots.

- (A) Leaderboard (728x90 PNG, JPG, GIF)
- (B) Spotlight Section (600x375 PNG, JPG, GIF)
- (C) Junior banner (584x100 PNG, JPG, GIF)

Specs
Newsletter Banner
Delivered to Media, Entertainment, Advertising and Brand executives, this high profile banner can run in two sizes: 728x90 or 584x100 PNG, JPG, GIF

Newsletter Dedicated Section
Provide a click-through link to drive traffic to your destination. Provide schedule date(s) that you would like to run.
Banner inclusion and positions are based upon first come, first serve availability. Banner artwork is due at least one week before the ad run is scheduled to begin. Placement is limited during December through February.

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner and click-through link</td>
<td>Take-Over: $3,500 Per Ad (3 spaces): $1,250</td>
</tr>
<tr>
<td>Newsletter Dedicated Section</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
Brandon Tartikoff Legacy Awards
Named in honor of Brandon Tartikoff, arguably one of the medium’s greatest programmers whose imprint on the television industry will be viewed forever, the Brandon Tartikoff Legacy Awards were created to recognize a select group of television professionals who exhibit extraordinary passion, leadership, independence and vision in the process of creating television programming and in evoking the spirit of Tartikoff’s generosity.

<table>
<thead>
<tr>
<th>Legacy Program</th>
<th>Details</th>
<th>Rates</th>
</tr>
</thead>
</table>
| Brandon Tartikoff Legacy Awards Program Guide Ad options | 5.5x8.5” 4C ad in Awards ceremony program provided at each place setting | Back cover: $7,500  
Full page: $4,500  
Half page: $2,500 |
Specs
Media Formats Accepted:
- Video: H.264/mpg, mkv, mp4, avi formats
- 1920x1080 (8 Mbps) or 1280x720 (6 Mbps), deinterlaced
- Compressed Header for fast start
- Screen aspect can be either 16:9 or 4:3
- Audio: Standard stereo mix (L/R)

Important:
All media files must start with media submitter’s first initial and last name and end with the name of the submitter’s company.

All NATPE Miami Media Files must be delivered by Friday, January 3, 2020 to https://natpe.com/ad-unit-uploads

<table>
<thead>
<tr>
<th>Content Spots</th>
<th>Details</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Ad Unit</td>
<td>Plays on 3 screens throughout the Fontainebleau Hotel Tuesday, Wednesday &amp; Thursday</td>
<td>:30 - $5,000&lt;br&gt;:60 - $7,500&lt;br&gt;:90 - $10,000</td>
</tr>
</tbody>
</table>
**NATPE Connect Mobile App**

### Specs

**Title Sponsor:** Logo prominently displayed within app (jpg or png).

**Premium Listing:** Listing highlighted within app.

**Featured Listing:** Tag added to listing within app.

### NATPE Connect Mobile App Details

<table>
<thead>
<tr>
<th>Description</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATPE Connect Title Sponsor</td>
<td>$6,000</td>
</tr>
<tr>
<td>Logo featured on app</td>
<td></td>
</tr>
<tr>
<td>NATPE Connect Premium Listing</td>
<td>$2,750</td>
</tr>
<tr>
<td>Highlighted position in app listings</td>
<td></td>
</tr>
<tr>
<td>NATPE Connect Featured Listing</td>
<td>$2,250</td>
</tr>
<tr>
<td>Featured tag in app listings</td>
<td></td>
</tr>
</tbody>
</table>
Attendee Outreach | More info

**Specs**

**Hotel Confirmation Letter**
Highly-visible hotel stay confirmation letter sent to all hotel guests attending NATPE Miami 2020.
Ad space: 1920 x 1080
PNG or JPG

**Hotel Booking Landing Page**
Premium ad space on our official hotel booking portal for NATPE Miami 2020

Landing page ad space: 1920 x 700
PNG or JPG

### Attendee Outreach | More info

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<thead>
<tr>
<th>Details</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Hotel Confirmation Letter</td>
<td>Sent to all NATPE Miami hotel guests</td>
</tr>
<tr>
<td>Hotel Reservation Landing Page Banner</td>
<td>Banner ad on hotel booking portal for all NATPE Miami attendees</td>
</tr>
</tbody>
</table>

Dear Guest,

Letter ad space 1920 x 1080

Landing page ad space 1920 x 700
CONTACTS

CHARLIE WEISS - GLOBAL SALES | 609 802-2766 | cweiss@NATPE.org

STEPHANIE BERINGHELE - LOS ANGELES / SOUTH AMERICA | 818 404-2347 | sberinghele@NATPE.org

REBECCA SHOTTLAND - NEW YORK / CANADA | 917 900-9053 | rshottland@NATPE.org

GARY MITCHELL - EUROPE | +44 79 6220 3037 | gmitchell@NATPE.org

MINGFEN LEE - ASIA / AUSTRALIA | +33 6 3370 4078 | mlee@NATPE.org

MURTUZA KAGALWALA - INDIA | +91 99 2093 5152 | mkagalwala@NATPE.org