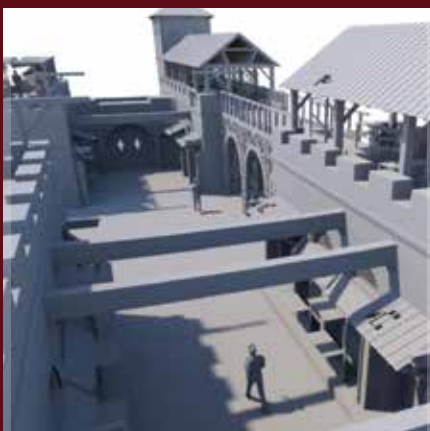
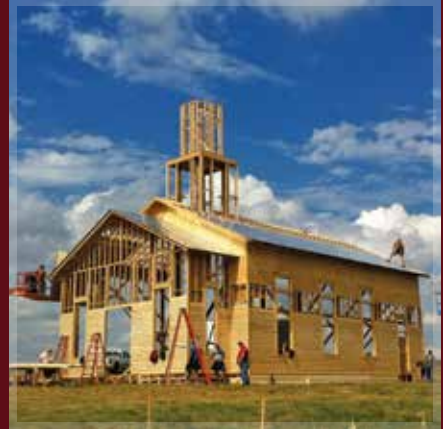
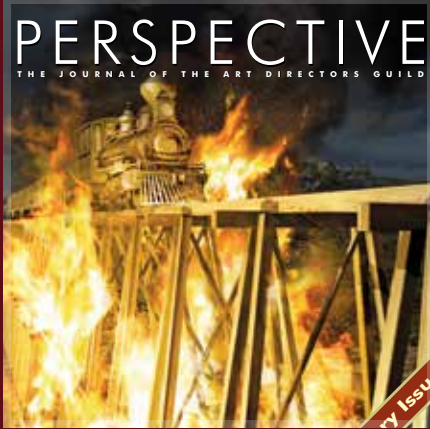


ART DIRECTORS GUILD

The Art Directors Guild (ADG), IATSE Local 800, is the official labor union for Art Directors, Production Designers, Graphic Artists, Illustrators, Matte Artists, Model Makers, Scenic Artists, Digital Artists, Set Designers and Title Artists in the film and television industry.



PRINT

DIGITAL

EVENTS

**ADDITIONAL
MARKETING**





CIRCULATION: 2,700

EDITOR: Michael Baugh

PUBLISHER: IngleDodd Media

FOUNDED: 2005

FREQUENCY: Bimonthly

PROFESSIONAL ASSOCIATION:

Art Directors Guild

READERSHIP: All members of the ADG, including Art Directors, Assistant Art Directors, Production Designers, Scenic Artists, Set Designers, Graphic Designers, Graphic Artists, Title Artists, Model Makers, CGI Artists, Illustrators, Matte Artists, Courtroom Artists and Electronic Graphic Operators on a wide range of platforms in the film, television, theater and themed-entertainment industries.

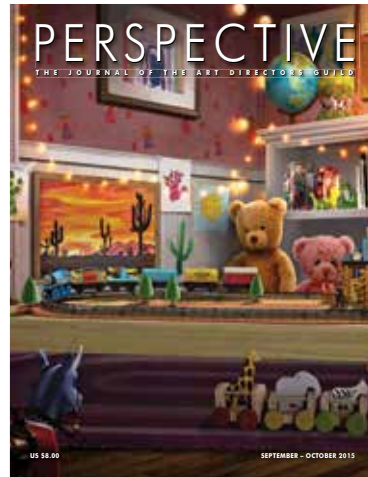
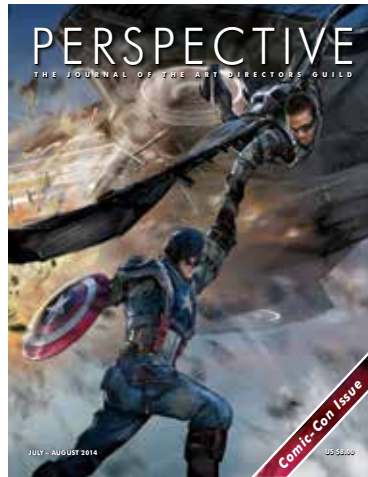
Perspective is the official bimonthly publication of the Art Directors Guild (ADG). This exclusive membership is comprised of the visual artists who create and develop the overall look, atmosphere and emotion that move the story. These artists make and influence a myriad of product and service choices for film and television production. In turn, their choices have an influence on consumer spending worldwide.

Perspective is a member-only publication and is not for the general public. Editorial is written specifically for these Guild members in the professional filmmaking community. It is the leading voice for Art Directors of all media types and professional levels. From the top Production Designers in the business to the most respected Graphic Designers, this is the flagship publication of the one organization all serious Art Directors aspire to be part of.

Perspective offers you the only guaranteed way to get your ad message in front of these exclusive Guild members. 2,000 copies are printed and mailed to every single member of the ADG, every issue. An additional 500 copies are printed and distributed to a select list of other industry professionals, film festivals and relevant trade shows. No one else has the mailing list or pre-qualified interest of this hard-to-target group. And since it is published bimonthly, each ad message has a full two-month window to be seen repeatedly by these key decision makers.



SCHEDULE 2016/17

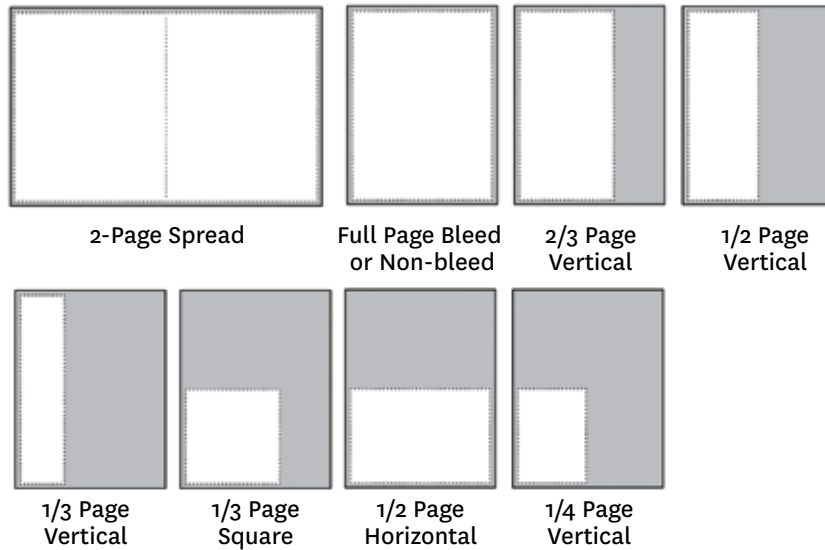


	Space Reservation	Art Deadline	Mailing Date
Nov/Dec 2016	Oct 7	Oct 14	Nov 3
Jan/Feb 2017	Nov 21	Nov 28	Dec 9
Mar/Apr 2017	Jan 9	Jan 11	Jan 20
May/June 2017	Apr 7	Apr 14	Apr 28
July/Aug 2017	May 19	May 26	June 9
Sept/Oct 2017	July 21	July 28	Aug 11
Nov/Dec 2017	Oct 6	Oct 13	Oct 27
Jan/Feb 2018	Nov 22	Dec 1	Dec 15

- Perspective is published bimonthly
- Premium Positions are available on a first-come, first-served basis
- Mailing dates are subject to slight variations



AD SIZES AVAILABLE



AD DIMENSIONS

2-Page Spread	Non-bleed: 16.75”w x 9.625”h	Bleed: 18”w x 11.125”h
Full Page	Non-bleed: 7.625”w x 9.625”h	Bleed: 9.125”w x 11.125”h
2/3 Page Vertical	Non-bleed: 5”w x 9.625”h	
1/2 Page Horizontal	Non-bleed: 7.625”w x 4.675”h	Bleed: 9.125”w x 5.675”h
1/2 Page Vertical	Non-bleed: 3.675”w x 9.625”h	
1/3 Page Vertical	Non-bleed: 2.375”w x 9.625”h	
1/3 Page Square	Non-bleed: 5”w x 4.675”h	
1/4 Page Vertical	Non-bleed: 3.675”w x 4.675”h	

Any ad that does not meet the requirements and sizes of this spec sheet will have to be altered to fit our specifications. We do not assume responsibility for such alterations.

MAGAZINE TRIM: 8.875”w x 10.875”h. Bleed: add 1/8” all around. Keep vital images at least 1/4” from trim. 2-page spread keep text 1/4” away from gutter on both sides.

FILE FORMATS: Only the following formats are accepted and must be Mac-readable:
 InDesign, Hi-res PDF (Acrobat PDFx/1-a preferred), Illustrator EPS (fonts must be converted to outlines) and Photoshop JPEG (300 dpi)

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. DO NOT use truetype fonts
- All files, must be linked, flattened with no transparencies
- ALL ad files MUST contain the ADVERTISER’S NAME

FILE DELIVERY: Electronic Files Only (in order of preference):

- » **Via IngleDodd FTP server:** Host: www.ingledoddmedia.net Username: adart | Password: adart
 Place your ad in the ADG/perspective 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.
 11661 San Vicente Blvd., Suite 709 | Los Angeles, CA 90049

