

Official website of the Costume Designers Guild, Local 892

CostumeDesignersGuild.com is the official website of the CDG, the Costume Designers, Assistant Costume Designers, Commercial Costume Designers/Stylists and Illustrators in television, film and digital media.

WEB ADVERTISING 2016

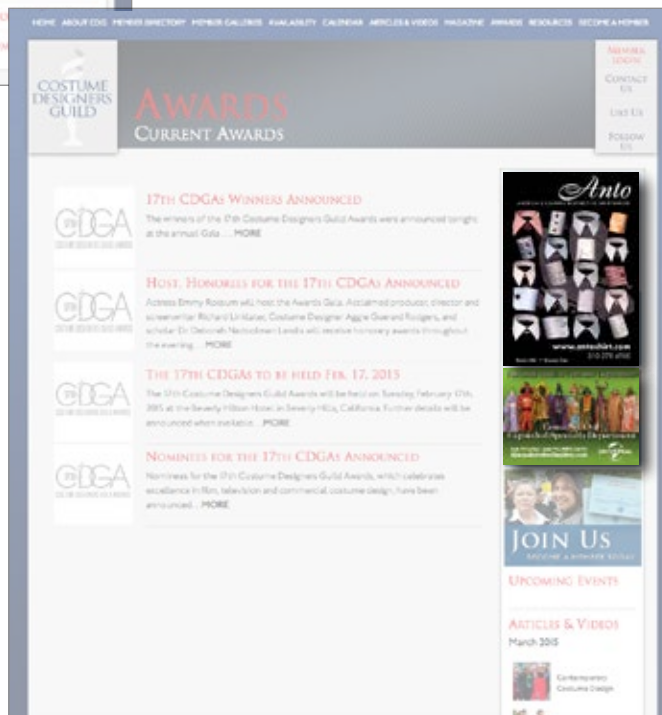


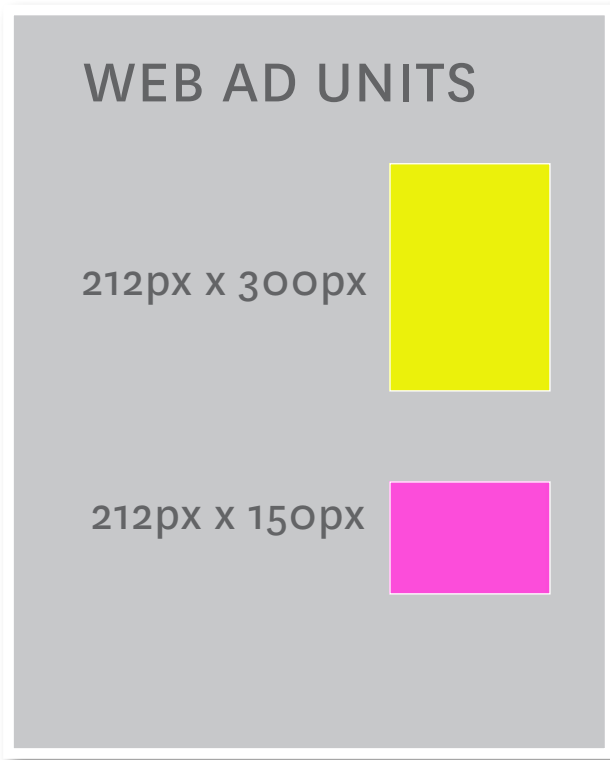
WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

HOME: The Home page is the main portal to the CDG website, displaying the menu for the entire site, while highlighting current news and events.

AWARDS: The Awards section contains all upcoming and past CDG-sponsored awards event information, including nominees, winners and photo coverage.

CALENDAR: Latest schedule containing items related to Costume Designers Guild upcoming events.





WEB AD SPECIFICATIONS

- Ad image sizes: 212px x 300px, 212px x 150px
- Formats: Static JPEG, GIF or PNG images. No animation, flash or rich media.
- Ad Serving: Internal only. 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 CDG 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 CDG/costumedesignersguild.com folder

Email: artwork@ingledodd.com



EBlasts to the CDG Membership

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

