

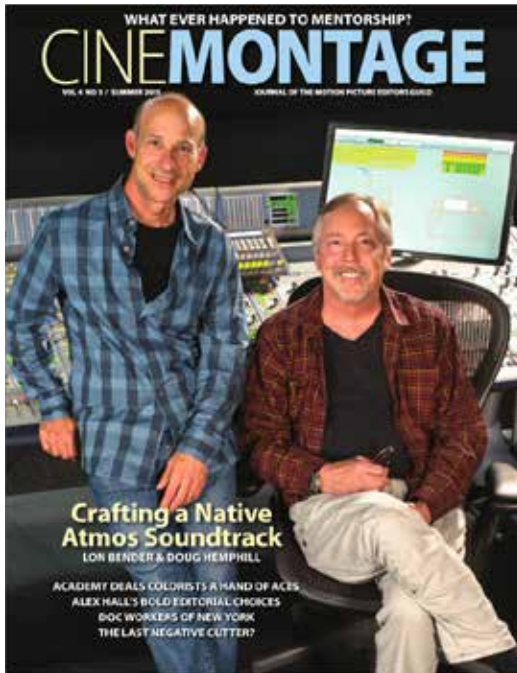
# MOTION PICTURE EDITORS GUILD

*The Motion Picture Editors Guild (IATSE Local 700) is a national labor organization representing numerous post-production professionals in feature films, television, video and commercials. Crafts include film editors, music editors, sound editors, re-recording mixers, recordists, engineers, and others on the film and sound editing and re-recording team.*



IngleDodd Media | 310.207.4410 | [mpeg@ingledodd.com](mailto:mpeg@ingledodd.com)

MOTION PICTURE EDITORS GUILD



**CIRCULATION:** 7,500

**EDITOR:** Tomm Carroll

**PUBLISHER:** IATSE Local 700

**FOUNDED:** 2000

**FREQUENCY:** Quarterly

**PROFESSIONAL ASSOCIATION:**

Motion Picture Editors Guild,  
IATSE Local 700

**READERSHIP:** All members of MPEG, the national Guild for post-production professionals working in feature films, television, video and commercials. Members include film editors, music editors, sound editors, re-recording mixers, scoring mixers, recordists, Foley artists, engineers, video post sweeteners and colorists.

**CineMontage** is the official publication of the Motion Picture Editors Guild (MPEG), a national labor Guild representing over 7,500 freelance and staff post-production professionals.

**CineMontage** is published quarterly, with 7,500 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 decision makers. This is the only publication you can advertise in that guarantees your ad message will be seen by these hard-to-target post-production professionals.

**CineMontage** is the most targeted ad buy you can make to reach the thousands of decision makers who work in the post-production industry. Make a direct hit to Emmy Awards and Academy Awards voters in the film and sound technical categories.



The Official Quarterly Journal of IATSE Local 700

SCHEDULE 2016/17

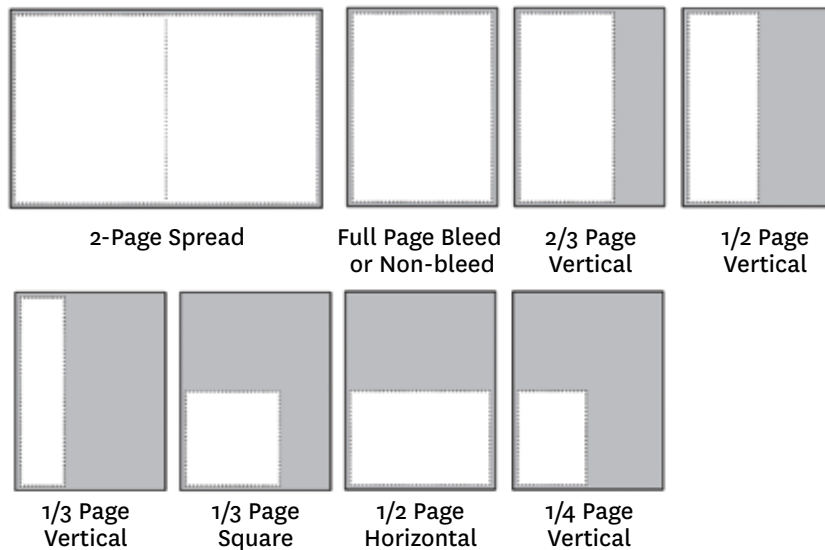


	Space Reservation	Art Deadline	Mailing Date
Fall 2016	Nov 11	Nov 18	Nov 28
Winter 2017	Jan 26	Feb 2	Feb 9
Spring 2017	May 12	May 19	May 30
Summer 2017	July 19	July 21	July 28
Fall 2017	Nov 10	Nov 17	Nov 30

- CineMontage 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

<b>2-Page Spread</b>	<b>Non-bleed: 16" w x 9.5" h</b>	<b>Bleed: 17.25" w x 11.125" h</b>
<b>Full Page</b>	<b>Non-bleed: 7.3125" w x 9.5" h</b>	<b>Bleed: 8.75" w x 11.125" h</b>
<b>2/3 Page Vertical</b>	<b>Non-bleed: 4.8" w x 9.5" h</b>	
<b>1/2 Page Horizontal</b>	<b>Non-bleed: 7.3125" w x 4.625" h</b>	
<b>1/2 Page Vertical</b>	<b>Non-bleed: 3.50" w x 9.5" h</b>	
<b>1/3 Page Vertical</b>	<b>Non-bleed: 2.375" w x 9.5" h</b>	
<b>1/3 Page Square</b>	<b>Non-bleed: 4.8" w x 4.625" h</b>	
<b>1/4 Page Vertical</b>	<b>Non-bleed: 3.50" w x 4.625" h</b>	

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:** 8.5" 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: adart1

Place your ad in the MPEG/mpeg\_quarterly 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.

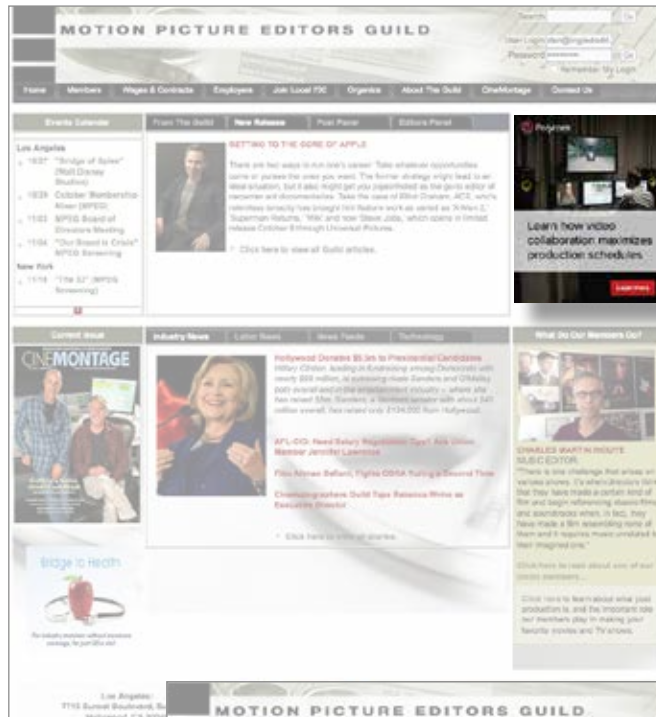
11661 San Vicente Blvd., Suite 709 | Los Angeles, CA 90049





Official website of IATSE Local 700

**EditorsGuild.com** is the official website of the Motion Picture Editors Guild, IATSE Local 700. Covering current Guild business including member events and resources, exclusive editorial, *CineMontage* archives, and related union and industry news, the website is a focal point for the film editing community worldwide.



**WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:**

**HOME PAGE:** Gain visibility from both MPEG members, and thousands of post-production professionals visiting the site from around the world.

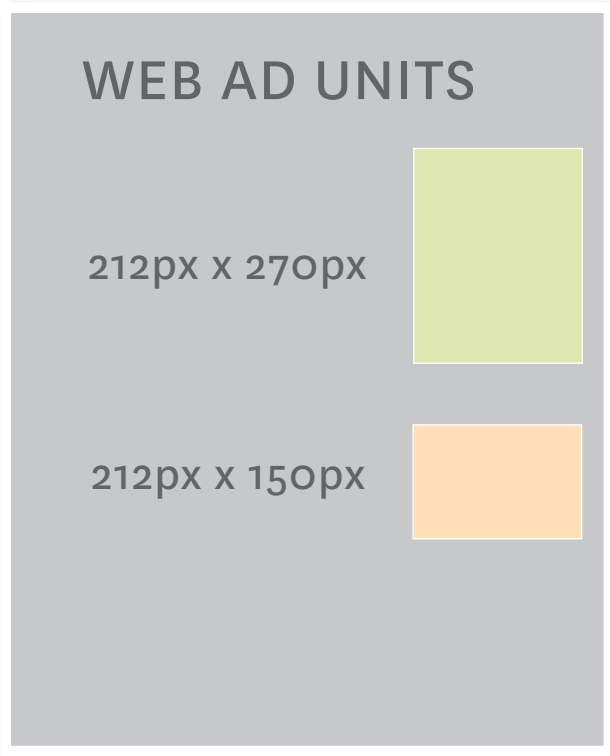
**MEMBERS:** The Members section contains all upcoming MPEG-sponsored event information, including editorial and photo coverage.

**MAGAZINE:** The Magazine section contains the current digital issue of *CineMontage* and all past issues in digital format.



WEB ADVERTISING





**WEB AD SPECIFICATIONS**

- Ad image sizes: 212px x 270px, 212px x 150px
- Both ad sizes share rotation within the same defined ad space.
- 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 MPEG in advance of run date.
- Maximum one (1) creative swap permitted per month flight.

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**FILE DELIVERY**

Via IngleDodd FTP site, email

**Upload:**

**Host:** www.ingledoddmedia.net

**Login/Username:** adart

**Password:** adart1

Place your ad in the MPEG/editorsguild.com folder

**Email:** artwork@ingledodd.com



## *EBlasts to the MPEG Membership*

Reach the entire membership of the MPEG 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 MPEG membership via email. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the MPEG 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 MPEG.
- All ad messages and content must be first approved.
- Awards-related EBlasts are for Screening Notices and Invitations only. For Your Consideration messages are allowed in the organization's Print publications and Web advertising opportunities.
- Non-awards-related EBlasts are limited to one per quarter, per advertiser.

### 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).

EMAIL MARKETING

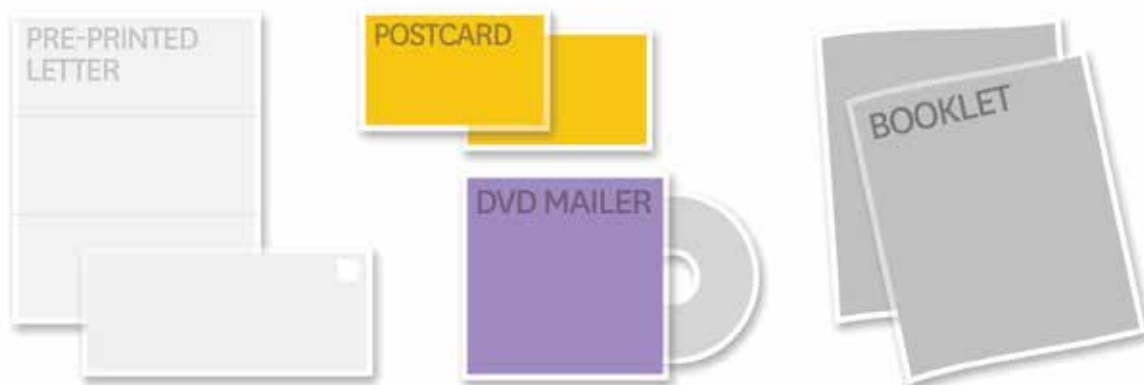


# MPEG DIRECT MAIL MARKETING

## *Mailings to the MPEG Membership*

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 MPEG 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 mailings are for DVD Screeners and Screening Invitations only. For Your Consideration messages are allowed in the organization's Print publications and Web advertising opportunities.
  - Non-awards-related Direct Mailings are limited to one per quarter, per advertiser.

DIRECT MAIL MARKETING





# MPEG PUBLICATION INSERTS

*CineMontage*

INSERT MARKETING

Publication Inserts allow advertisers to use the official member publication of the MPEG (*CineMontage*) 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.

