



**THERE'S NO QUESTION THE VALUE OF DIGITAL ADVERTISING IS INCREASING EXPONENTIALLY.** *Home Media Magazine* is making it easy to reach our audience across the digital platform with one convenient package. From the newly launched and highly anticipated *Home Media* Screening Room, to the industry news staple *Home Media Daily*, your message is spread across everything *Home Media Magazine*.

**YOUR DIGITAL ACCESS MEMBERSHIP INCLUDES:**



### Home Media Screening Room

The exclusive online video player dedicated to upcoming DVD and Blu-ray Releases

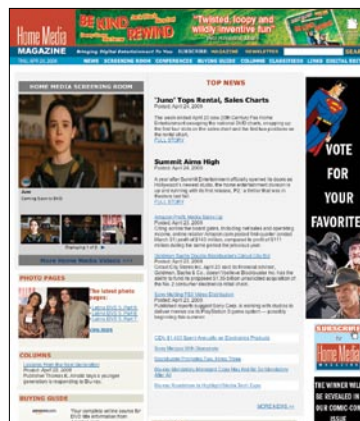
- Featured trailer on the Home Media Web site homepage (one week run)
- Unlimited trailer uploads
- 8 Channel Sponsorships including 2 leaderboards and 2 skyscrapers
- Channel branding banner



### Home Media Digital Edition

The convenience of *Home Media Magazine* in an easily accessible online format

- 1 skyscraper
- 1 button



### HomeMediaMagazine.com

Real-time industry information and in-depth analysis

- Run of Site
- 2 Leaderboards
- 2 Skyscrapers
- 8 Buttons



### Home Media Daily eNewsletter

Up-to-the minute industry news distributed every Tuesday through Friday

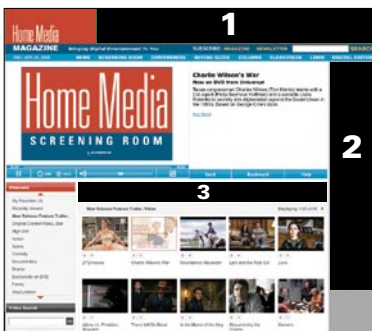
- 1 Banner
- 2 Buttons

**Digital Access Membership Cost: \$1,500 per month for six months.**

Total Value *without* Digital Access Membership: **\$25,250**

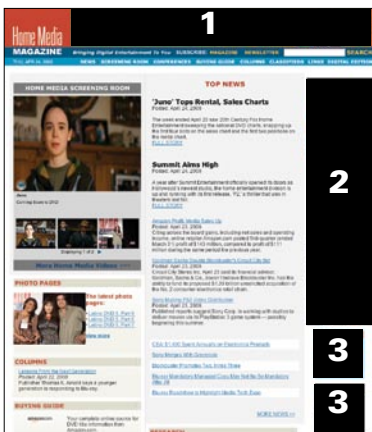


**DIGITAL ACCESS DETAILS:** Your digital access membership will run consecutively for six months, and inventory will not be carried over if not used within your six-month allotment. You will be charged \$1,500 per month for six months.



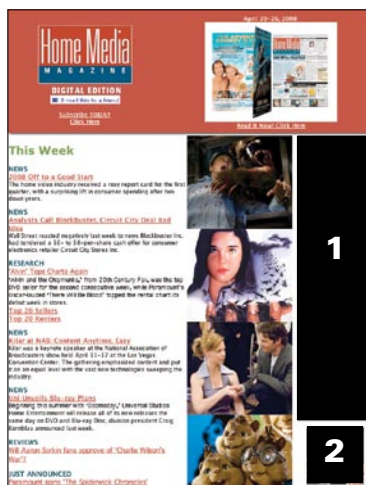
### Home Media Screening Room

- 1. Leaderboard 728x90
- 2. Skyscraper 1 120x600
- 3. Branding Banner 654x50



### HomeMediaMagazine.com

- 1. Leaderboard 728x90
- 2. Skyscraper 2 160x600
- 3. Button 120x120



### Home Media Digital Edition

- 1. Skyscraper 2 160x600
- 2. Button 120x120



### Home Media Daily eNewsletter

- 1. Banner 468x60
- 2. Button 120x120



## SCREENING ROOM 'RSU' CONFIGURATION GUIDE

### Overview

The FeedRoom Really Simple Upload Application allows anonymous or authenticated end users to contribute source video content and associated metadata into a targeted Client FeedRoom application platform.

### The RSU Application includes:

1. Client-branded Web-based upload page with customizable End User License Agreement OR Custom API integration with Client systems / user databases (requires a FeedRoom Professional Services Engagement)
2. Video browse, upload and automated transcode utility (Maximum file size: 100 MB; Max length: 10 minutes; Accepted file formats: Windows Media (.wmv), QuickTime (.mov), AVI, or MPEG-2)
3. Metadata upload form (Video Headline, Body Text, Sub Headline)
4. Thumbnail upload form (optional; Accepted file formats: .jpg)
5. Job status Email notifications (upon: content submission, content transcode, content publish)

User submitted content is transcoded to Client specific encode settings and distributed to the Client's FeedRoom CMS repository where, by default, the content remains unapproved until editorial review and approval. Alternatively, user content may be configured to auto-approve and auto-publish for an editor-fee workflow.

Once approved, the content may be published live to any existing FeedRoom front end presentation environment (Library, Showcase, OneClip application players) or distribution channel (Podcast, RSS, Embed Video, Broadcast Download, more).