## 2017 – 2018 Media Planning Guide

### Issue Date | Ad Deadline | Issue Theme | Specials | B&C Salutes | Supplements | Extended Distribution
---|---|---|---|---|---|---
July 17, 2017 | Jul. 10, 2017 | DIGITAL CONTENT & BACKBONE | • Summer Programming  
• Marketing Specialists: Innovative Marketing Strategies and Solutions | • The Buyers of Syndication | Advanced Advertising: Programmatic |
July 24, 2017 | Jul. 17, 2017 | INDEPENDENT NETWORKS | • E-Sports & VR Movers  
• Next TV – OTT special | • The Strategists: Video’s Top Media Planners | Cyber Security |
Aug. 21, 2017 | Aug. 16, 2017 | EMMYS | • Emmys: Phase II (the nominations) | • Regional Sports TV All Stars | Emmy Nominations: Expected Winners |
• Next TV – VR / AR | • Dealmakers: TV’s Top Agents, Lawyers, and Managers | On-Demand Supplement |
Sept. 11, 2017 | Sep. 4, 2017 | INNOVATION | • Fall Season Preview: Broadcast, Cable & Syndication | • Personality of the Year | Data & Measurement |
Sept. 25, 2017 | Sep. 18, 2017 | ORIGINAL PROGRAMMING | • Spotlight: Game Shows  
• Outlook: Diginets / Multicasts  
• Primetime Emmys | • Broadcaster of the Year: Jordan Wertlieb | Streaming: Technology  
• Kaitz Diversity  
• News Tech Summit |
Oct. 16, 2017 | Oct. 9, 2017 | NYC TV WEEK | • Advanced Adv. – Analytics  
• Outlook: Human Resources | • Hispanic TV Summit: Lifetime Achievement | B&C Hall of Fame Supplement  
• B&C Hall of Fame, VR, Advanced Advertising, Hispanic TV, Next TV  
• SCTE Cable-Tec Expo |
• Outlook: Diginets / Multicasts | • Agency of the Year | Ad-Supported Video On Demand |
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| Nov. 6, 2017 | Oct. 30, 2017  | MOBILE, DATA & MEASUREMENT   | • Outlook: Holiday Programming  
• Top Production Companies                                                  | • B&C’s Year in Sports            | Multicasts / Diginets                       |                                    |
| Dec. 4, 2017 | Nov. 27, 2017  | LIVE TV                      | • End-of-Year Ratings Scoreboard  
• Golden Globes pre-nom                                                      | • News Director, Broadcasting, GM & Stn. Group of the Year                   | Guide to Production Companies         | Gov’t Video Expo – DC               |
• Holiday Programming                                                          | • TV’s Power 100 List             | Guide to Sports Technology & Solutions    |                                    |
| Jan. 8, 2018  | Dec. 28, 2017  | MID-SEASON PROGRAMMING       | • Programming: Global Update  
• NATPE Preview                                                                  | • Producers & Production Companies of the Year                               | Guide to Mobile Programmatic          | CES – Las Vegas                     |
| Jan. 15, 2018 | Jan. 9, 2018   | NATPE                        | • Scripted Programming  
• Next TV: OTT Update                                                            | • Tartikoff / Legacy Awards       | Definitive OTT Guide (eBook)               | NATPE – Miami                        |
| Feb. 5, 2018  | Jan. 29, 2018  | PROGRAMMATIC                 | • Unscripted Programming  
• Cyber-Security                                                                  | • Digital All-Stars               | Multicultural Networks                   | Real Screen Summit – DC             |
| Feb. 19, 2018 | Feb. 13, 2018  | OTT / VOD                    | • Black History Month  
• Next TV: On Demand                                                             | • Golden Mike Awards              | News Tech: eBook                         | Golden Mike Award – NYC             |
| Mar. 13, 2018 | Mar. 6, 2018   | PREMIUM NETWORKS             | • Wonder Women  
• Upfront Central: Newfronts                                                   | • The Top Recruiters List         | Independent Networks                     | Tech Leadership Summit - Charlotte  |
| Mar. 20, 2018 | Mar. 13, 2018  | SYNDICATION                  | • NAB: ATSC 3.0 Spotlight  
• Upfront Central: Cable                                                        | • Station News Leaders: Local Talent | Guide to Multicultural Networks         | Advanced Adv. - NYC Wonder Women – NYC |
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| Apr. 17, 2018 | April 10, 2018 | ADVERTISING SALES           | • Upfront Central: Ad Tech  
• NAB Preview                      | • Top Premium & OTT Offerings (small, medium & large)                     | Programmatic                                                                  |                                             |
| April 24, 2018 | Apr. 18, 2018  | NAB                           | • Newsroom Technology  
• Cable Tech at NAB  
• Daytime Emmys                     | • Technology Leadership Awards                                               | Guide to Ad-Supported Networks                                                  | NAB – Las Vegas Tech Leadership Awards       |
| May 1, 2018   | Apr. 24, 2018  | UPFRONTS / NEWFRONTS          | • Focus: Streaming  
• Upfront Central: Syndication       | • Next Wave of Leaders  
• Leaders of the Newfronts                                      | Newfronts: Evolution of Digital Video                                        | Daytime Emmys                                |
| May 15, 2018  | May 8, 2018    | UPFRONTS                      | • Next TV – Social  
• Advanced Adv. – Mobile                   | • Market Movers                                                              | Definitive Guide to MSOs & MVPDs                                               |                                             |
| May 22, 2018  | May 15, 2018   | DIVERSITY / MULTICULTURAL     | • Advanced Adv. – Data  
• Next TV: Social                                | • Emmy: Pre-noms                                                            | World of Apps in the TV Industry                                                        |                                             |
| June 12, 2018 | Jun. 5, 2018   | S-VOD / A-VOD                 | • Emmys – Phase I  
• Half-Year Ratings Scoreboard           | • Women in the Game  
• Next TV “Founders on the Rise” Awards             | Addressability Solutions                                                         | VID Week Digital Media Tech. Sum.             |
| June 26, 2018 | Jun. 19, 2018  | PROGRAMMATIC                  | • Advanced Adv. – Addressable  
• Next TV: VR                             | • Subscriber-Supported Video On Demand                                      | News Tech Summit - Atlanta                                                            |                                             |
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Each of these high-priority editorial topics provides overarching, skillfully charted focus on critical, ever-changing area of the television industry landscape. Typically running 8-12 pages, Issue Themes are strategically composed across myriad articles and sections, and have been acknowledged as the most relied upon source of perspective and best practices, as well as a forward-thinking lens toward this industry’s future. B&C is bar-none the most trustworthy and dedicated trade media network from which to leverage industry reach for your brand’s individual message, product showcase, and unique value.

These insightful editorial specials represent B&C’s in-depth features, business overviews, and industry outlooks. They reflect the thorough analysis and reporting that our readers have grown to rely on over our 85-year history. B&C averages two specials per issue (2–4 pages each), focusing on timely data, carefully selected topics, and critical areas of interest. Promoting your company’s brand and message directly adjacent to this trusted strategic content throughout the year will continue to amplify your unique value and benefits to the B&C audience.

The B&C Salutes series places a spotlight on industry-recognized awards, editorial acknowledgements, honorees, and industry leaders. Running approximately 4 pages each, Salutes cover individuals, companies, and teams across innovation, leadership, technology, programming, emerging talent, content, and brands across the full universe of the television, OTT, and VOD ecosystem. Your support, tailored message, and custom ad help to recognize our industry’s best, while spotlighting your own brand, leadership, and contributions to the industry.

Specifically geared and focused to support our marketers needs to reach these critical audiences, these tools are designed in a custom manner intended to benefit your marketing and sales growth. Content is reviewed by the award-winning editors of B&C to help promote your solutions and brand recognition. These supplements are built to house advertiser-supplied copy and design, in an effort to provide our marketing partners with an environment geared towards custom messaging.

Ensure that your brand and message are broadening and maximizing potential by reaching not only the core – audited – audiences of our media networks, but also extended to the attendees of every key industry event, including tradeshows, professional summits, and annual association shows.