

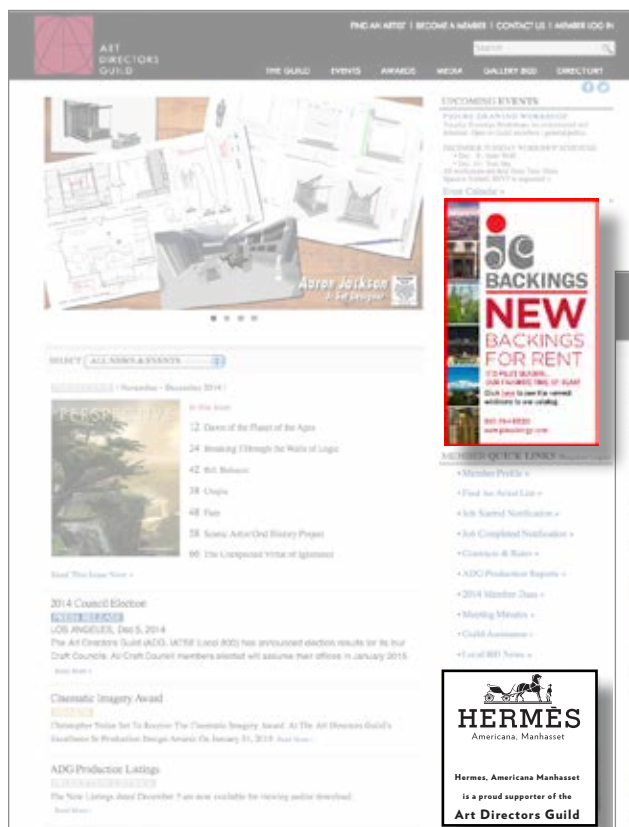
Official website of the Art Directors Guild

ADG.org is the official website of the Art Directors Guild, IATSE Local 800. Covering all facets of the Guild, including member resources, legislative efforts, Guild events and related industry news, ADG.org is a real time 'hub' for both the membership and

design community worldwide.

Digital ad messages are available on this exclusive site, and provide a powerful method of reaching and influencing this critical group of creative decision makers.

WEB ADVERTISING 2016

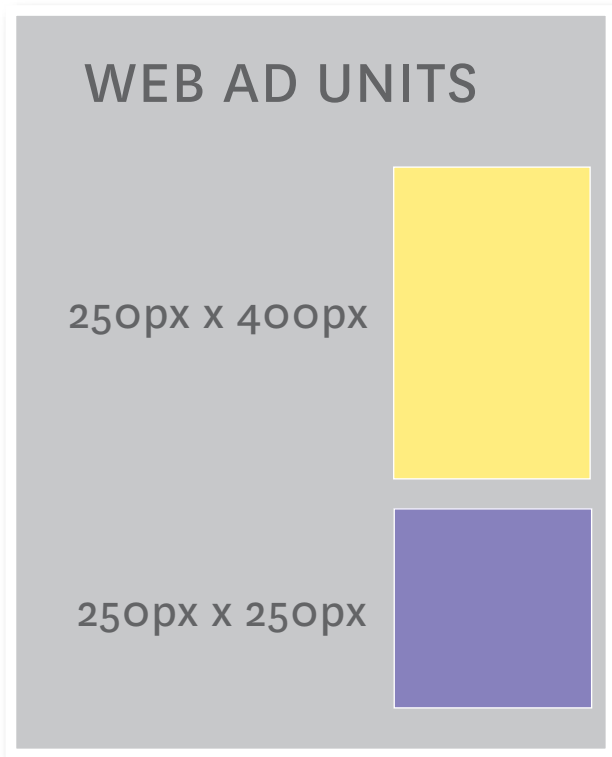


WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

HOME: The landing page for visitors of ADG.org and the portal for all other sections of the site. Updated regularly to include information relevant to their craft, Guild news and events, and other important resources.

AWARDS & MAGAZINE SECTIONS: The Awards section contains all the latest ADG press releases, announcements and schedules for the ADG Awards. The Magazine section contains all current and past electronic editions of the Guild's official member publication, *Perspective*.





WEB AD SPECIFICATIONS

- Ad image sizes: 250px x 400px, 250px x 250px
- Formats: Static JPEG, GIF or PNG images. No animation, flash or rich media.
- Ad Serving: Internal and 3rd party ad serving available. Maximum five ad images served per ad unit. No weighting rotation.
- All ad units will appear in the right column of pages with available web ad inventory.
- All creative must be approved by the ADG in advance of run date.
- Maximum one (1) creative swap permitted per month flight.

FILE DELIVERY

Via IngleDodd FTP site, email

Upload:

Host: www.ingledoddmedia.net

Login/Username: adart

Password: adart1

Place your ad in the ADG/ADG.org folder

Email: artwork@ingledodd.com



EBlasts to the ADG Membership

Reach the entire membership of the ADG with your email marketing piece!

An excellent supplement to an ongoing print or digital ad campaign, email marketing allows you to reach the entire active ADG membership via email. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the ADG membership guarantees your ad message will be delivered directly to the inbox of every single email-ready member.

MEMBER EBLASTS



- All emails are sent directly from the ADG.
- All ad messages and content must be first approved.
- Awards-related EBlasts are for Screening Calendars and Screening Invitations only. For Your Consideration messages are allowed in the organization's Print publications and Web advertising opportunities.

SPECS

- Allow 48-72 hrs. minimum for approval/delivery of EBlast.
- Format guidelines for EBlasts:
 - Jpegs (ideal format).
 - Word documents or Simple text.
 - HTML (with minimum graphic images or titles).
 - PDF can also be called up via an embedded link in body of a text email (the PDF is uploaded to/served from the above organization's server).

