

Official website of the Cinema Audio Society

CinemaAudioSociety.org is the official website of the CAS. It includes the Sound Mixers, Production Mixers, Re-recording Mixers, Sound Editors and Sound Engineers for film and television.

WEB ADVERTISING 2016



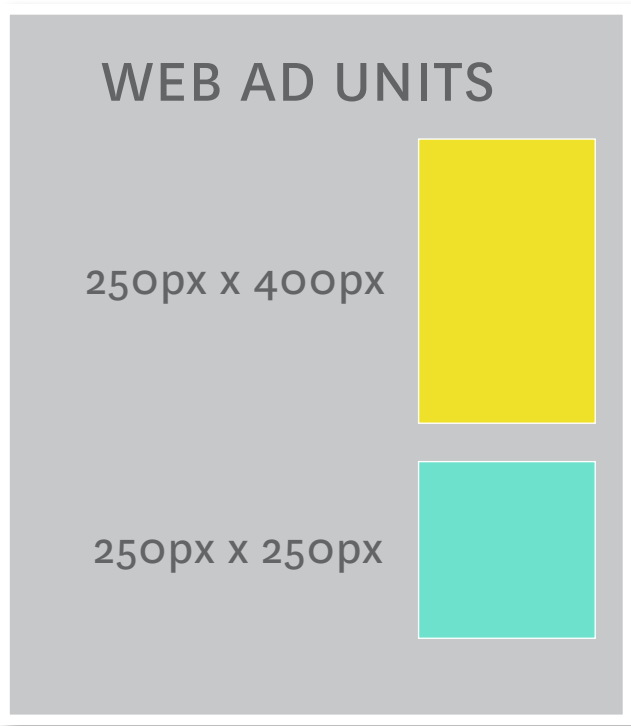
WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

EVENTS: The Events section contains all upcoming and past CAS-sponsored event information, including editorial and photo coverage.

AWARDS: The upcoming and latest Awards Shows contains nominees and winners in all the categories and event photos.

MAGAZINE: Contains PDF versions of each issue of the CAS member publication *CAS Quarterly*, including the current issue.





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.
- 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 CAS/CinemaAudioSociety.org folder

Email: artwork@ingledodd.com



EBlasts to the CAS Membership

Reach the entire membership of the CAS 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 CAS membership via email. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the CAS 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 CAS.
- 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).

