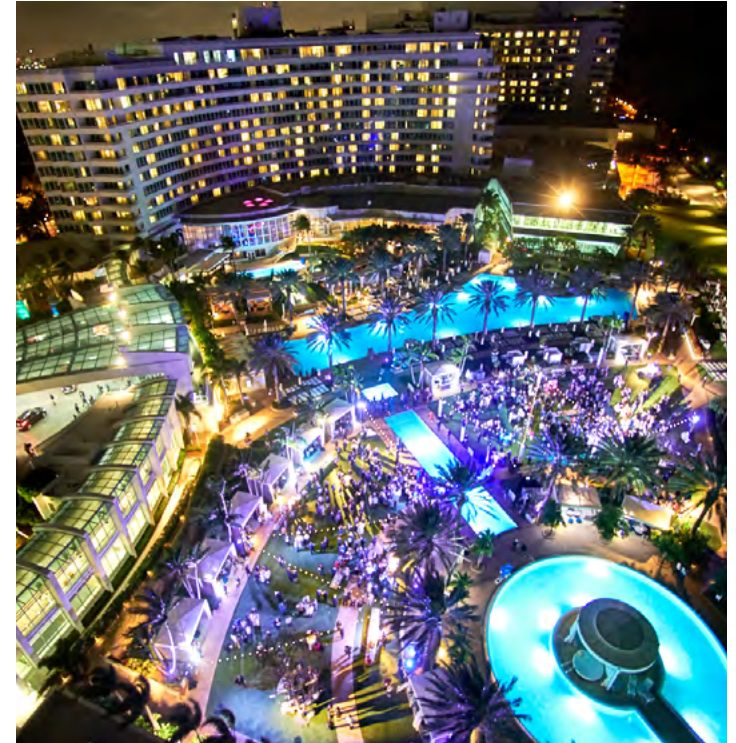


10TH
ANNIVERSARY
NATPE MIAMI
JANUARY 21-23, 2020

ADVERTISING OPPORTUNITIES



FINDING OPPORTUNITY IN CONTENT EVOLUTION

NATPE.com/Miami

Specifications 2020

10TH ANNIVERSARY
NATPE MIAMI
JANUARY 21-23, 2020

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

Printed Issue	Details	Rates
Front cover	230 x 240 mm 4C	\$24,000
Back cover	230 x 240 mm 4C	\$9,500
Inside front cover	230 x 306 mm 4C	\$8,000
Two-page spread	460 x 306 mm 4C	\$7,500
Inside back cover	460 x 306 mm 4C	\$6,000
Full-page ad	230 x 306 mm 4C	\$4,500
Half-page ad	205 x 130 mm 4C	\$2,500

High profile digital banner ads are available on NATPE.com

1020 x 288 Leaderboard Banner

300 x 600 Tower

Expandable running in the sidebar

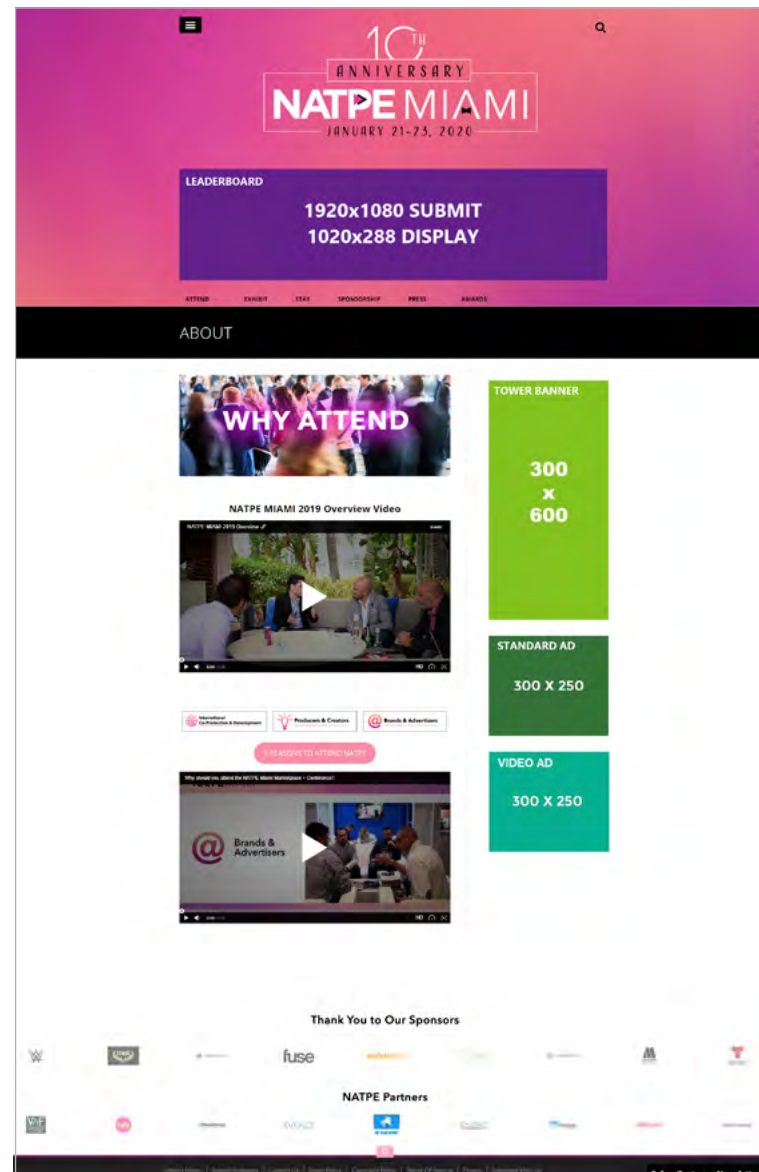
300 x 250 Standard or Video Ad

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

Website	Details	Rates
In-Banner Video Ad	ROS 90 days (Standard or Leaderboard available)	\$6,500
Leaderboard Banner	ROS 90 days	\$3,900
Tower Banner	ROS 90 days	\$3,400
Standard Ad	ROS 90 days	\$2,900



Take advantage of NATPE's 45K+ social media following through dedicated posts on Instagram, Facebook, LinkedIn and Twitter.

Instagram:

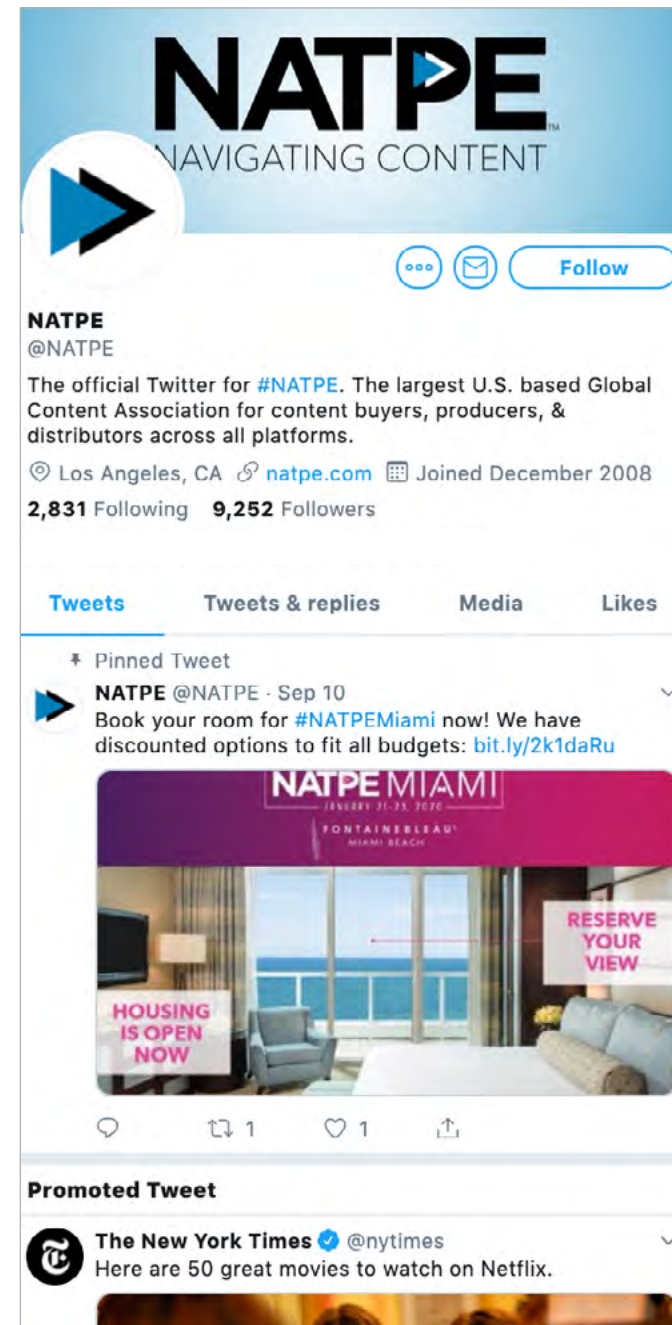
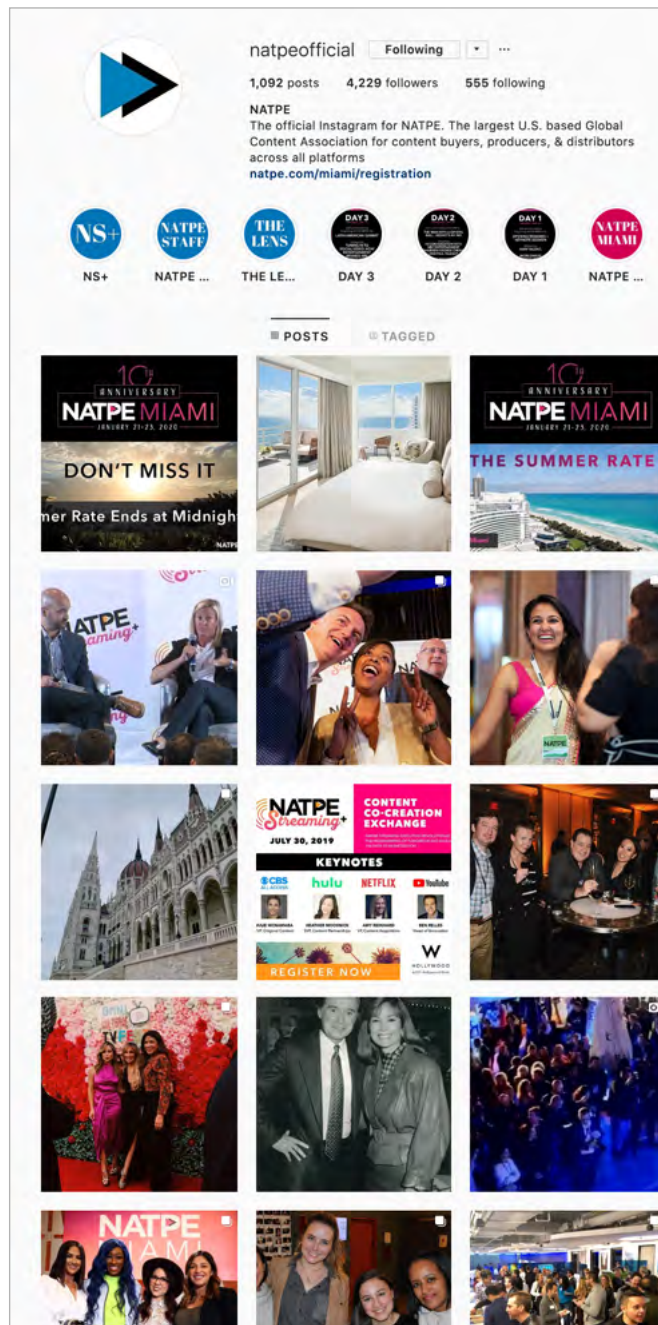
[instagram.com/natpeofficial](https://www.instagram.com/natpeofficial)

Facebook:

[facebook.com/natpe](https://www.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

eBlasts	Details	Rates
eNewsletter	NATPE-curated; based on panels & sessions per day of the conference	Take-Over: \$3,500 Per Ad (3 spaces): \$1,250
Custom eBlast	Your custom content sent to our list	\$3,500



NATPE and Parrot Analytics are pleased to offer you the latest edition of The Global Television Demand Report.

Download this 60 page comprehensive report **free of charge** to discover the latest global SVOD market data, and unique audience demand trends for 10 key global markets.



The Global SVOD Market Share Report: Domestic and Global Content Insights

Parrot Analytics' comprehensive global SVOD market analysis takes an in-depth look at SVOD market share trends based on audience demand data in 10 territories around the world.

Download this free report now to discover:

Market-specific domestic TV insights:

For the following territories included in this report - Belgium, China, Hungary, Ireland, Japan, Netherlands, Russia, South Africa, United Kingdom and the United States:

- We reveal the **SVOD market share** in 9 markets for the major platforms including Netflix, Amazon Prime Video, Hulu and CBS All Access based on audience demand for each platform's digital originals.
- Discover **how SVOD market share trends have changed** over the last 24 months.
- Find out what percentage of the market for **drama and action/adventure** digital originals each SVOD platform has managed to capture over the last 24 months.
- Discover the **genre demand share** for digital originals in each market as well as the 10 most in-demand subgenres in each territory.
- Find out what the **demand distribution** of a selection of digital originals in each of the ten markets looks like.
- Discover the **top 20 digital streaming shows** for each country, as well as 5 additional titles of interest in each market.





Global Television Insights:

- Find out the **global SVOD market share** of the major platforms including Netflix, Amazon Prime Video, Hulu and CBS All Access across 100+ markets; this has been calculated based on the worldwide demand for each platform's originals.
- A **TV industry update** for Q1 2019 detailing important market events concerning SVOD services.

The Global Television Demand Report is published quarterly based on Parrot Analytics' global TV analytics dataset, which is comprised of 3.5 trillion data points across 100+ languages in 100+ countries.

[DOWNLOAD](#)

Join the Conversation

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.



Newsletter

Banner and click-through link

Newsletter Dedicated Section

Rates

Take-Over: \$3,500
Per Ad (3 spaces):
\$1,250

\$1,500

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.



Legacy Program	Details	Rates
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>



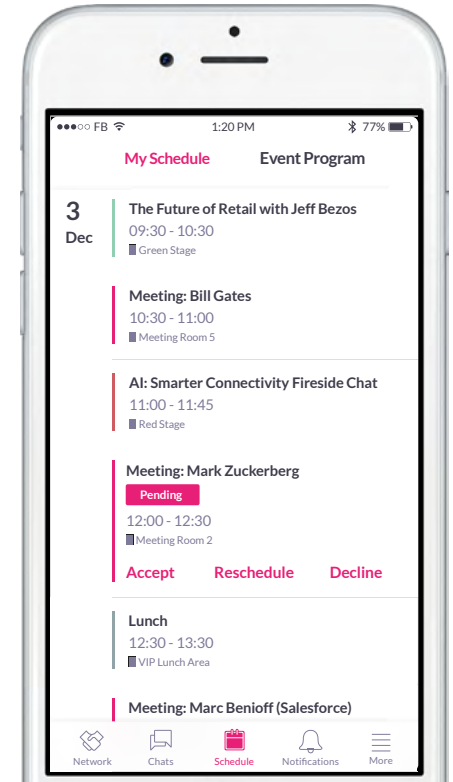
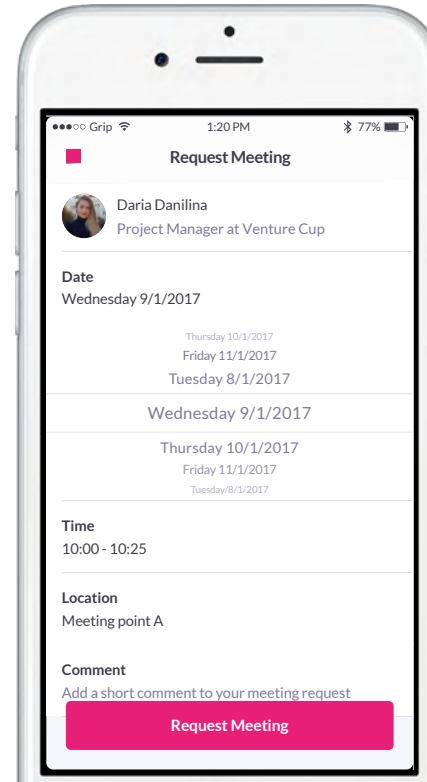
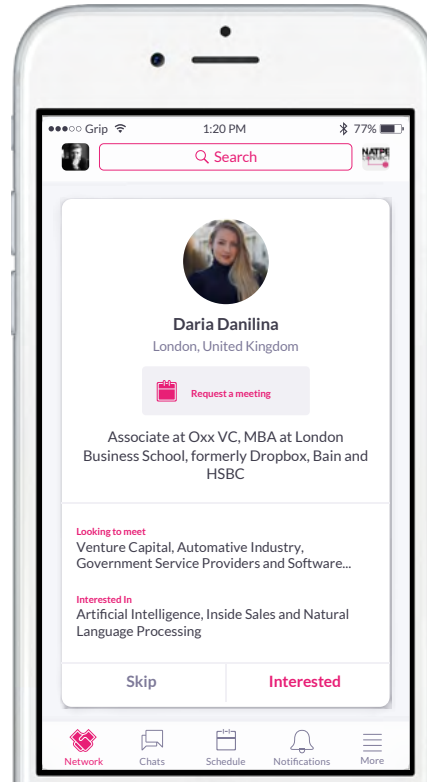
Content Spots	Details	Rates
Video Ad Unit	Plays on 3 screens throughout the Fontainebleau Hotel Tuesday, Wednesday & Thursday	:30 - \$5,000 :60 - \$7,500 :90 - \$10,000

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	Rates
NATPE Connect Title Sponsor	Logo featured on app	\$6,000
NATPE Connect Premium Listing	Highlighted position in app listings	\$2,750
NATPE Connect Featured Listing	Featured tag in app listings	\$2,250

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

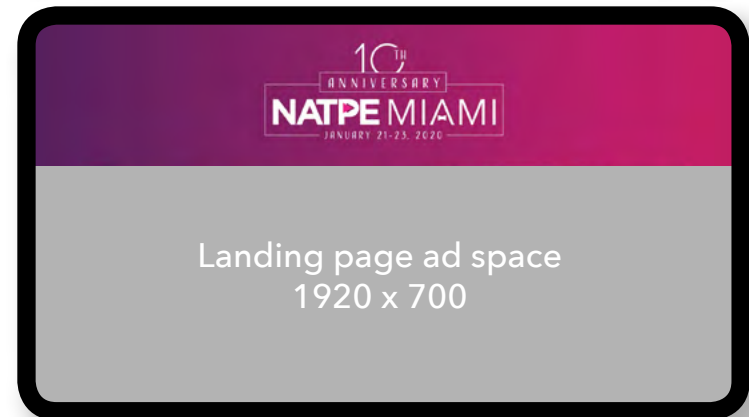
Hotel Booking Landing Page

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	Details	Rates
Hotel Confirmation Letter	Sent to all NATPE Miami hotel guests	\$9,500
Hotel Reservation Landing Page Banner	Banner ad on hotel booking portal for all NATPE Miami attendees	\$7,500



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