

CDG PUBLICATION INSERTS

The Costume Designer & CDG Directory of Members

INSERT MARKETING

Publication Inserts allow advertisers to use the official member publications of the CDG to carry and deliver their promotional materials to the membership. This method can have more impact than a regular direct mailing, as it benefits by arriving in a vehicle that has the pre-qualified interest of this exclusive membership, and is more likely to be noticed.

BASIC INSERT TYPES



BLOWN-IN | A pre-printed, single card or flyer loosely inserted between the pages of the issue.

STITCHED-IN OR BOUND-IN | Attached in the binding of the publication (either by staple or glue), this can be a card, single-page or multi-page gatefold advertisement.

DVD OR BOOKLET | Items that cannot be Blown-in or Stitched-in/Bound-in must accompany the publication via a polybag or plastic wrap around the publication.

ART PRODUCTION

If you do not have a pre-printed Insert piece, we can provide production and printing services for you. All artwork production and printing is quoted on a case-by-case basis. Please contact us to discuss your needs.

PUBLICATION INSERT RATES | are assessed pre-project, based on the following three factors.

- A flat access fee equivalent to the 1x Back Cover rate of the publication.
- The cost for physically inserting the promotional piece.
- Any additional postage costs created by including the piece.

Please contact our office to discuss your Insert needs and obtain a specific quote.

