



# Digital Media NET

Where the Creative Community Meets

## 2002 Media Kit



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## DMN Serves Digital Media Professionals

DMN is the largest collection of vertical online communities serving professionals involved in all aspects of digital media. DMN focuses on distinct market segments, including streaming media, digital video, animation, special effects, desktop publishing, imaging and design, digital audio, CAD, workstations, broadcast and post production, and game development. The communities offer breaking technology and product news, the latest techniques, white papers, research, directories, streaming media features, classifieds, job and resume listings and extensive examples of digital art, animations and video. Through extensive marketing, search engines and word-of-mouth, DMN boasts over 1.25 million visits a month and is the industry's first choice for news, information and advertising opportunities.

*"I love receiving your newsletter. It keeps me up on the latest products and as a manager of a television station, it gives me information that I use in my everyday work."*

### John Ponzo

Operations Manager  
Sierra Nevada Community  
Access Television

## DMN Sites and Community Clusters



*"I have DMN set up as my home page and find when I get on the net, I am so consumed by everything to do with this business that I often don't get out of the loop of sites that are yours. Sometimes for days!!! It certainly covers all of the bases for content creation from purchasing to reviewing to techniques, contacts and industry news."*

**Jeff Crews,**  
Producer, "The Night Cast"

## DigitalMediaNet.com

### Core Connections

DigitalProducer.com  
CorporateMediaNews.com  
CreativeMac.com  
HollywoodIndustry.com  
Media Workstation.com  
WWUG.com (Worldwide Users Group)  
CMN Newsletter  
DMN Newsletter  
MAC Alert Newsletter

### Broadcast

BroadcastNewsroom.com  
DMNTV.com  
DigitalWebcast.com  
DTVProfessional.com  
HDTVBuyer.com  
IBCNews.com  
StreamLine Newsletter  
WaveForm Newsletter

### Professional Audio

DigitalProSound.com  
Loud! Newsletter

### CAD/CAM/CAE

DigitalCAD.com  
AECNewsroom.com  
The CAD List Newsletter

### Production

AVVideo.com  
FilmAndVideoMagazine.com  
DigitalGameDeveloper.com  
DigitalPostProduction.com  
DigitalVideoEditing.com  
DVDCreation.com  
DVFormat.com  
Levels Newsletter  
TimeLine Newsletter

### Animation

AnimationArtist.com  
DigitalAnimators.com  
SiggraphNews.com  
Renders Newsletter

### Pro AV

PresentationMaster.com  
K News Newsletter

### Imaging/Design

DigitalMediaDesigner.com  
Pixels Newsletter

### Services

DigitalMediaShopper.com  
DMNClassifieds.com  
DMNAuctions.com

# DMN - The Market Leader with Proven Performance

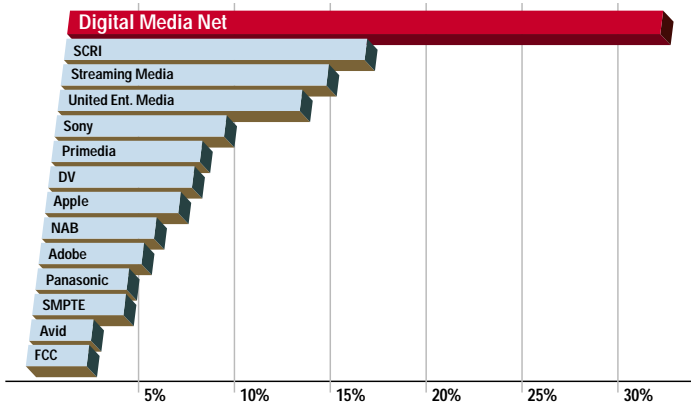
- ✓ DMN circulation is the largest in the industry
- ✓ DMN is the 1<sup>st</sup> choice of the decision makers
- ✓ DMN is the recognized market share leader
- ✓ DMN readers are your customers

The numbers say it all.



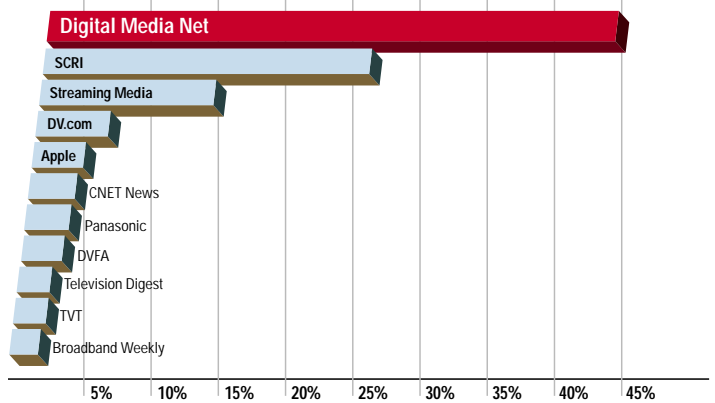
A sustained history of growth and excellence has made DMN the industry leader.

Top Industry Web Sites (by company)



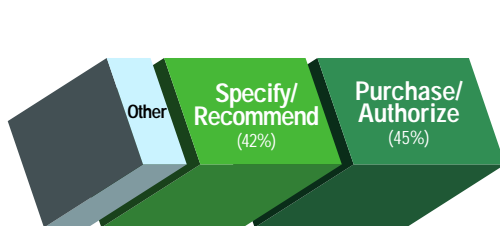
Source: SCRI (www.scri.com)

Top Industry newsletters (by company)

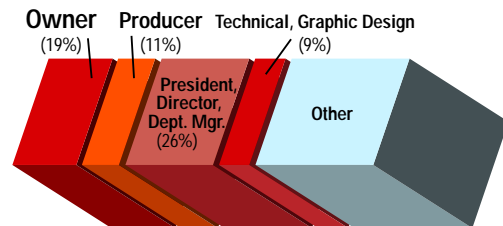


Source: SCRI (www.scri.com)

DMN reaches the industry decision makers and professionals.



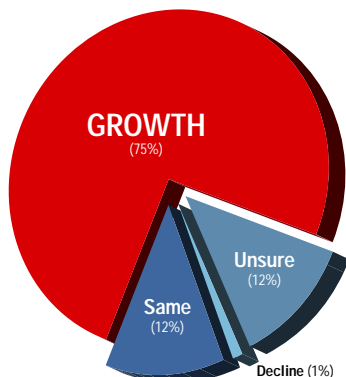
Source: SCRI (www.scri.com)



Source: SCRI (www.scri.com)

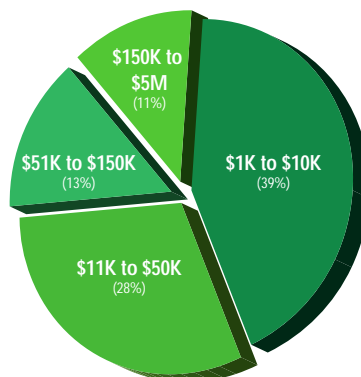
Our readers are engaged, confident and geared for growth.

Do you see a need for your product?



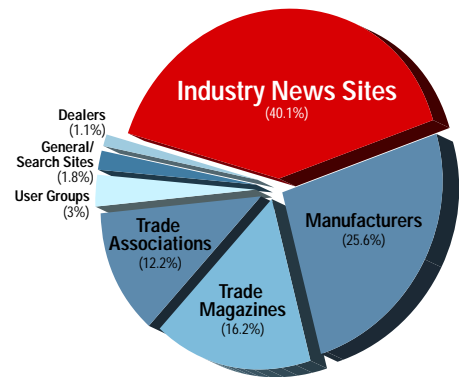
Source: SCRI (www.scri.com)

Planned purchases (next 12 months).



Source: SCRI (www.scri.com)

Which industry web sites do you use?



Source: SCRI (www.scri.com)



# DMN Lists: Digital Media Professional

## The Power of Direct Marketing

The professionals DMN websites and email newsletters reach are very active in their fields, attending conferences, conventions and trade shows, as well as utilizing the Internet as a major information resource for their jobs.

These opt-in/opt-out e-mail addresses reach distinct market segments including broadcast and post production, streaming media, digital video, animation, special effects, desktop publishing, imaging and design, audio, CAD, workstations, game development, and film production.

**For more information, contact:** Toby Beyer  
Email: lists@digitalmedianet.com.

Minimum: 3,000 Names		price rer 1000:
Base Rate (random selection)		\$200
Vertical Selections:		
Webcast/Streaming	7,698	\$275
Audio	21,285	\$275
Post Production	8,364	\$275
Broadcast	10,682	\$275
Game Developers	3,373	\$275
Animators	7,636	\$275
Pro A/V	14,444	\$275
Designers	25,058	\$275
CAD/CAM/CAE	12,234	\$275
Mac Only	8,112	\$275
Business Media	14,963	\$275
Transmission Fee		\$50
Call for current numbers		

## DMN Interactive Catalogs



Digital Media Net now offers an exciting new online catalog service. We can host and build a special dedicated catalog of your product line, and insert it into the navigation menus of specified DMN websites where it will be seen by the DMN professionals you are targeting.

Each catalog can contain html, Flash, images, streaming audio and video, information request forms and multiple links to your website and sales representatives.



Special promotions on DMN sites

- ❖ Catalogs are **added to five sites** of your choice. You can upgrade your campaign to include additional sites
- ❖ The catalogs are **displayed for a minimum of 3 months**, with longer terms available.
- ❖ Catalogs will receive **additional promotion** through the appropriate DMN email newsletters.
- ❖ DMN Catalogs can be supplied web ready, or **we can build it** to your specifications for a modest fee



Permanet placement in DMN site menus

**For more information, contact:** Toby Beyer Email: lists@digitalmedianet.com.



# DMN Company Resource Centers (CRC)

Sometimes referred to as a webfront, a DMN Company Resource Center is a custom built website designed to promote your company, your products and your technology, maintained and hosted by Digital Media Net.

A CRC has access to the massive DMN user and content base, allowing your custom site to launch filled with information and an instant audience.

## Unique Method of Marketing Products And Services



- ◆ Specific articles on your products
- ◆ Original content from DMN
- ◆ Latest industry news
- ◆ Techniques and Project Showcase
- ◆ Interactive User Forums
- ◆ Your Market Research & White Papers
- ◆ Your PR releases
- ◆ Direct links to your e-commerce center
- ◆ Sales & Marketing Contacts
- ◆ Rich media capable
- ◆ Always up to date

Company Resource Centers are promoted from DMN websites targeted to your market. We promote your CRC throughout the DMN communities and newsletters on a regular basis to build traffic and establish site brand recognition. Added features and services are available, including custom HTML email newsletters, rich media production and streaming, and enhanced editorial content.

To see a CRC in action, look at [www.FilmImaging.com](http://www.FilmImaging.com).

Each CRC has its own custom look and feel designed to promote your brand. You can have a unique domain name such as [www.YourDomain.com](http://www.YourDomain.com), or use a third level DMN domain name that leverages our brand recognition to your advantage, such as [www.YourDomain.digitalmedianet.com](http://www.YourDomain.digitalmedianet.com).

For information and rates talk your DMN Representative or contact:

**Toby Beyer** - Key Accounts/Administration  
949-251-0199 • FAX 949-251-0809  
[tbeyer@digitalmedianet.com](mailto:tbeyer@digitalmedianet.com)



Permanent placement in DMN site menus



Special promotions on DMN sites

## Digital Media Online 2002 **Special Supplements**

DMN will be publishing a series of **Special Edition Supplements** in 2002. Timed for release prior to specific industry events, each edition will feature unique articles that will only appear within the pages of the supplements for a period of not less than ninety days. These supplements will be showcased and promoted within multiple DMN communities and newsletters. Each one will also contain targeted features, reviews and tutorials from the various DMN communities. The specific supplements, and all advertising within, will remain live and available for a full year. Supplements will be available from DMN sites at all times. Sponsorships of these **Special Edition Supplements** are available. Contact your DMN sales representatives for pricing and availability.

### Acquisition and Production - April, 8-11, 2002 • NAB • Las Vegas

- 1. Cameras: The Digital Domain** - Just because George Lucas uses a digital video camera, do you need to? The answer is, probably. Sooner or later everyone will be swept up by the quality and convenience of shooting digitally, not to mention the advantages for High Definition. Whether you're upgrading or going digital for the first time, here's how to plan your "acquisition" strategy.
- 2. NLE Buyer's Guide** - Do you want resolution independence, and real time editing? Or do you want 1,000 layers of undo and four channels of audio? These days, there's a non-linear editing package for everyone and every budget. Our Buyer's Guide will help you sort through the options.
- 3. Post Production: More Than Sweetening** - As post production becomes more integrated into the production pipeline, compositing, special fx, and multichannel audio are not just luxuries—they're necessities. The range of options is increasing rapidly, from plug-ins to full-blown film res packages.



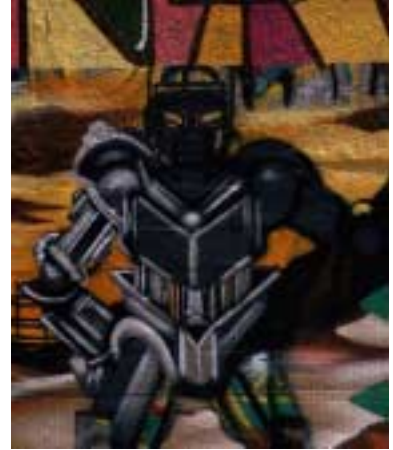
### Presentation and ProAV - June, 12-14, 2002 • Infocomm • Las Vegas



- 1. Projectors** - Brighter pictures, better resolution, and easy portability are the hallmarks of the new projectors. Find out what the latest features are, and how the price/performance ratio is becoming much more attractive.
- 2. Ten Tips for Building a Better Presentation** - The impact of your presentation depends on the way you assemble it, what you emphasize, and how you pace it. Are you really conveying the impression you want? Here are 10 tips to making that happen.
- 3. The Media Is the Message** - Slides and a Powerpoint demo just won't cut it any more. Today presenters need slick graphics, video, animation and sounds, and often use playback from the web or DVD. This feature reviews the state of the art.

## Animation and Effects - July, 21-26, 2002 • Siggraph • San Antonio

- 1. Graphics Cards Buyer's Guide** - The newest crop of 3D cards is capable of amazing resolution and deft manipulation of complex objects and scenes. We present the options for 3D professionals and allow you to compare the features to find the best card for your work.
- 2. Web Animation** - What's the difference between tools for Web animation and "traditional" animation software? You may find some surprising answers in this look at animation software packages designed for output to the Web.
- 3. Animation Software** - With such a wide range of software, it's a great time to be an animator. We survey the available tools, from full-blown 2D and 3D animation packages, to plug-ins and renderers.



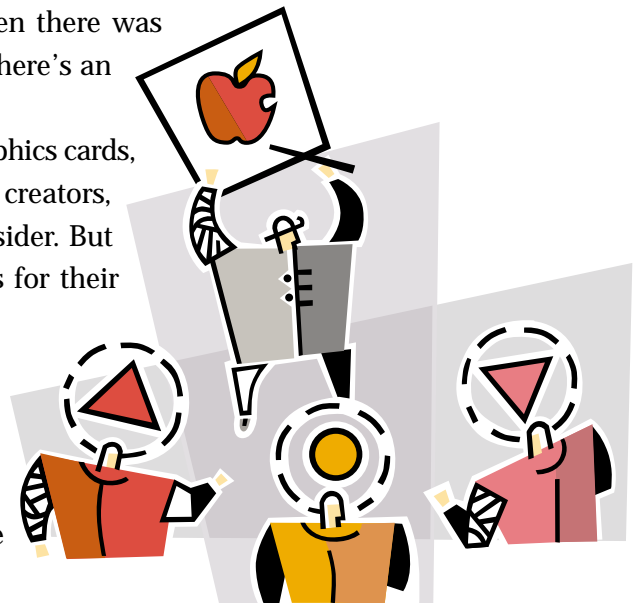
## Design and Publishing - September, 10-12, 2002 • Seybold • San Francisco



- 1. From Print to the Web** - As the web becomes an established part of media portfolio, it's more and more important for designers and publishers to move easily from one media to another.
- 2. Design Tools** - Once you have your concept down, developing a unique look requires you to be up on the latest tools and ways of using them.
- 3. Input Devices** - There are many ways to get data into your computer—scanners, digital cameras, I/O cards and graphics tablets to name a few - and depending on your options, they can change not only the way you work, but the kind of work you do.

## Mac Creativity - January, 2003 • Mac World • San Francisco

- 1. OS X software** - Remember the dark days when there was hardly any creative software for OS X? Suddenly there's an explosion. And more is coming soon.
- 2. Peripherals** - From graphics tablets, I/O cards, graphics cards, to scanners, digital monitors and printers, content creators, Mac users have wide variety of peripherals to consider. But how can professionals determine the best devices for their needs?
- 3. DVD Authoring** - DVD authoring on the Mac took a giant step forward with Apple's acquisition of Spruce Technologies. Competition among DVD-R suppliers such as Pioneer, Panasonic and Hitachi accelerating, DVD authoring is poised for explosive growth on the Mac.





# Units, Specs, Deadlines, and Delivery Information

Ad Units at DMN				
name:	description	dimensions <sup>1</sup> (wXh)	file size <sup>2</sup>	accepted formats <sup>3</sup>
<b>Run of Site Banner</b>	Rotates with other advertisers in the top and bottom positions of every page within a particular website.	468 X 60	15K or less	.gif, .jpeg, .swf, .html <sup>4</sup>
<b>Run of Site Button</b>	Buttons run down the right hand margin of every page. The buttons are considered "real estate" and DO NOT rotate with other advertisers, although one advertiser may rotate multiple pieces of creative.	150 X 130	15K or less	.gif, .jpeg, .swf, .html <sup>4</sup>
<b>Site Sponsorship</b>	There is only one sponsor per site and includes two ad formats: A- button runs in the upper right-hand margin of every page on a given website. The button indicates the advertiser as "site sponsor". B- pop-up window that appears for ten seconds while the rest of the page is loading. This piece of creative tends to receive the highest click through rate.	120 X 60  300 X 300	15K or less  30K or less	.gif, .jpeg, .swf  .gif, .jpeg, .swf, .html <sup>4</sup>
<b>Newsletter Sponsorships</b>	Banner runs in the top and bottom positions of newsletter. There is one sponsor per newsletter.	728 X 90 or 468 X 60	15K or less	.gif, .jpeg
<b>Newsletter Button</b>	Button run in the right-hand margin of a given newsletter. These positions get the benefit of being a part of a direct e-mail piece but are less expensive than a full Newsletter Sponsorship.	150 X 130	15K or less	.gif, .jpeg
<b>Large Format Embedded</b>	Run of site large format ads appear in the content part of site pages or newsletter.	400 X 300 max	35K or less	.gif, .jpeg, .swf, .html <sup>4</sup>
<b>Custom Formats</b>	Skyscraper, Oversize Banners and custom ads are available upon request.	custom	custom	.gif, .jpeg, .swf, .html <sup>4</sup>

***"DigitalMediaNet.com has the best content in our marketplace and has the most comprehensive newsletter, in addition to having entertaining writers such as Charlie White. Advertising on the web sites at DMN has proven to be a great success."***

**Janet Matey**  
Marketing Communications  
Director  
Matrox Video Products Group

- 1- Custom sizes, formats and programs available upon request.
- 2- Ads over 15K in size will require an additional charge for posting.
- 3- We can accept most file formats for Macintosh or Windows but additional conversion costs can sometimes apply
- 4- Rich media banners are accepted. Ask your representative for more details.

## Deadlines, Shipping and URLs:

Advertisers must submit materials at least two business days before start date. We accept electronic files either via the Internet or on CD-ROM. Please supply ALT text (no more than 30 characters) and target URLs. All supplied URL's must be active at the time of the start date of banner run. Digital Media Net will not display advertising with dead URLs. Run of network buttons on CPM basis only. All advertisements will be reviewed and are subject to approval before placement on the site.

Email - materials@digitalmedianet.com ATTN: Traffic Manager  
 Phone - 949-251-0199  
 FAX - 949-251-0809  
 Address - Digital Media Online, Inc.  
 ATTN: Traffic Manager  
 4500 Campus Drive, Suite 608  
 Newport Beach, CA 92660



# Visual Guide to DMN Ad Formats



Mega Banner 728 X 90 pixels



Run of Site Banner 468 X 60 pixels



Run of Site Button 150 X 130 pixels



Site Sponsor Button 120 X 60 pixels



Site Sponsor Pop-Up 300 X 300 pixels



Large Format Embedded 400 X 300 pixels max.

Large format embedded ads offer advertisers a new and very effective method of branding companies and product lines, plus delivering our most effective clickthrough response (CTR). These large format ads are embedded within the actual page of editorial and news content, and typically delivery 3-5x more responses than banners or buttons.

Ads can be as large as 400 pixels wide by 300 pixels high. Formats supported



are GIF, Flash, Rich Media and HTML. This media is available on a cost per thousand basis by site as well as across the entire DMN network.

## DMN Provides Total Integrated Marketing

- **Research Reports:** Custom & Industry Specific
- **Advertising:** Banners, Buttons, Sponsorships & Newsletters
- **Public Relations:** 40+ Channels Reporting on Your Company News
- **Direct Marketing:** List Rentals From 100,000 Subscribers
- **Custom Publishing:** Websites, Advertorials, & Inserts
- **Market Directories**
- **Classifieds & Marketplace**
- **Online Product Catalogs**
- **Streaming Media:** Demos, Tutorials, Interviews, & Announcements

*"When our Fortune 500 client wanted to launch a banner ad campaign on websites targeting the DCC marketplace, there was no shortage of sites interested in the business. However, we were especially pleased with DMN. Not only did it offer multiple ways of reaching our audience, DMN's quality and professional implementation of our client's program, along with its follow-up services including regular, detailed activity reports, set a high standard of excellence. DMN delivered, and then some."*

**Jim Erickson**

Vice-President - Client Services  
Wehrman & Company

## For Rate Information Please Contact:

### Advertising & Promotions

#### Sales and Advertising Information

949-251-0199 ext. 112

sales@digitalmedianet.com

#### Key Accounts/Administration/Materials:

Toby Beyer - Key Accounts/Administration

949-251-0199 ext. 103

tbeyer@digitalmedianet.com

# Contact Information

## Executives

**Lou Wallace - CEO**  
949-251-0199  
lwallace@digitalmedianet.com

**Michael Ames - CFO**  
949-251-0199  
mames@digitalmedianet.com

## Editorial

**Frank Moldstad - Vice President, Editorial**  
frankm@digitalmedianet.com

**David Nagel - Executive Producer**  
dnagel@digitalmedianet.com

**John Virata - Executive Producer**  
jvirata@digitalmedianet.com

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### Sales and Advertising Information

949-251-0199 ext. 112  
sales@digitalmedianet.com

### Key Accounts/Administration/Materials:

**Toby Beyer - Key Accounts/Administration**  
949-251-0199 ext. 103  
tbeyer@digitalmedianet.com

## Address

**Digital Media Online, Inc.**  
4500 Campus Drive, Suite 608  
Newport Beach, CA 92660  
PHONE 949-251-0199  
FAX 949-251-0809

# Partial List of Digital Media Net Advertisers

Acoustical Solutions	Clear Channel Television	Filmstew	MediaTouch	Sierra Video Systems
Active Light	CNN Imagesource	Final Draft	Metastream	Silicon Valley Power
Adobe	Communications	Folsom Research	Micro-Pace	Smart Technologies
AFI Sony DVDCam	Engineering, Inc.	Gamebeat	Middlewire	SolidWorks
Festival	Computer Systems	Gepco International	Miranda	Sonic Foundry
AIST	Odessa	Getty Images	Monarch Technology	Sonic Solutions
Alias Wavefront	Conus Communications	Grange Advertising	Multimedia Publishing	Sonnet Technologies
Analog Way	Corbis	Hewlett-Packard	Murray Hill Studios	Spruce Technologies
Antex Electronics	Corel	Hollywood Reporter	MusicMusicMusic	Sure Shot
Apple	Credo Interactive, Inc.	Holt AV	NBC News Archive	Sweetwater
Arete Image Software	Curtis Media Group	Hubbard Broadcasting	NEC/Mitsubishi	Swissonic
Artesia Technologies	Cyco Software	IBM	NewTek	Tandberg Television
ASPI Digital	Cycore	Image Technical	NxN Software	TAO Media Systems
AT&T	Daikin	Services	OCE	Tascam
Audio Video Resources	Data Video	Incite	OETA	Team Video Services
Aurora Video Systems	DataViz	Innovative	Opticomm Corp.	Telemart
Autodesk/Mediaplex	DCM/Autocue	Inscriber Technology	Panasonic	The Weather Channel
AV Expert	Digibid	Intel	Panoram Technologies	Thomson Broadcast
AV Expert/Pierce-Phelps	Digidesign	Intergraph	Paradigm Media	Systems
Avid Technology	Digimation	Intouch Ministries	Pinnacle Systems	Thomson Multimedia
B&H Photo-Video	Digital Generation	Irdeto Access	PixelPower	Toon Boom Studio
Bank of America	Systems	Jupiter Systems	Play	Total Living Network
Staffing	Digital Juice	JVC Professional	PowerDV	Tower Products
Barco Projection	Digital Processing	Knowledgeworks	Powerfile	Trimedia/Retas
Systems	Systems	KUAT Communications	Projection Systems	Trio Systems
BBC Resources	Digital Voodoo	LeaseMoreOnline.com	Pulse3D	TV One Multimedia
BC Pro Audio	Disney	Leitch	Radiosoft	Solutions
Best Shot	Dosch Design GMBH	LicenseMusic.com	RDA Systems	Universal/WGBO
Biomorph	Eastern Conn. State	Ligos Technology	RealViz	USA Broadcasting
BL Associates	University	LMG, Inc.	Reeves AV Systems	Vicon Motion Systems
Boeing Service Co.	Electric Image	Lucent Digital Video	RGB Spectrum	Video Copy Services
Boris FX	Electronic Picture Co.	MagnaSync/Moviola	Right Hemisphere	Viewgraphics
Brisnet.com	Electronic Mailbox	Manhattan Transfer	Rocket Network	Visviva Software
BSW	EMT Software	Matrox	Rorke Data	Web4, Inc.
Camera Sound	Encoda Systems	Maxon	Samsung Electronics	Wheatstone Corporation
Castlewood Systems	E-Storm	Medea Corporation	San Mar Corporation	Wolf Coach
Century Precision Optics	eyeon Software	Media General	Scala	Worldspace
Charette	Eyewire	Media100	ScreamlineRendering.com	Zengine/AVMall.com
CIS Group	FAST Multimedia	MediaExpress	SGI	



# Digital Media Online's Advertising Terms and Conditions

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Digital Media Online strives to provide superior service to all of its customers. This letter outlines the terms and conditions under which we provide service.

1. We submit advertising proposals to you with the intent of fulfilling both the letter and spirit of those proposals. However, we can "accept" your advertising campaign and reserve the advertising inventory required to deliver that campaign only after you've sent us a signed insertion order. Allocation of advertising inventory is strictly on a first-come, first-served basis.
2. We accept advertising based on your representation that you have the right to publish and display the content. You agree to indemnify and hold Digital Media Online harmless from, and against, any expense, liability, claim or loss that results from any claims arising out of online publication and display of your advertising.
3. We will run your advertising in the positions and time periods stated on accepted insertion orders. We always use our best efforts to deliver impressions equally over the length of your advertising campaign.
4. In order to ensure that your advertising campaign begins on time, advertising creative must be received at least the day prior to the beginning of an advertising flight. If you don't send us acceptable creative at least the day prior to the scheduled beginning of a campaign, you may forfeit your allocation or we may not be able to deliver the requested number of impressions.
5. We'll substitute advertising creative materials, monthly, during the course of campaigns without charge. Please give us 48 hours to make these changes.
6. The impression and click-through counts generated by our ad servers are the measures by which we determine if we have fulfilled our commitment to you. However, we know that many clients use third-party ad servers, and we commit to using our best efforts to explain and correct any discrepancy between the two methods.
7. Send us cancellation and/or modification notices in writing. In the case of cancellations, we will bill you for 30 days of service from the cancellation date or until the remainder of your advertising campaign, whichever ever occurs first. You will be short-rated to current completed frequency at that time.
8. All creative materials are subject to our approval. Ads over designated size may require an additional charge for posting. We will reject any creative that we believe to be inappropriate for the Digital Media Online audience or that does not satisfy our technical or art requirements.
9. We occasionally make mistakes. If we do, we will attempt to correct our mistake or return any money received, at our discretion. We will not be liable for any costs or damages, consequential or otherwise, as a result of any mistake, omission, error or for any other reason.
10. We expect to be paid for our services. We reserve the right to collect from either clients or their advertising agencies such monies as are due and payable, including all costs of collection and attorneys' fees.
11. We do business with our clients under these Terms and Conditions. We are not bound by conditions printed or appearing on insertion orders or instructions by advertisers which conflict with these Terms and Conditions without our express written consent.
12. There are some things beyond our control. We will not be liable for delays in publishing, delivery, non-delivery, or other errors as a result of events beyond our control including, but not limited to, Acts-of-God, actions by any government entity, fire, flood, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption, or Internet or communications failure.
13. Initial billing occurs upon the start of the campaign in which we have provided services to you. Unless otherwise noted, payment terms are net 30 from the date our invoice is issued. We will impose a 3% late fee for every 30 days your payment is past due.
14. All advertising rates are subject to change without notice from Digital Media Online.