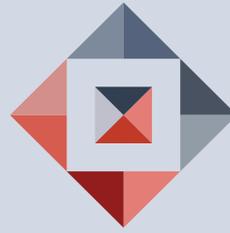


IBE 2013 Media Pack | [ibeconnects.com](http://ibeconnects.com)



**ibe**  
CONNECTS



**MEDIA PACK**

**2013**

*The Industry Standard*

# IBE CONNECTS INDUSTRY BRANDS AND AUDIENCES WORLD-WIDE

IBE provides access to audiences across the broadcast industry. Our new media pack launches the new look edition of IBE Magazine, together with a suite of new IBE Connects products including live, digital, video and print formats.

As IBE magazine enters its sixth decade in print, the original ethos of what was then International Broadcast magazine remains constant: to educate and inform the broadcast community about the trends and news that matters to both technical and business leaders. Today, IBE spans a rich media multi-platform for content delivery.

2013 marks the start of major changes for IBE. We will continue to deliver content that is informative, fresh, inspiring and relevant for an increasing real-time audience. We will continue to make the most of our print magazine while complimenting each issue with a range of IBE Connects products that include:

## IBE Campaigns in a Box

Our innovative marketing product has been devised in response to clients that need a fully integrated, multi-platform brand experience across our print, digital and live platforms.

## IBE magazine

With a BPA audited print circulation of over 11,500 readers worldwide, IBE magazine continues as a bi-monthly print and digital edition containing regular coverage spanning every area of the broadcasting industry. Additional copies of the IBE print edition are distributed at both NAB and IBC and include regular special supplements to support live events worldwide. IBE digital version is distributed to over 100,000 readers world-wide.

## IBECnects.com

Our brand new IBE web portal provides a daily news service, IBETV CEO video Series and access to additional expert analysis and technical content. IBEConnects reports on all the major industry shows, with extended coverage of Connected Media World at NAB Show and Connected World at IBC Show. With full meta-data capability, IBEConnects.com links news, analyses, case studies, opinion articles, company profiles and technical papers across 27 categories to create a rich yet focused content portal.

## IBE news and custom based IBE E-casts

Distributed weekly to our entire IBE community of over 100,000 subscribers world-wide, E-Casts reflect the changing needs of our global readership. IBE Connects includes video from IBE TV, coverage of key industry events, expert opinion and conference content from across the world. IBE custom based E-casts enable targeted content to reach dedicated audience segments by company type, job role and geographic reach.

IBE continues to offer the very best coverage of our rapidly evolving market. With a dedicated editorial team and key experts retained as regular contributors, readers are assured that they are connected to the news, information and community, that is the global broadcast industry.



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# 2013 FEATURES AGENDA

## Jan/Feb

### Acquisition, News Technology and Outside Broadcast.

As the TV experience becomes increasingly 'timeshifted', truly live events take on greater importance, particularly in terms of revenue generation. News and sport are leading the way in this sector, with vast fleets of OB vehicles emerging to satisfy the world's seemingly insatiable demand for live news and sports action. This feature will look at the latest developments in this sector, including cameras and delivery equipment. The New Year also offers a chance to look at future trends within the **Connected World of Broadcasting**.

## Mar/Apr

### Media Asset Management

The management, storage and monetisation of digital broadcast assets is at the heart of every tapeless operation. This feature looks at new systems developed, and considers the benefits they offer today's broadcast community. Specific case studies will be included. Several **Post Production** features will also be included in this issue.

### NAB Connected Media World Supplement

This supplement will look at the 'connected media world' of broadcast technology, specifically relevant to exhibitors and visitors at the NAB Show 2013. Essentially this means video (and, of course, audio) delivered online, and how it is consumed both within and outside the home. Case studies, new technology, and the progress being made by standards authorities and associations will be covered, as well as an update on the size and make-up of the global market. A detailed preview of the Connected Media World exhibit at NAB 2013 will also be included.

### The NAB Product Review - Digital Edition

Immediately following the NAB exhibition, IBE will produce a round-up of key new products that caught the editor's eye. These supplements' will be produced electronically and mailed to IBE's entire database. It will include a description of the product, as well as a photograph where available.

## May/June

### Test, Measurement and Asset Protection.

From content creation through to delivery to an individual TV screen in a viewer's home, the need to test, measure and record every aspect of the process has never been greater, particularly as pay-TV and subscription services expand throughout the world. This feature will look at the latest technology being developed to guarantee the quality of experience for each and every viewer particularly those paying to receive content. This Issue will also consider the importance of protecting digital assets. This issue also offer a chance to catch up on developments within **Multi-Platform Content Delivery**.

## Jul/Aug

### The Connected World of Broadcasting.

This issue will feature an update on all aspects of creating and delivering content to a truly connected world of consumers. From new cloud based technologies to ground breaking virtualisation and storage system that aim to change the cost equation of the connected world. This issue is will also offer a chance to catch up on developments within **Acquisition, News Technology and Outside Broadcast** through several special features

## Sep/Oct/Nov

### Post Production

Techniques in post-production - both HD and 3D - will be looked at in this feature. New developments in software and hardware will be included, as will reports on recent ground-breaking techniques being employed to meet the financial and quality requirements of today's broadcast sector. **Media Asset Management will also feature in this issue.**

### IBC Connected World Supplement

This supplement will look at the 'connected world' of broadcast technology. This issue will have The Connected World at IBC 2013 at its core. Case studies and new technology - largely from exhibitors within the IBC Connected World - will feature, alongside latest market intelligence on the state and shape of the market.

### The IBC Product Review - Digital Edition

Immediately following the IBC exhibition, IBE will produce a round-up of key new products that caught the editor's eye. These supplements' will be produced electronically and mailed to IBE's entire database. It will include a description of the product, as well as a photograph where available.

## Dec/Jan/Feb

### Multi-Platform Content Delivery.

Consumers aren't interested in how they receive TV content - as long as it is timely, good quality and uninterrupted they are satisfied. And yet, in the background, the cable, satellite, digital terrestrial, IP and mobile markets are developing their offerings, competing and cooperating to create a flawless delivery platform for every application and location. This feature will look at the latest developments and ground-breaking installations. This issue also offer a chance to catch up on developments within **Test, Measurement and Asset Protection**.

# 2013 ASSOCIATED EVENTS



**April 6 - 11**

**Connected Media World  
at NAB Show, Las Vegas**

**In association with BPL  
Broadcast Ltd**

Connected Media World at NAB Show is a brand new signature destination event at NAB Show 2013 focused on the connected consumer. From Broadcasters, tech teams, app developers and content companies, Connected Media World at NAB Show, showcases the technologies and devices that are responding to the massive, multi platform, rich media content demands of the consumer.

For exhibitors, the CMW offers a dedicated area, an event within an event, which specifically highlights the technologies which focus on the 'connected content experience' for the consumer, including Apps, OTT, IPTV services and personalizing the TV experience via Smart TV, tablets and devices.

The CMW Theatre offers exhibitors and delegates the chance to listen to expert key industry presentations and interviews and the CMW Lounge, the opportunity to network and relax with the pioneers of the connected content experience.

Special IBE packages available; see CMW Campaign in a Box page 6

[www.connectedmediaworld.com](http://www.connectedmediaworld.com)



**September 12 - 17**

**The IBC Connected World,  
Amsterdam**

**In association with BPL  
Broadcast Ltd**

The IBC Connected World is jointly developed and marketed by IBC and BPL Broadcast Ltd and provides organisations with the opportunity to highlight technology innovations from a consumer perspective, while demonstrating how the broadcast industry can embrace new digital technologies, to deliver the ultimate connected viewing experience

The IBC Connected World has acted as a magnet in attracting new leading edge technologies. In addition to the more established themes within IBC Connected World, 2013 will also see a focus on several new areas of innovation. Examples include Social Networking, Apps, Broadband and OTT technologies.

BPL Broadcast also attracts new visitors from related technology and business sectors including:

- leading vendors and channel organisations within the IT and Telecoms sectors interested in the potential offered by the new connected technologies on display within the IBC Connected World
- emerging technologies and interest groups
- representatives from vertical sectors looking to benefit from innovations in connected technologies
- senior management from B2C and B2B sectors looking to harness the power of connected broadcast communications

Special IBE packages available;

[www.connectedworld.TV](http://www.connectedworld.TV)



**September 16**

**ConnectedWorld.TV Awards,  
Okura Hotel Amsterdam**

**In association with BPL  
Broadcast Ltd**

The ConnectedWorld.TV Awards celebrate the creativity of broadcasters, independent producers, technology companies and CE manufacturers pioneering the business of 'content everywhere'. The 2013 ConnectedWorld.TV Awards will culminate in a glittering Awards Dinner at the Okura Hotel on Monday 16th September. To enter the awards or for more information on sponsorship visit:

[www.connectedworldawards.TV](http://www.connectedworldawards.TV)

## For more information contact

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### Lynn Neil - Sales

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m: +44 7802 766 237  
lneil@bpl-broadcast.com

# SHOW CAMPAIGNS IN A BOX

In addition to IBE Campaigns in a Box, BPL Broadcast also offer additional Show Campaigns in a Box, to support clients at our associated industry shows.

These are designed to run, pre, during and post show, to make the very most of your brand activation across the entire period. See [www.connectedmediaworld.com](http://www.connectedmediaworld.com) for more details.

## Example: Connected Media World – Campaign in A Box

Connected Media World at NAB Show April 5th – 10th, Las Vegas 2014 – Booking Now

### Pre CMW at NAB Show

- Pre show print advertising in IBE Magazine promoting your brand in CMW
- Pre show IBE digital editorial on IBE Connects and CMW websites
- Pre show digital advertising on IBE Connects and CMW Websites
- Pre show ecasts announcing presence at CMW at NAB Show
- CMW Exhibitor Listing in CMW and NAB Show websites
- CMW Exhibitor Listing in CMW and NAB digital and print IBE Supplements
- Weekly ecasts/updates on CMW exhibitors, speakers, sponsors to BPL audiences
- Unique registration code with free (exhibits only) Registration for CMW visitors
- Social media integration across all BPL Broadcast/IBE Connects platforms

### During CMW at NAB Show

- Live exhibition presence at CMW at NAB Show 2014
- CMW 30 minute Speaking Opportunity in CMW Theatre
- CMW Conference with CMW keynotes, industry panel discussions and demonstrations
- CMW Networking Lounge
- 150 word product or company review and picture in official CMW at NAB Show Supplement – published and distributed at the NAB Show
- CMW CEO video interviews and stand video vox pops – published on CMW and IBE connects
- CMW Client Portal Page, including logo, video, white papers and links to own site
- Social media delivery across all BPL & IBE Connects platforms during live show

### Post CMW at NAB Show

- Upon request a post show CMW Show list of all sales leads, based on op-in attendees who have expressed and interest in CMW at NAB Show
- CMW editorial coverage in IBE magazine
- CMW digital editorial coverage on IBE Connects and CMW websites
- CMW own Client Portal page with video, white papers, news and own links
- CMW Exhibitor video coverage/vox pops, for use on IBE TV and clients own video links

### CMW Campaign in A Box Prices start from:

\$12,500 USD including a 10' x 10' CMW turn key exhibitor booth

\$23,750 USD including a 10' x 20' turn key exhibitor booth

\$45,5000 USD including a 20' x 20' turn key exhibitor booth

CMW Free design from \$68 per sq ft

CMW Meeting rooms 10' x 10' available to CMW exhibitors \$7,500 USD

All prices include CMW Campaign in a Box, CMW Theatre access and CMW Lounge access.

CONNECTED  
MEDIA WORLD

NABSHOW®

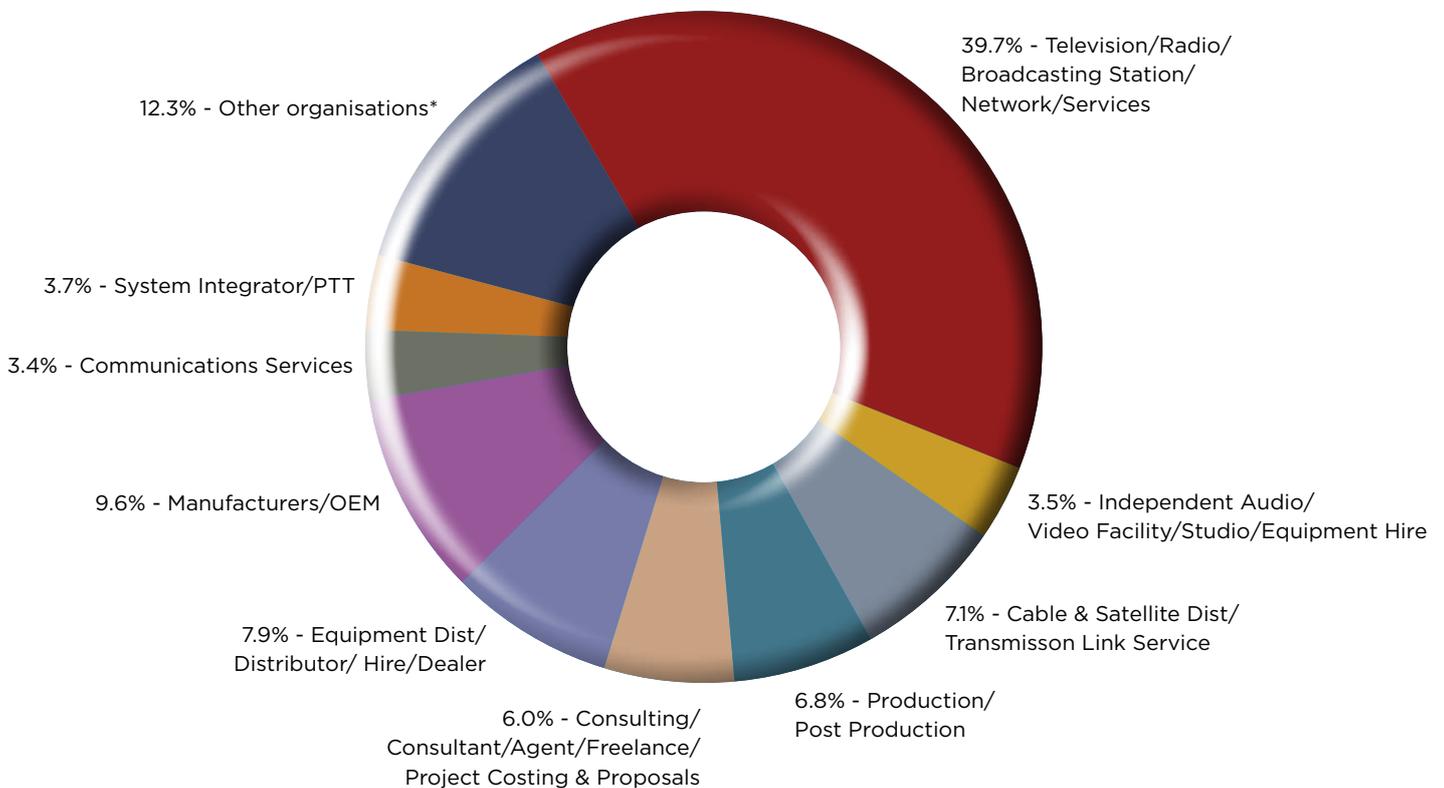
Contact Ben Gill for further information t: +44 1895 454 643 m: +44 7972 676 057 [bgill@bpl-broadcast.com](mailto:bgill@bpl-broadcast.com)

# BPA AUDIT CIRCULATION DATA

Reaching your customers worldwide - BPA audited circulation of over 11,500 unique readers.  
(BPA analysis of the December 2012 edition - 11,500 distribution).

IBE Digital distributed to over 100,000 subscribers worldwide Publishers Statement December 2012.

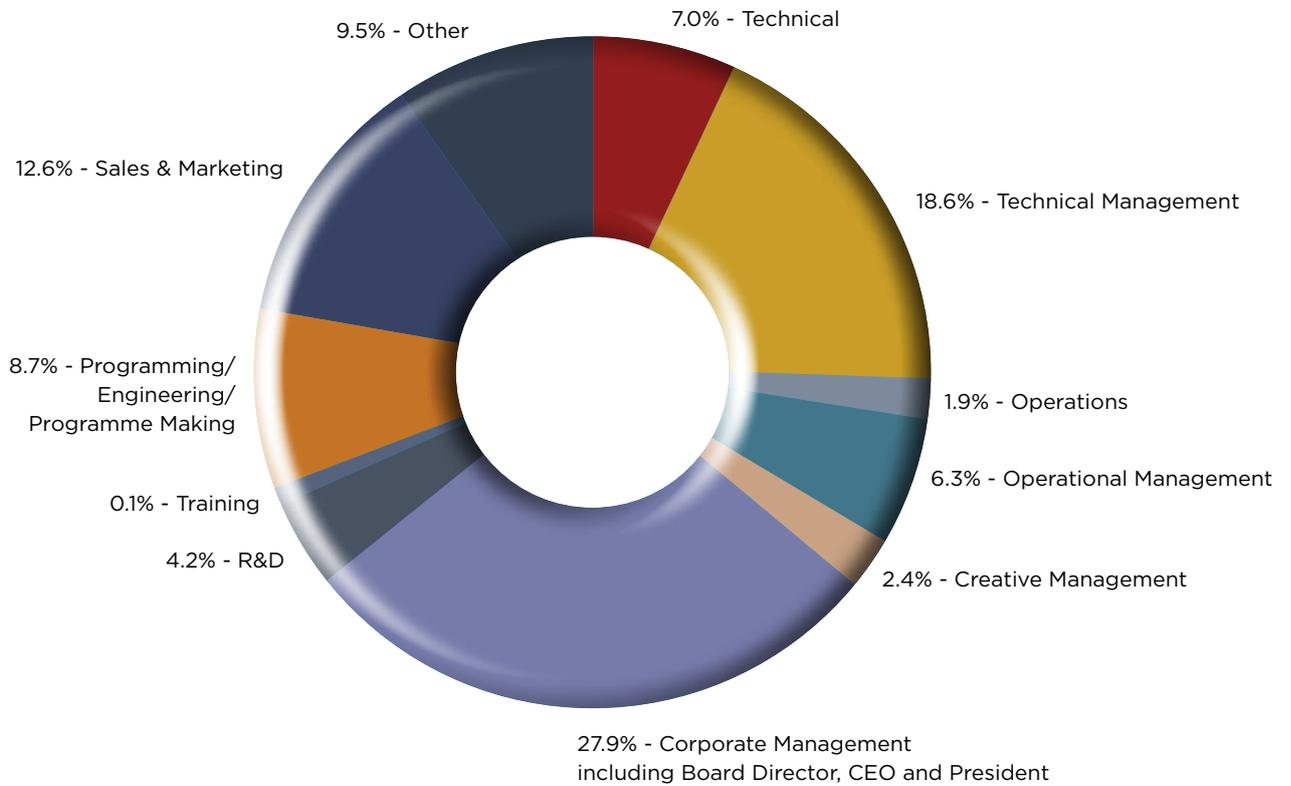
## READERSHIP BY ORGANISATION



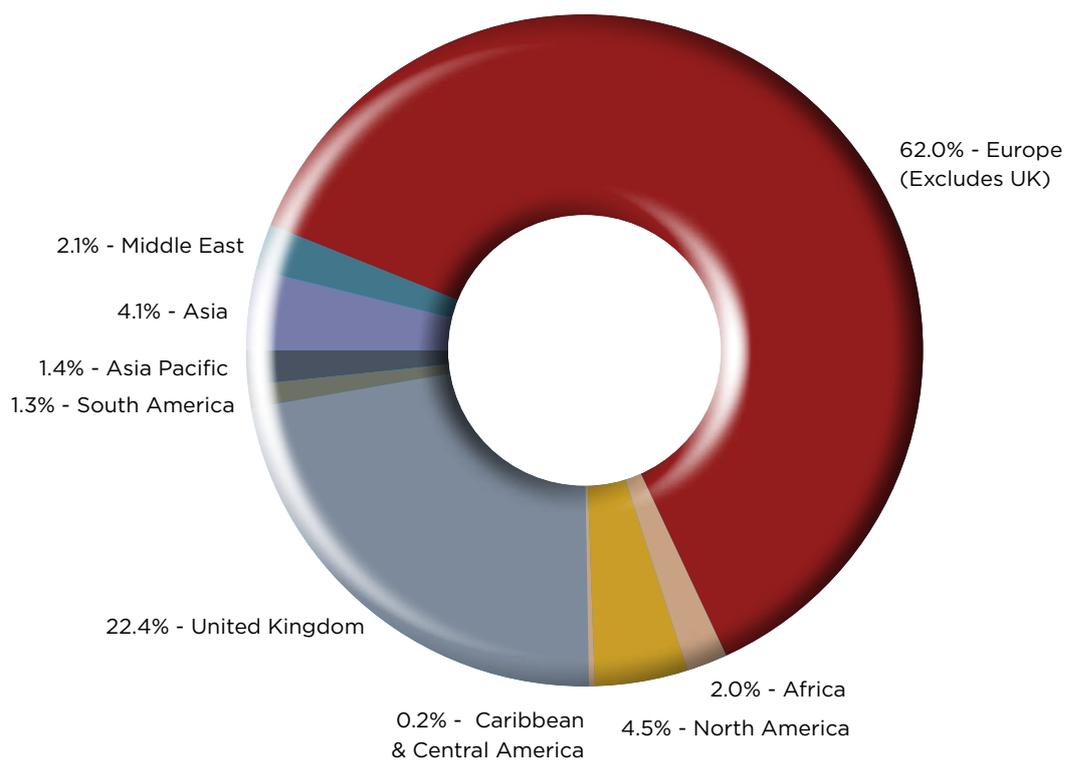
**\* Other Organisations**

- Programme Producer/Distribution/Media Distribution
- Government & Regulatory Bodies/Authorities, Government Departments, Research Association, Broadcast Union Association
- Content Provider/3D
- Digital Signage
- Mobile TV & Video
- Web Development/Serv/App
- Publisher, Cinema/Theatre, Commercial Outlet/Shopping Chain, Retail Shopping Outlet, Non Broadcast Industry/Commerce, Playout Centre and Studio.

# READERSHIP BY JOB TITLE



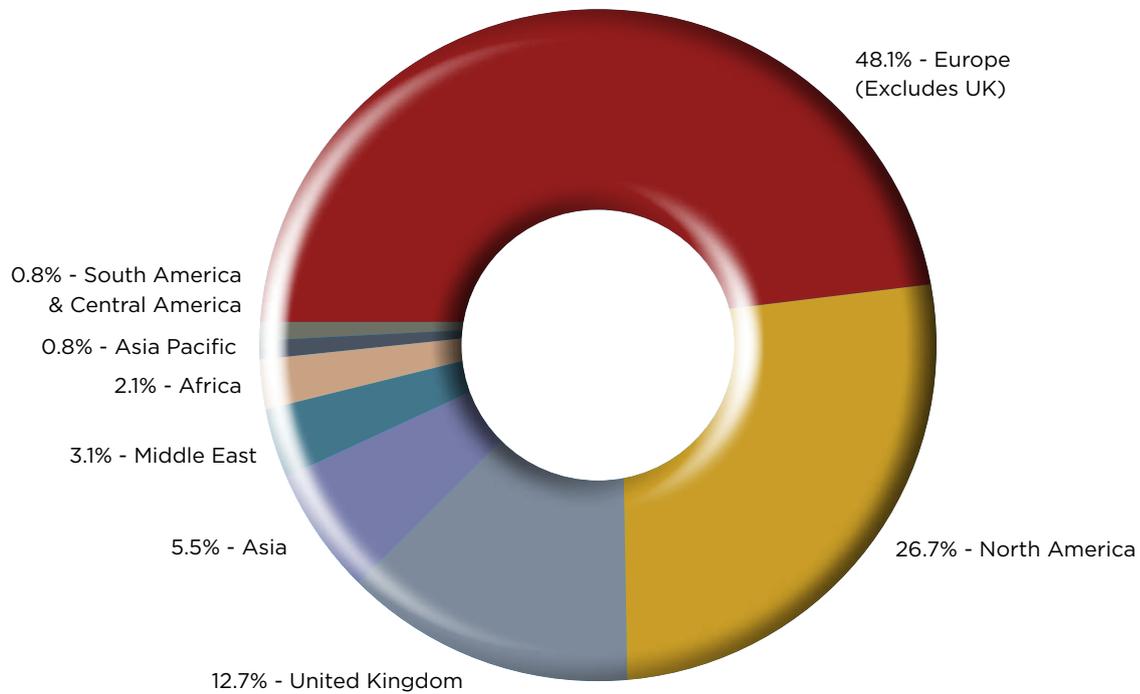
# GEOGRAPHICAL CIRCULATION



# IBE DIGITAL - GEOGRAPHICAL BREAKDOWN

Publishers Statement

Reaching your customers worldwide - the IBE digital database now extends to over 131,000 industry professionals and is deployed to serve "IBE Campaigns in a Box"- "Show Campaigns in a Box" and the "IBE Weekly News E-cast" (see pages 6-7 and 13).



## IN FIGURES:

Europe (Excludes UK)	63,230	48.1%	Africa	2,855	2.1%
North America	35,082	26.7%	Asia Pacific	1,093	.8%
United Kingdom	16,713	12.7%	South America & Central America	1,100	.8%
Asia	7,289	5.5%	<b>Total</b>	<b>131,463</b>	
Middle East	4,101	3.1%			

# MAGAZINE ADVERTISING RATES

## Advertising Rate Card

	1 issue	2 issues	4 issues
Inside front/back cover	£3780	£6805	£11025
Back Cover	£4095	£7370	£11940
Double page spread	£5040	£9070	£14695
Single page (text pages)	£3150	£5670	£9185
1/2 page	£1900	£3420	£5540
1/4 page	£975	£1755	£2840
1/3 page	£850	£1530	£2480

4 issues per year to coincide with major industry trade shows.

All advertising is printed four colour process

IBE magazine advertising is included in both the print and digital editions reaching a combined readership of over 111,500 globally.

## For more information contact

### Ben Gill - Sales

t: +44 1895 454 643  
m: +44 7972 676 057  
bgill@bpl-broadcast.com

### Lynn Neil - Sales

t: +44 208 123 5040  
m: +44 7802 766 237  
lneil@bpl-broadcast.com

## Copy Requirements

Please note that we only accept digital files. For further information contact Russ Gostelow on +44 7921 149047 or rgostelow@bpl-broadcast.com

## Ad Specification

### Double page spread

Bleed 303mm(h) x 426mm(w)  
Trim 297mm(h) x 420mm(w)  
Type area 265mm(h) x 396mm(w)



### Single page

Bleed 303mm(h) x 216mm(w)  
Trim 297mm(h) x 210mm(w)  
Type area 265mm(h) x 185mm(w)



### 1/2 page (vertical)

265mm(h) x 87mm(w)



### 1/2 page (horizontal)

128mm(h) x 185mm(w)



### 1/4 page (horizontal)

61mm(h) x 185mm(w)



### 1/3 page (horizontal)

92mm(h) x 185mm(w)



### 1/3 page (vertical)

265mm(h) x 62mm(w)



# WEBSITE ADVERTISING RATES

## Online Opportunities

### Website Advertising

WEB Rates for either Home Page, News Page or Product page.

	per month	per quarter	per year
Full Banner	£1500	£3600	£11520
Vertical Banner	£750	£1950	£7200
Square Button	£650	£1650	£6000
Mini Button Banner	£500	£1250	£4500

### Website Advertising Specifications

Full Banner	468 x 60 Pixels
Vertical Banner	120 x 240
Square Button	120 x 120 pixels
Mini Button Banner	120 x 60 pixels

Other sizes and positions available on request, including run of site.  
Formats: jpg, gif, png, Animated gif and Flash\*

\*Please request a tracking url to be embedded into the .swf file before sending us a Flash banner. This will enable BPL to track "click thrus" to the destination site.

Full banner  
468 x 60 pixels

Square button  
120 x 120 pixels

Vertical banner  
120 x 240 pixels

Mini button  
120 x 60 pixels



## For more information contact

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bgill@bpl-broadcast.com

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lneil@bpl-broadcast.com

# E-CAST ADVERTISING RATES

## Online Opportunities

### IBE Weekly News E-Cast

Sent weekly to over 92,000 subscribers.

	per month	per quarter	per year
Main Banner	£1925	£5198	£15500
Vertical Banner	£1350	£3240	£13700
Square Button	£1200	£2880	£11520
Mini Button Banner	£825	£1980	£7920

### Ecast Advertising Specifications

Main Banner	468 x 60 Pixels
Vertical Banner	120 x 240
Square Button	120 x 120 pixels
Mini Button Banner	120 x 60 pixels

### For more information contact

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The screenshot shows an e-cast interface with several callouts for advertising rates:

- Main banner 468 x 60 pixels**: Points to the top header area.
- Mini button 120 x 60 pixels**: Points to a button in the sidebar.
- Square button 120 x 120 pixels**: Points to a square button in the main content area.
- Vertical banner 120 x 240 pixels**: Points to a vertical banner on the right side.

Other visible text in the e-cast includes: "Ecast title/overview/introduction to appear here", "Dear [salutation here]", "Main article(s) appear here...", and "Subscribe to IBE magazine and IBE eNews".

# IBE CONNECTS CUSTOM E-CASTS

This is a unique and hugely popular way to send a dedicated message from your company direct to the inbox of our subscribers.

You can send your message to our entire database of over 100,000 contacts or we can tailor a bespoke selection based on your specific target requirements.

Ecasts can be sent on the day of your choice (subject to availability)  
The cost of an ecast is 45p per contact.

# ARTWORK SUPPLY

## Artwork Supply

All artwork for IBE Magazine or the IBE website should be supplied for the attention of Russ Gostelow.

**By Post to:** Russ Gostelow  
St John's Innovation Centre, Cowley Road,  
Cambridge, CB4 0WS

**By email to:** [rgostelow@bpl-broadcast.com](mailto:rgostelow@bpl-broadcast.com)

### Notes for artwork supply

1. Supplied CDs, emails and all files should be marked with:
  - Advertisement name
  - Magazine title
  - Insertion month
2. A colour proof of all advertisements should be supplied either digitally (PDF) or as a hardcopy
3. Please include a read me file containing the following -
  - Contact name & phone number of sender
  - Client name & contact

### Accepted file formats

#### For press:

- Hi-Res pass4press quality PDF.
- Adobe Indesign, including all images (must be high resolution, 300 dpi min used at 100%), screen & printer fonts.
- Photoshop, Tiff or EPS high resolution files.
- Illustrator/Freehand EPS files with embedded images & fonts (converted to paths).

#### For web:

- Formats - jpg, gif, png, Animated gif and Flash\*  
\*Please request a tracking url to be embedded into the .swf file before sending us a Flash banner. This will enable BPL to track "click thrus" to the destination site.

## FTP

Access to an FTP site can be arranged on request. Please email Russ Gostelow ([rgostelow@bpl-broadcast.com](mailto:rgostelow@bpl-broadcast.com)) and a username and password will be sent by return email.

## Repeat Instructions

These should be emailed to:

Russ Gostelow ([rgostelow@bpl-broadcast.com](mailto:rgostelow@bpl-broadcast.com)) prior to copy deadline and must contain:

1. Advertisement name & headline.
2. Last insertion date - Magazine, Month, & Page No. (if known).

## We're here to help...

**If you have any artwork questions, or would like help in designing your advertisements, please contact:**

**Russ Gostelow**

m: +44 7921 149 047

[rgostelow@bpl-broadcast.com](mailto:rgostelow@bpl-broadcast.com)

# IBE CONTENT AND SERVICES

## News stories

are written by the in-house editorial team at IBE based on industry relevance and editorial judgement. News stories are normally under 500 words and are distributed first via the website and notified to our readership via twitter. News reports are also circulated via the weekly e-cast and further aggregated by industry area for distribution via a monthly e-cast.

## Features

are articles on an interesting technology, product, project, business development or wider industry trend that may mention one or multiple vendors. A feature is normally led by a vendor but is not overtly advertorial. A feature is either 1000 words for a double page spread (including 2 pictures) or 1500 words for a three page spread (including up to 4 pictures) and can include a by-line from a vendor author. Features normally appear first in the print magazine and are later republished online. Features are often highlighted in weekly, monthly or subject based e-casts.

## Case studies

tell the story of a particular project and normally explain the problem, solution and benefit achieved by the customer. A case study can cover any aspect of the broadcast industry and will often mention multiple vendors. Each case study is approximately 750 words with 2 supporting images although larger projects can extend to 1250 words. Case studies normally appear on the web site and are highlighted in monthly subject based e-casts.

## Executive interviews

are conducted by IBE editorial team with senior executives from vendors, industry associations or related groups around a topic of interest. This could include business strategies, industry trends, partnership or any other news worthy topic. Executive interviews vary in length between 750 to 1500 depending on interviewee and subject matter. Executive interviews feature across all content areas subject to space and relevance. Where feasible, executive interviews can be conducted via video and archived on the IBE website.

## Company profiles

are detailed descriptions of a vendor within the broadcast sector. A profile will often include market focus, key products, partners, senior executives and customers. A company profile hosted on IBE website links related news, features, interviews and event participation. Company profiles are highly SEO optimised and updated on regular basis/on reasonable request.

## Advertorial

is an article created entirely by an advertiser/sponsor that runs across one page (500 words), two pages (1000 words) or three pages (1500 words) and includes as many images as space permits. Advertorial content is highlighted as such although the IBE content team can assist in its creation. Advertorial can appear on print, web or ecast based on contractual arrangement and editorial oversight.

## White papers

Whitepapers provide an understanding around a technology, concept or issue through a fact based educational article created by industry experts, academics or analysts. Although often assumed to be marketing material, a worthwhile whitepaper should primarily educate and inform and will include statistical data or substantive real world validation. Whitepapers are predominately available via the web due to space constraints and typically range from 2000 to 4000 words.

## Opinion pieces

Opinion articles are created by industry experts from across the broadcast landscape on almost any topic relevant to the IBE readership. Opinion articles can offer supporting arguments for or against a particular viewpoint or raise issue that the author feels have been overlooked or misunderstood. These articles are approximately 750 words.

### For editorial enquiries please contact:

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wgarside@bpl-broadcast.com

Monica Heck - IBE Deputy/Digital Editor

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mheck@bpl-broadcast.com



[www.ibeconnects.com](http://www.ibeconnects.com)



IBE Connects audiences across the global broadcast industry, at industry shows, in print and via digital news portals and custom e-casts. IBE Connects is the industry standard.



#### For information and advice contact

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