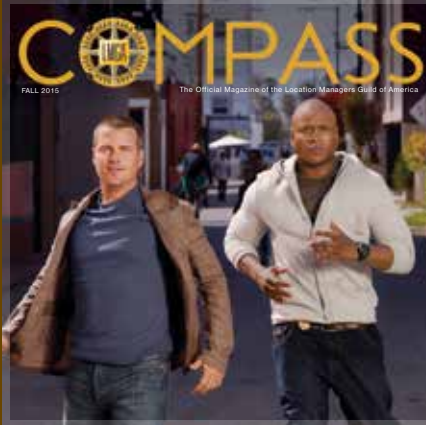


LOCATION MANAGERS GUILD INTERNATIONAL

The Location Managers Guild International (LMGI) is the largest single group of Location Managers and Location Scouts in motion picture, television, commercial and print production industries.



PRINT

DIGITAL

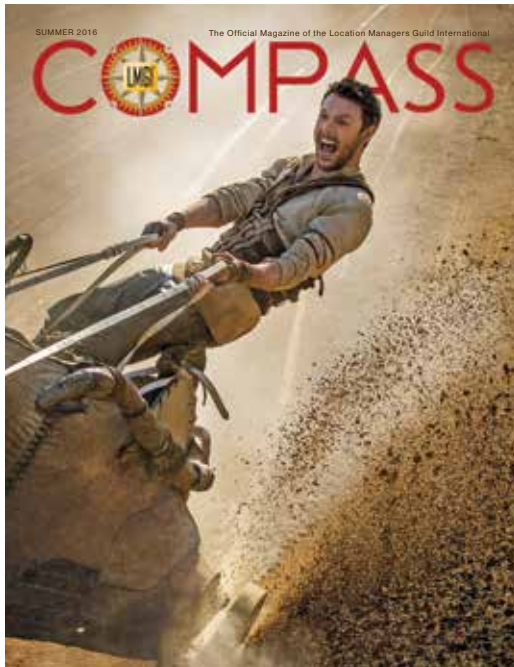
EVENTS

ADDITIONAL
MARKETING



The Official Quarterly Magazine of the Location Managers Guild International

PROFILE
2016



CIRCULATION: 1,075

EDITORS: Lori Balton,
Ken Haber, Stevie Nelson

PUBLISHER: IngleDodd Media

INAUGURAL ISSUE: 2013

FREQUENCY: Quarterly

PROFESSIONAL ASSOCIATION:

Location Managers Guild International

READERSHIP: Location Managers and
Location Scouts in the motion picture,
television, commercial and print
production industries.

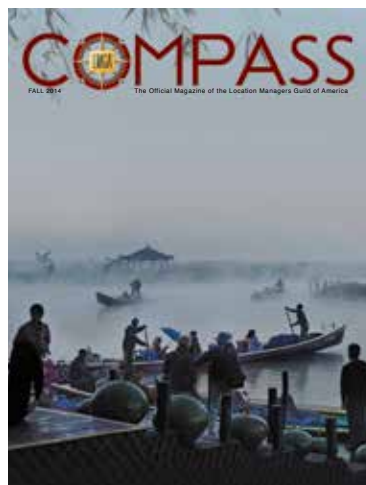
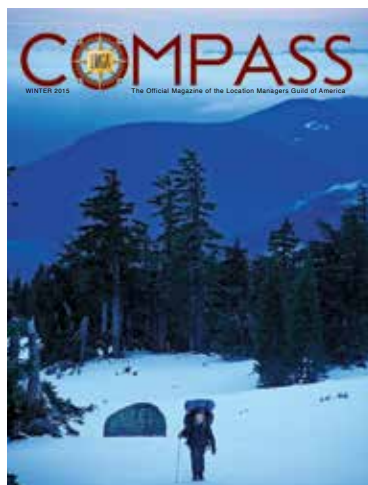
LMGI Compass is the official member-only publication of the Location Managers Guild International (LMGI). Location Managers and Scouts are vital members of the production team for film, television, commercials, music videos and print advertising. The primary job of these professionals is to find the settings that best represent the visual concept of the Producer, Director and Production Designer. These key location professionals make crucial decisions that bring productions to specific locations, benefiting the cities, towns and specific venues chosen with added revenues, jobs, publicity and residual acclaim.

LMGI Compass is published quarterly, with copies distributed via controlled circulation directly to every single member of this exclusive organization. No one else has the mailing list or pre-qualified interest of these key professionals. This is the only publication you can advertise in that guarantees your ad message will be seen by these hard-to-target decision makers.

LMGI Compass offers you direct access to these Guild members and the production professionals you need to impress the most. Whether you have products and services directly related to filming locations and film scouting, or you are attempting to influence this voting peer group for the Location Managers Guild International Awards, **LMGI Compass** is the smartest and most targeted ad buy you can make.



The Official Quarterly Magazine of the Location Managers Guild International



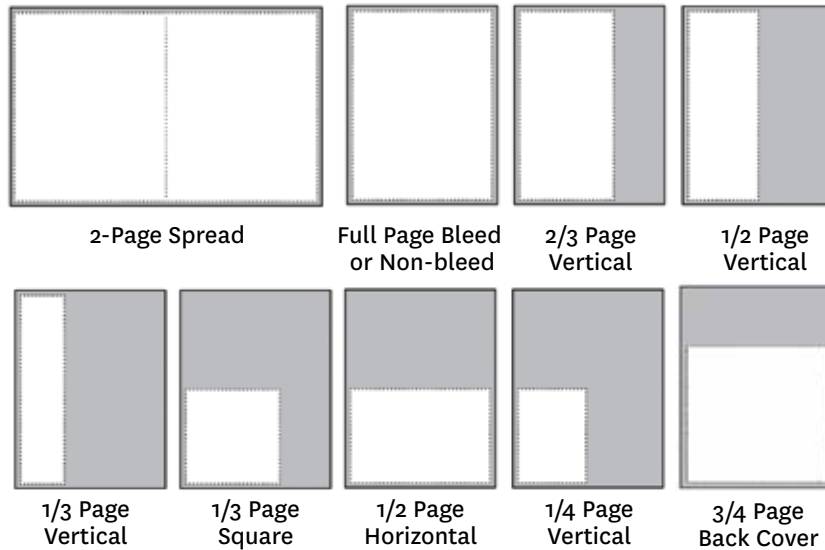
SCHEDULE 2016/17

	Space Reservation	Art Deadline	Mailing Date
Fall 2016	Oct 7	Oct 14	Oct 25
Winter 2017	Dec 9	Dec 16	Dec 23
Spring 2017	Mar 24	Mar 31	Apr 14
Summer 2017	June 30	July 7	July 20
Fall 2017	Oct 6	Oct 13	Oct 25
Winter 2018	Dec 8	Dec 15	Dec 28

- *LMGI Compass* is published quarterly
- 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: 15.75”w x 9.875”h	Bleed: 17”w x 11.125”h
Full Page	Non-bleed: 7.25”w x 9.875”h	Bleed: 8.625”w x 11.125”h
2/3 Page Vertical	Non-bleed: 4.875”w x 9.875”h	
1/2 Page Horizontal	Non-bleed: 7.25”w x 4.875”h	Bleed: 8.625”w x 5.625”h
1/2 Page Vertical	Non-bleed: 3.50”w x 9.875”h	
1/3 Page Vertical	Non-bleed: 2.25”w x 9.875”h	
1/3 Page Square	Non-bleed: 4.875”w x 4.875”h	
1/4 Page Vertical	Non-bleed: 3.50”w x 4.875”h	
3/4 Page Back Cover	Non-bleed: 7.875”w x 7.50”h	Bleed: 8.625”w x 8”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: 8.375”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 1/8” 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: adart1

Place your ad in the LMGI/compass folder (fax proof to 310.207.2110)

» **Via Email** (files must be under 5MB): artwork@ingledodd.com (fax proof to 310.207.2110)

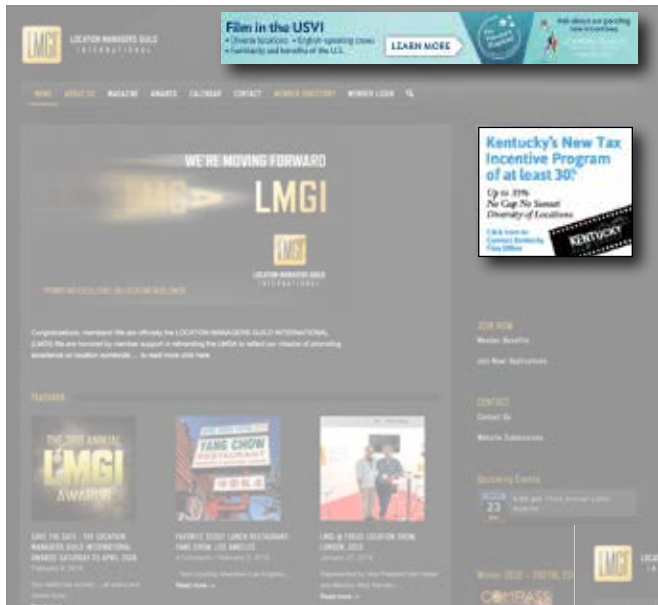
» **Via Mail CD or DVD** (include color proof): IngleDodd Media, Attn: Production Dept.

11661 San Vicente Blvd., Suite 709 | Los Angeles, CA 90049



Official website of the Location Managers Guild International

LocationManagers.org is the official website of the LMGI, used to reach out to the LMGI membership and to other location and production service influencers.



WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

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

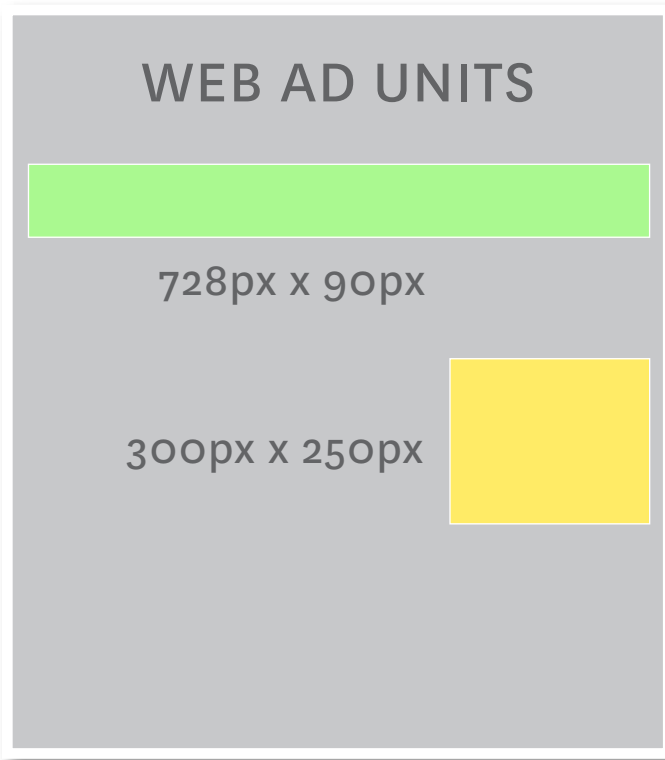
CALENDAR: The calendar section contains all upcoming LMGI-sponsored event information.

AWARDS: Awards contains the nominees and winners for the LMGI Awards Shows.

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

WEB ADVERTISING





WEB AD SPECIFICATIONS

- Ad image sizes: 728px x 90px, 300px x 250px
- On pages with available ad inventory, 300px x 250px ad units will appear in the right column, 728px x 90px ad units will appear at the top.
- 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 creative must be approved by the LMGI 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 LMGI/locationmanagers.org folder

Email: artwork@ingledodd.com



EBlasts to the LMGI Membership

Reach the entire membership of the LMGI 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 LMGI membership via email. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the LMGI 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 LMGI.
- All ad messages and content must be first approved by the LMGI.
- 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).



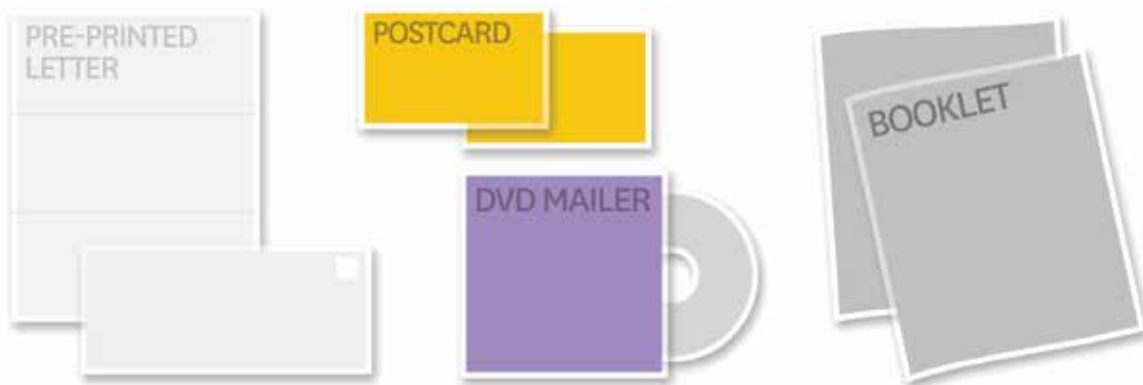
LMGI DIRECT MAIL MARKETING

Mailings to the LMGI Membership

DIRECT MAIL MARKETING

The Direct Mail Marketing Program allows advertisers the ability to reach the entire active membership with your promotional mailer. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the membership is the only guaranteed way to have your Direct Mail piece delivered to the homes or offices of every single LMGI member.

BASIC DIRECT MAIL TYPES



PRE-PRINTED LETTER/FLYER | Your pre-printed message enclosed and mailed in a #10 Envelope.

4 X 6 POSTCARD | Your message printed as a 4" x 6" Business Reply Postcard.

DVD MAILER | Your information or demo formatted as a DVD mailer.

BOOKLET OR CATALOG | Your information in a multi-page format.

RATES

Direct Mail prices are calculated using the following three elements:

- 1) Access Fee
 - 2) Handling Fee: For address labeling and any special printing/packaging/processing fees
 - 3) Postage: Based on current USPS rates
- All Direct Mail is sent through a third-party mailing house. Member addresses are not released to the advertiser. Prices are quoted on a case-by-case basis and will vary based on the physical properties (weight and shape) of the piece.
 - All ad messages and content must be first approved by the Guild.
 - 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.



LMGI PUBLICATION INSERTS

LMGI Compass & LMGI Membership Directory

INSERT MARKETING

Publication Inserts allow advertisers to use the official member publications of the LMGI 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.



LMGI ANNUAL PARTNERSHIPS

Corporate Partner Opportunities with the LMGI

BECOME AN ANNUAL CORPORATE PARTNER OF THE LOCATION MANAGERS GUILD INTERNATIONAL: Corporate Partners enjoy the greatest level of visibility and the deepest association with the LMGI and its membership. A customized annual Corporate Partnership typically includes a mix of LMGI print, digital and event properties, while providing top tier branding and advertising opportunities throughout the year with the LMGI membership.

Revenue from our LMGI Corporate Partners provides critical support and fundraising for the organization's overall efforts. This allows LMGI to provide benefits to members via LMGI screenings, educational workshops, awards shows, publications and website, while increasing its industry profile and influence.

LMGI CORPORATE PARTNERSHIPS CAN INCLUDE COMBINATIONS OF SPONSORSHIP, BRANDING AND ADVERTISING OF THE FOLLOWING:

PRINT:

- LMGI Compass*
- LMGI Membership Directory*
- LMGI Awards Tribute Book*

DIGITAL:

- www.locationsmanager.org banner ads
- LMGI Compass* digital/tablet version
- Eblast to LMGI membership

EVENTS:

- LMGI Awards Show
- LMGI Member Events & Screenings

ADDITIONAL MARKETING:

- Direct Mail to LMGI membership
- Inserts in *LMGI Compass* or *LMGI Membership Directory*

Please contact us to discuss your objectives for a customized partnership proposal.

ANNUAL PARTNERSHIPS

