

Print Publishing Schedule: (12x/year)
Print Circulation: 15,000 Copies Internationally
Page trim size: 8 1/8" x 10 7/8"
Mission: *Government Video* magazine is an informative, educational resource that provides comprehensive coverage of the tools and technology for video professionals in the public service. The magazine explores future technologies and the application of state-of-the-art video, audio, presentation, and Internet based technologies as they relate to video projects funded by tax dollars and government grants.

2006 Editorial Calendar

(Information in this document subject to change without notice)

| MONTH | PRODUCTION (field, studio, post) | AV SYSTEMS (multimedia, presentation) | EDUCATION (distance learning, media instruction) | LAW ENFORCEMENT (security, surveillance) | BONUS DISTRIBUTION |
|------------------|--|--|---|---|-------------------------------------|
| JANUARY | Affordable HD | Projectors | Military Distance Learning | Border Surveillance | |
| FEBRUARY | Stock Media (Stock Footage & Music Libraries) | Projector Screens | Telemedicine Today | Forensic Video in the Field | |
| MARCH | NAB Hot Product Preview | Podiums & AV Furniture | Student TV Productions | Traffic Management Video | BEA, NAB, RTNDA@NAB, NSCA, ISC West |
| APRIL | Lighting Options | Courtroom AV | Streaming Video | DVRs | GSA Expo |
| MAY | Audio Issues | InfoComm Preview | Collaborative Software | Mass Transit Video | InfoComm |
| JUNE | New Products At NAB | Signal Management | Broadcast Curriculum | City Surveillance | |
| JULY | Asset Management | InfoComm Wrap-Up | Regional ETV | Prison Video | SIGGRAPH |
| AUGUST | DVD Authoring | InfoComm Wrap-Up (2) | Internet Update | Night Vision Technologies | |
| SEPTEMBER | Camera Support | Command & Control | Educational Resources | Airport Surveillance | ASIS, IBC |
| OCTOBER | NLE Systems | Visual Presenters | Student TV Studios on a Budget | Forensic Video Analysis | AES, ISC East, LEVA |
| NOVEMBER | GV Expo Preview | Classroom AV | Teaching Location Shoots | In-Car Video | GV Expo |
| DECEMBER | Digital Storage Solutions | Auditorium Audio | Distance Learning Issues | Covert Video | |

Sales Contacts

Doug Krainman, Group Publisher, 212-378-0411, dkrainman@cmp.com
Armand der Hacobian, Group Associate Publisher, 415-947-6273, armand@dv.com
David Miller, National Sales Manager, 212-378-0464, dmiller@cmp.com
Jeff Victor, Western Regional Sales Manager, 847-367-4073, jeffvictor@comcast.net
Gary Rhodes, International Sales Manager, 631-274-9530, sedorusa@optonline.net
Anesha Kovalsky, Classified Ad Sales, 212-378-0458, akovalsky@cmp.com
Toby Sali, National Sales Manager, CMP Web Products, 310-396-9554, tsali@cmp.com

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2006 Rate Card

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Rates

| Black & White | 1x | 3x | 6x | 12x | 18x | 24x | 36x |
|---------------|---------|---------|---------|---------|---------|---------|---------|
| Full Page | \$3,755 | \$3,640 | \$3,515 | \$3,425 | \$3,290 | \$3,160 | \$3,065 |
| 2/3 Page | \$3,650 | \$3,140 | \$3,015 | \$2,920 | \$2,780 | \$2,650 | \$2,545 |
| 1/2 Page | \$2,260 | \$2,210 | \$2,130 | \$2,070 | \$1,990 | \$1,905 | \$1,840 |
| 1/3 Page | \$1,815 | \$1,660 | \$1,600 | \$1,565 | \$1,485 | \$1,440 | \$1,395 |
| 1/4 Page | \$1,445 | \$1,340 | \$1,290 | \$1,255 | \$1,215 | \$1,150 | \$1,120 |
| 1/6 Page | \$1,020 | \$995 | \$950 | \$910 | \$875 | \$840 | \$825 |

Covers (Includes 4/C Process)

| | |
|---------|---------|
| Cover 2 | \$5,185 |
| Cover 3 | \$4,930 |
| Cover 4 | \$5,445 |

Color Additional, per page or fractional

| | Page | Spread |
|---|-------|---------|
| 2/Color process (Black plus cyan, magenta, yellow) | \$750 | \$830 |
| 2/Color Matched (PMS) | \$860 | \$940 |
| 4/Color Process | \$965 | \$1,500 |
| Metallic, additional | \$960 | — |

Inserts *call for pricing*

Material Specifications

Trim Size: 8 1/8" wide x 10 7/8" high

Method and Paper: Web offset, coated text and cover, perfect bound.

Bleed: No additional charge.

Minimum size—1/2-page horizontal.

Electronically Provided Ads:

Only high-resolution Adobe PDF files are accepted.

All electronic files must be accompanied by a laser proof. If a laser is not supplied, we cannot be responsible for reproduction quality. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

Submission Instructions

Send Materials To: *Government Video*,
Production Department, 810 Seventh Avenue,
27th Floor, New York, NY 10019

FTP site: From any internet web browser, log onto:
www.ourftpsite.com

Click on the Government Video folder

Username: guest

Password: guest (case sensitive)

When uploading ads to the ftp site, please notify your sales representative and provide a color proof.

Additional Artwork: Any work done by publisher (e.g. duping, enlarging, conversions, strip-ins) will be billed to advertiser or its agency.

Ad Dimensions

| Ad Size | Width | Height |
|-----------------------|---------|---------|
| Full Page (Non-Bleed) | 7" | 10" |
| Full Page (Bleed)* | 8 3/8" | 11 1/8" |
| Spread (Non-Bleed)* | 15 1/2" | 10" |
| Spread (Bleed)* | 16 3/4" | 11 1/8" |
| 2/3 Page | 4 9/16" | 10" |
| 1/2 Page Island | 4 9/16" | 7" |
| 1/2 Page Horizontal | 7" | 4 7/8" |
| 1/2 Page Vertical | 3 3/8" | 10" |
| 1/3 Page Vertical | 2 3/16" | 10" |
| 1/3 Page Square | 4 9/16" | 4 7/8" |
| 1/4 Page | 3 3/8" | 4 7/8" |
| 1/6 Vertical | 2 3/8" | 4 7/8" |
| 1/6 Horizontal | 4 7/8" | 2 3/8" |

*Page trim is 8 1/8" wide, 10 7/8" high.

Keep live matter 1/4" inside trim size.

Spreads: provide 1/2" safety in center.

Production Dates

| Issue | Reservation | Material |
|-----------|-------------|-------------|
| January | December 3 | December 10 |
| February | January 6 | January 13 |
| March | February 3 | February 10 |
| April | March 3 | March 10 |
| May | April 7 | April 14 |
| June | May 5 | May 12 |
| July | June 2 | June 9 |
| August | July 5 | July 12 |
| September | August 4 | August 11 |
| October | September 1 | September 8 |
| November | October 6 | October 13 |
| December | November 3 | November 10 |

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Send Materials To: *Government Video*, Production Dep't, 810 Seventh Avenue, 27th Floor, New York, NY 10019

CMP Entertainment Media, Inc.

810 Seventh Avenue 27th Floor New York, NY 10019 Tel: (212) 378.0400 Fax: (212) 378.0470 www.cmpemedia.com

2006 Classified/Shopper/Marketplace Rates

(Information in this document subject to change without notice)

Classified (\$115 per column inch)

| Ad Size | 1x | 6x | 12x |
|------------|-------|-------|-------|
| 1 col x 4" | \$460 | \$420 | \$370 |
| 1 col x 3" | \$345 | \$315 | \$280 |
| 1 col x 2" | \$230 | \$210 | \$185 |
| 1 col x 1" | \$115 | \$105 | \$95 |

Career Marketplace (\$125 per column inch)

| Ad Size | Rate |
|------------|--------|
| 1 col x 2" | \$260 |
| 1 col x 3" | \$395 |
| 1 col x 4" | \$525 |
| 2 col x 2" | \$525 |
| 2 col x 3" | \$785 |
| 2 col x 4" | \$1050 |

Shopper Rates (4-Color)

| Ad Size | 3x | 6x | 12x |
|-----------------------|-------|-------|-------|
| (2 1/4" w x 4 1/2" h) | \$470 | \$425 | \$400 |

For those looking to hire, *Government* offers a convenient forum to reach the right media production professional for the job.

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Conditions & Requirements

Classified Advertising:

There are 7 lines per column inch.
Each line has approximately 30 characters.
A column measures 2 1/4" x 1".

Color Charges per Insert:

- 2nd color-\$100
(Standard 4a red, yellow or blue)
- Screens (red, yellow or blue) 10% extra

Circulation: 15,000

Payment:

All ads must be prepaid. A check, money order, Visa, MasterCard or American Express payment must accompany all new advertisements.

Materials:

Only high-resolution Adobe PDF files are accepted.
All electronic files must be accompanied by a laser proof. If a laser is not supplied, we cannot be responsible for reproduction quality. If a color proof is not supplied, we cannot be responsible for color reproduction quality.

Sales Contact

Anesha Kovalsky, *Classified Ad Sales*, 212-378-0458, akovalsky@cmp.com

CMP Entertainment Media, Inc.

810 Seventh Avenue 27th Floor New York, NY 10019 Tel: (212) 378.0400 Fax: (212) 378.0470 www.cmpemedia.com

2006 General Conditions

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1. All orders are subject to acceptance by CMP Entertainment Media, Inc. at its headquarters in New York, New York.
2. No conditions other than those set forth in this rate card shall be binding upon CMP Entertainment unless specifically agreed to by CMP Entertainment in writing.
3. Positioning of advertisements is at the sole discretion of CMP Entertainment except where a specific position has been agreed to by CMP Entertainment in writing.
4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed between the parties in writing. CMP Entertainment is under no obligation to revise advertising materials not received by the CMP Entertainment production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. CMP Entertainment assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. CMP Entertainment is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond CMP Entertainment's control.
7. In consideration of CMP Entertainment's publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency agree to indemnify and defend CMP Entertainment against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of CMP Entertainment's printing, publishing or distributing such advertising (or another product) and/or arising from third parties access to advertiser's site and use of advertiser's products and services.
8. In no event shall CMP Entertainment be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to CMP Entertainment for the publication or distribution of such materials.
9. CMP Entertainment reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to CMP Entertainment.
10. Advertising in CMP Entertainment's online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices.