

## 2008 HDEXPO.net Advertising Opportunities



the future in hand



HD EXPO creates venues where future technology and creative vision converge.

### Access education, entertainment, & emerging technology

HDEXPO.net is the educational portal where the industry's top experts share knowledge, insight and inspiration. HDEXPO.net delivers original content from our incredible presentations shot in HD – Virtual HD EXPO to “Film School Confidential” where we go behind the scenes of the schools educating the future filmmakers of tomorrow. We provide original filmmaker editorial and give a voice to the community on our blog. HDEXPO.net is dedicated to bringing our community the best in information and education to better your craft.

#### Experts currently streaming on website:

- Allen Daviau, ASC with Debra Kaufman
- Josh Greer, President and Co-Founder, REAL D
- Buzz Hays, Senior Producer, 3D Stereoscopic Feature Films, Sony Pictures Imageworks
- Mark Helfrich, A.C.E. (X-Men)
- Darren Holmes, A.C.E. (Ratatouille)
- James Mathers, President - Digital Cinema Society
- Ted Schilowitz, Leader of the Rebellion, RED Camera
- Steve Turner, Post Production Producer (Big Love, Deadwood)
- Vilmos Zsigmond, ASC
- And many more



#### HDEXPO.net Offerings

Expand your message online and integrate your marketing efforts with HDEXPO.net.

- Banner/Button ads
- In-video advertising on Virtual HD EXPO
- Toolbox (streaming demos of the latest and greatest technology)
- eNewsletter Sponsorship
- Virtual HD EXPO sponsorship
- Dedicated emails
- Custom packages
- In development: Online Learning

## HDEXPO.net Advertising

### In-video advertising

15 or 30 second spots played intermittently during a panel on Virtual HD EXPO for 1 year (includes sponsored by announcement and banner in Virtual HD EXPO update).

- 15 second spot played (2x) in duration of entire panel: \$3,000
- 15 second spot played (4x) in the duration of entire panel: \$5,000
- 30 second spot played at beginning of panel or expert: \$4,000

### Toolbox

Your product will be showcased in a one or two minute spot on Virtual HD EXPO's Toolbox, with full product explanation. You may provide your own content or hire HD EXPO to fully produce your spot on location at an expo.

- One Minute spot: \$3,500 (Runs for 1 year)
- Two Minute spot: \$5,000 (Runs for 1 year)

**Dedicated Email:** \$10,000 (+20,000 names)

Customized demographics - select from Job Title, Industry and Geographic fields.

### Online Buttons/Banners:

- Top Banner (468 X 60): \$400 per month – Rotates through out site including home page. (3 month minimum – 30,000 impression PM)
- Button (150 X 200): \$325 per month – Rotates through out site including home page. (3 month minimum – 30,000 impression PM)

### Advertising opportunities in eNewsletters:

Content delivered directly to our audience's inboxes: Each monthly edition of our monthly eNewsletter delivers original content to 25,000+ professionals in the film, broadcast, educational, corporate and production/post industries.

- Top Banner: \$500
- Middle Banner: \$375
- Large Button: \$450
- Small Button: \$290
- Text Ads: \$200 (100 words, plus logo/link)

### Website Statistics

- Each year, the average banner receives over 1.5 million impressions throughout HD EXPO's site
- Our website community has continued to grow by 25% every year for the last 4 years
- Returning visitors account for 39% of the site's overall average monthly traffic
- Staying on Virtual HD EXPO for 15 minutes or longer – 18%
- Remaining on Virtual HD EXPO site for over one hour – 6.8%
- 87% of the HD EXPO community relies on our website and emails to stay informed, educated and connected
- People from over 56 countries have registered to be part of our online community
- According to third-party data from Alexa.com, HDEXPO.net traffic increased 36% in the last quarter of 2007
- eNewsletter delivered to +25,000

# HD EXPO 2008

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T: 818-842-6611

F: 818-842-6624

info@hdexpo.net

hdexpo.net

3727 W. Magnolia Blvd. #729

Burbank, CA 91505