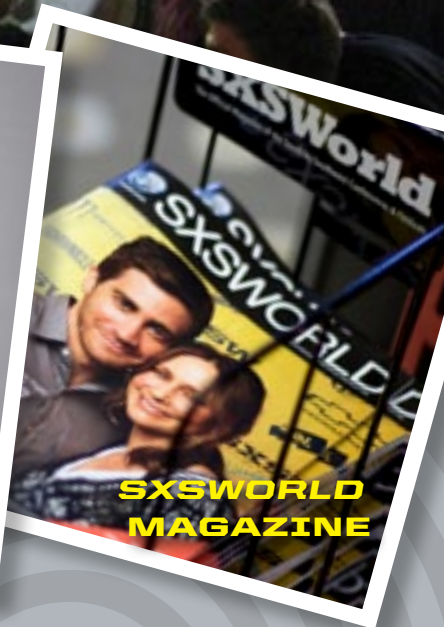


MARCH 9-18, 2012

SXSW®

AUSTIN, TX

ADVERTISING



SXSW 2012 MEDIA KIT

ADVERTISING WITH SXSW

SXSW advertising offers visibility through several platforms, enabling your brand to reach a specific target audience or a broad and wide-reaching range of industry professionals. *SXSWORLD*, our five edition magazine, features editorial content throughout the season available in print, online, and through iPad and iPhone versions. SXSW Program Guides are distributed to each registrant at SXSW and are the definitive resources for conference programming, showcase and screening information. Youtube advertising reaches registrants and fans with videos ranging from panel content to music videos to film trailers throughout the year.

2011 REGISTRANTS

Music	16,353
Film	13,409
Interactive	19,364
Total	49,126



YouTube

Videos Uploaded: **1,264**
 Video Views: **22,182,347**
 Subscribers: **20,457**

DEMOGRAPHICS

GEOGRAPHIC BREAKDOWN:

Music: U.S. 80% vs. International 20%
Film: U.S. 92% vs. International 8%
Interactive: U.S. 88% vs. International 12%
Gold: U.S. 90% vs. International 10%
Platinum: U.S. 88% vs. International 12%

INCOME:

Under \$18,000	(4%)
\$18-35,000	(7%)
\$35-55,000	(13%)
\$55-85,000	(19%)
\$85-150,000	(31%)
\$150,000 +	(26%)

AGES:

Under 21	(1%)
21-30	(31%)
31-40	(40%)
41-50	(19%)
51+	(9%)

Music Professionals: Media Print, Indie Label, Marketing, Management, Media Electronic, Radio, Artist/ Performer, Event/Convention, Promoter/Talent Buyer, Media TV **Film Professionals:** Film Director, Production, Media Electronic, Producer, Student, Actor/Actress, Distributor, Studio, Publicity, Media Print **Interactive Professionals:** Marketing, Software Development, Social Media, Web Developer, Media Electronic, Non-Profit Org, Consultant, Ecommerce, Educator, Finance/Venture Capital

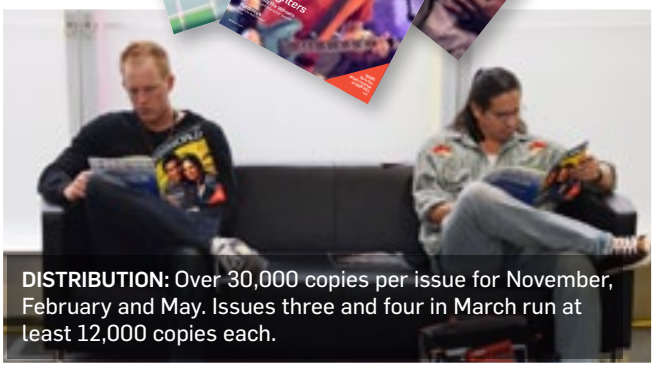
SXSWORLD

SXSWORLD Magazine offers compelling stories, news and interviews covering the music, film and interactive industries. This little dose of SXSWWeek is delivered through print, online and iPad/iPhone versions five times per year.



SXSWORLD 2012 AD RATES	1x Standalone Magazine Ad		Magazine Ad purchased w/ Program Guide Ad		Frequency Discounts Magazine Ads purchased w/ Guide Ad
	B & W	COLOR	B & W	COLOR	
1/4 Page	\$1760	\$3165	\$715	\$1120	2 Magazine Ads- 10% off each 3 Magazine Ads- 20% off each 4 Magazine Ads- 30% off each 5 Magazine Ads- 40% off each
1/2 Page	\$2455	\$4390	\$980	\$1735	
Full Page	\$4180	\$7055	\$1695	\$2760	
Two Page Spread**	—	\$13220	—	\$5074	
** (excludes covers)					

SXSWORLD COVER AD (color only)	Ad w/o Program Guide Ad	Ad purchased w/ Program Guide Ad
	Inside Front Cover	\$11640
Inside Back Cover	\$10935	\$4278
Outside Back Cover	\$12340	\$4830



DISTRIBUTION: Over 30,000 copies per issue for November, February and May. Issues three and four in March run at least 12,000 copies each.

PROGRAM GUIDES

Program guides are given to every registrant and contain full details for programming, panels, day and nighttime activities as well as listings for artists, films and speakers.



PROGRAM GUIDE 2012 AD RATES	FILM		INTERACTIVE		MUSIC	
	B & W	COLOR	B & W	COLOR	B & W	COLOR
1/4 Page	\$845	—	\$1260	—	\$1260	—
1/2 Page	\$1470	\$2125	\$1755	\$3130	\$1755	\$3130
Full Page	\$2165	\$3120	\$2990	\$5045	\$2990	\$5045
Two Page Spread	—	\$5835	—	\$9520	—	\$9520
Inside Front Cover	\$5290		\$7315		\$7315	
Inside Back Cover	\$4675		\$7060		\$7060	
Outside Back Cover	\$5920		\$7535		\$7535	
DISTRIBUTION	11-14,000		20-30,000		14-18,000	

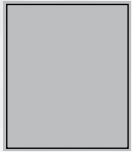
YOUTUBE

Advertise on the official SXSW YouTube channel to reach registrants and fans throughout the year. YouTube.com/SXSW is the destination for original SXSW content. Videos are uploaded throughout the year to sustain continued interest.

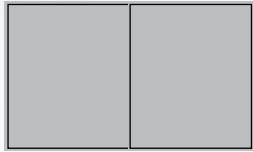
YouTube advertising offers fully customized campaigns. Pay by length of campaign or impressions!
10K per 1.3million impressions

DEMOGRAPHICS:
 Videos Uploaded: **1264 total**
 Video Views: **22,182,347**
 Subscribers: **20,457**

SXSW 2012 PRINT SPECS • Artwork Deadline: FEB. 3, 2012



FULL PAGE BLEED
8.75 x 11.25 in
(222.25 x 285.75 mm)
TRIM: 8.5 x 11 in
(215.9 x 279.4 mm)



TWO PAGE SPREAD BLEED 17.5 x 11.5 in
(444.5 x 292.1 mm)
TRIM: 8.5 x 11 in
(431.8 x 279.4 mm)



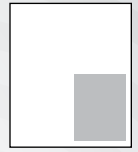
FULL PAGE
7.5 x 10 in
(190.5 x 254 mm)
TRIM: 8.5 x 11 in
(215.9 x 279.4 mm)



HALF PAGE HORIZONTAL
7.5 x 4.875 in
(190.5 x 123.8 mm)



HALF PAGE VERTICAL
3.625 x 10 in
(92.1 x 254 mm)



QUARTER PAGE
3.625 x 4.875 in
(92.1 x 123.8 mm)



PREFERRED

PRESS-READY PDF'S
(fonts embedded or outlined, 300 dpi)

1. CREATING YOUR FILE

COLOR ADS

Ads must be CMYK
(SXSW does not match PMS swatches
and is not responsible for resulting color
reproduction accuracy)

Only full page color ads can bleed

Quarter-page ads

NOTE: black & white for Program Guides
color and/or b&w **SXSWORLD**)

BLACK & WHITE ADS

Black & white ads cannot bleed

ACCEPTED

PHOTOSHOP .TIFF OR .EPS
(HI-RES 300 DPI)
ILLUSTRATOR .EPS OR .AI
(with all fonts outlined)

2. LABELING YOUR FILE

PLEASE LABEL YOUR FILE:

Advertiser's Name
(not the ad agency's or design firm's name)

Ad Size including Orientation
(full, fullbleed, spread,
use "halfh" for half page horizontal
use "halfv" for half page vertical,
q if quarter page)

4-color or B&W (**4C, BW**)

Magazine = Month of issue (**Nov, Feb, Mar, May**)
Guide = Type of conference (**Music, Film, or
Interactive**)

Examples:

Advertiser_q_4C_Nov
Advertiser_full_BW_Feb
Advertiser_halfh_4C_Film
Advertiser_halfv_4C_Interactive

Please do **not** label your file "SXSW_AD"

NOT ACCEPTED

WE DO **NOT** ACCEPT
QUARK FILES • CORELDRAW
MICROSOFT NATIVE FILES
FILM POSITIVES OR NEGATIVES

3. SENDING YOUR FILE

VIA EMAIL:

Send your file to ads@sxsw.com. The
subject line must **include the Advertiser's
name**. In the body of your email include your
contact info and the publication or a list of
the publications (if more than one) in which
the ad will run.

VIA FTP Server: [ftp.sxsw.com](ftp://ftp.sxsw.com)
user name: advertiser
password: (contact your rep)

Drop your file into the Upload folder.
If your file is over 20MB, compress it
(.ZIP or .SIT files only - NO .SITX files).

Email ads@sxsw.com once your file has
been uploaded to let us know it is there.

**The subject line must include the
Advertiser's name.** In the body of your
email include your contact info, the exact
name of the file and the publication or a
list of the publications (if more than one) in
which the ad will run.

IMPORTANT: SXSW does **not** do production work, i.e. we cannot edit your ad in any way. **If your ad needs revisions, please email your sales rep and ads@sxsw.com to let us know when we will receive an updated version.** SXSW reserves the right to approve or reject all artwork. If artwork is not received by the deadline specified above, advertiser is still liable for the Contracted Ad Price.