

# MIX

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[mixonline.com](http://mixonline.com)

## APRIL 2010: SOUND FOR PICTURE

**Ad Close: February 23**

**Materials Due: February 25**

### Issue Focus: Sound For Picture

The focus in sound for picture over the past few years has centered on new opportunities, from videogame sound to webisodes to mobile apps. But the real strides, the leaps in development, have come from broadcast, with the rapid ascension of HDTV and its 5.1 and 3D audio capabilities. Now that the digital conversion has been finalized, programs and producers are looking for new ways to stand out from the competition, and sound is leading the way. From workflow solutions to multichannel acquisition, audio professionals are upping the ante in sound for picture.

### Bonus Distribution: NAB

Mix's April issue will be distributed on-site at this year's NAB show. As the largest gathering of qualified broadcast professionals in the country, NAB attracts the premier buying audience for anyone in the Sound For Picture market. Plus, [mixonline.com](http://mixonline.com) will present complete coverage and dedicated NAB-focused editorial for the entire month of April. Don't miss these crucial opportunities to get your message out in print and on the web!

## MIX NASHVILLE: MAY 25-26, 2010

*One of the most highly anticipated audio events of the year!*

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### Cover Story: NYU Steinhardt 3D Audio Lab

As part of a \$6.5 million dollar teaching facility buildout, NYU Steinhardt unveils its 3D Audio Research Lab—a truly unique room in of one of the most technologically advanced audio teaching facilities in the country.

### Feature: Audio For Sports Broadcasting

Mix examines the latest trends and technologies in this powerful and ever advancing industry.

### New Column! Sylvia Massy's Gear Stories

Celebrated producer/engineer Sylvia Massy recounts the tale of trying to



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## CLASSIFIED SALES

ship a three-ton SSL Duality console from the World Wrestling Entertainment's headquarters in Connecticut to her RadioStar Studios in Weed, CA.

## Product Roundup: Stereo & Multichannel Field Recorders

George Petersen takes a look at the latest technology in the hot location recording product market.

**New for 2010!** MixTech goes beyond the new-product hype and tells you what you need to know and where it fits in for professional engineers—straight from the desk of technical editor Kevin Becka. Delivers to 31,000 subscribers!



## Live Sound

Mix goes in-depth with an interview of the sound production team behind the innovative Broadway hit, *Fela!* Then we go All Access with Canadian indie pop duo Tegan and Sara.

## Tech

Inside analysis of:

- Josephson Engineering microphone (latest release)
- CAD microphone (latest release)
- WAVES Vocal Rider plug-in
- Presonus Studio One software

## Back Page

We chat with Paul Gallo, the Executive Director of the Professional Audio Manufacturers Alliance.

## GET LISTED FOR FREE IN THE 2009 MIX MASTER DIRECTORY!

The MMD is the audio industry's premier listing of professional services and is now live! **Get listed for free** in this essential guide!

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## More than 93,000 subscribers have opted in to the **Mix e-newsletters.**

Take advantage of this proven media via a weekly ad in **MixLine**, **MixLine Live** and **Mix Tech**, the e-newsletters from *Mix*.

## Special Opportunities from **Mix**

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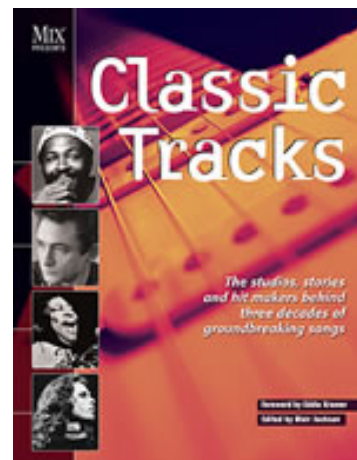
Custom E-newsletters with your messaging ads and links can go directly to *Mix* opt-in names, bypassing spam filters and other blockers. Call your sales manager for more info.

### MixGuides: From Cables to Consoles

Ever wish you had a single place to browse everything *Mix* has published on microphones? Monitors? Acoustics & studio design? Well, now you can avoid the scroll bar and endless pages of search results by visiting [MixGuides](#).

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