

21ST ANNUAL
ART DIRECTORS GUILD

Excellence in
PRODUCTION DESIGN AWARDS



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Excellence in Production Design Awards

Please join us in celebrating the

21st ANNUAL ART DIRECTORS GUILD EXCELLENCE *in* PRODUCTION DESIGN AWARDS

February 11, 2017 | Ray Dolby Ballroom at Hollywood & Highland

The Art Directors Guild (IATSE Local 800) is the official labor union for Production Designers, Art Directors, Scenic, Title, and Graphic Artists, Illustrators, and Matte Artists, Set Designers and Model Makers, and other art department professionals in the entertainment industry. These creative professionals design everything from individual spaces to entire worlds for the film, television and digital media. Virtually every brand and product shown on screen is handpicked by these creative professionals, and their choices affect millions of consumers. Forging a relationship with these key designers has proven far more effective for brands than just paying for product placement, and there's no better way to jump-start that relationship than at the ADG's biggest annual media event!

Each year, the ADG celebrates the outstanding accomplishments of its members in several categories, as well as special honors for Cinematic Imagery and Lifetime Achievement. This prestigious annual event is attended by Guild members, producers, filmmakers, talent and other industry leaders from around the world, all gathering on this one special evening to pay tribute to Excellence in Production Design.



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SPONSORSHIP opportunities

PLATINUM SPONSORSHIP | \$10,500

- Branding as a Platinum Level Sponsor of the 21st Annual ADG Excellence in Production Design Awards on event and promotional materials
- Premium positioned table of 12 guests
- Recognition as a Platinum Level Sponsor during awards dinner via on-screen displays and 'Thank You' page in the commemorative *ADG Awards Journal*
- Full-page Platinum Level Sponsor ad with priority (far forward) placement in the commemorative *ADG Awards Journal*, distributed to all attendees, presenters and nominees/honorees
- Branding as a Platinum Level Sponsor on signage at the lobby bar
- Recognition as a Platinum Level Sponsor on the 'Awards' page of the Guild's official website, ADG.org
- 4 tickets to an exclusive ADG Awards after-party or pre-party with nominees
- Company logo and Platinum Sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)

GOLD SPONSORSHIP | \$8,000

- Branding as a Gold Level Sponsor of the 21st Annual ADG Excellence in Production Design Awards on event and promotional materials
- Table of 10 guests, with preferred seating
- Recognition as a Gold Level Sponsor during awards dinner via on-screen displays and 'Thank You' page in the commemorative *ADG Awards Journal*
- Gold Level Sponsor page with priority placement (after Platinum) in the commemorative *ADG Awards Journal*
- Branding as a Gold Level Sponsor on signage at the lobby bar
- Recognition as a Gold Level Sponsor on the 'Awards' page on ADG.org
- Sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)

SILVER SPONSORSHIP | \$5,500

- Branding as a Silver Level Sponsor of the 21st Annual ADG Excellence in Production Design Awards on event and promotional materials
- Seating for 8 guests, preferred seating
- Recognition as a Silver Level Sponsor during awards dinner via on-screen displays and 'Thank You' page in the commemorative *ADG Awards Journal*
- Silver Level Sponsor page with priority placement (after Gold) in the commemorative *ADG Awards Journal*
- Branding as a Silver Level Sponsor on signage at the lobby bar
- Recognition as a Silver Level Sponsor on the 'Awards' page on ADG.org
- Sponsor recognition on media partner ads in *The Hollywood Reporter* (pre-awards) and *Variety* (post-awards)

All sponsorships must be confirmed prior to January 16, 2017 in order to be included in the ADG Awards Journal.



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TICKETS & advertising

TICKETS

ADG members: \$150 per ticket
Other IATSE members: \$200 per ticket
Non-Members: \$300 per ticket

ADG AWARDS JOURNAL

This elegant commemorative program book is distributed at the event to all attendees, presenters and honorees. This provides event sponsors and advertisers a meaningful way to congratulate award nominees and recipients, while providing a unique branding opportunity in the room.

AD RATES

Outside Back Cover **\$9,000**
Inside Front Cover **\$7,000**
Inside Back Cover **\$4,500**

PLATINUM LEVEL Full Page **\$3,500**
GOLD LEVEL Full Page **\$2,500**
SILVER LEVEL Full Page **\$1,950**
Half Page **\$1,250**

Ad pages will appear in appropriate Platinum, Gold or Silver Sponsor sections, after award sponsor ads. Half pages will appear after all full pages.
• Two-page spreads are available at double the single-page rates, less 10%.

RESERVATION DEADLINE: JANUARY 23, 2017

ARTWORK DEADLINE: JANUARY 27, 2017



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ADVERTISING

specifications

SPECIFICATIONS | AD DIMENSIONS (LIVE AREA)

Inside/Back Covers	7.5" x 10"
Full Page	7.5" x 10"
Half Page	7.5" x 4.875"



Full Page
Non-Bleed



1/2 Page Horizontal
Non-Bleed

FILE FORMATS

Only the following formats are accepted and must be Mac-readable:

- InDesign (packaged with all updated elements)
- Hi-res PDF (Acrobat PDFX/1-a preferred)
- Illustrator EPS or PDF (fonts must be converted to outlines)
- Photoshop JPEG (300 dpi)
- Ad pages will appear in appropriate Gold, Silver and Bronze sections within a border

FILE REQUIREMENTS

Digital files must be 100% magazine ad size (see dimensions above)

- Colors: All images and colors must be converted to CMYK process colors or grayscale.
- Resolution: 300 dpi for CMYK or grayscale, 1200 for line art. No spot colors or RGB.
- Fonts: All fonts used to create PDFs must be embedded or converted to outlines.
Choose bold, italic, and other styles from the font menu.
- All files, must be linked, flattened with no transparencies.
- ALL ad files MUST contain the ADVERTISER'S NAME.

FILE DELIVERY

All ad file names must contain the words 'ADG Awards Journal' and the name of the client.

Electronic Files Only (in order of preference):

» **Via IngleDodd FTP site:** Host: www.ingledoddmedia.net

Username: adart | Password: adart1

Place your ad in the adg/adg awards journal folder (fax proof to 310.207.2110)

» **Via Email** (files must be under 5MB): artwork@ingledodd.com (fax proof to 310.207.2110)

» **Via Mail CD or DVD** (include color proof): IngleDodd Media, Attn: Production Dept.

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