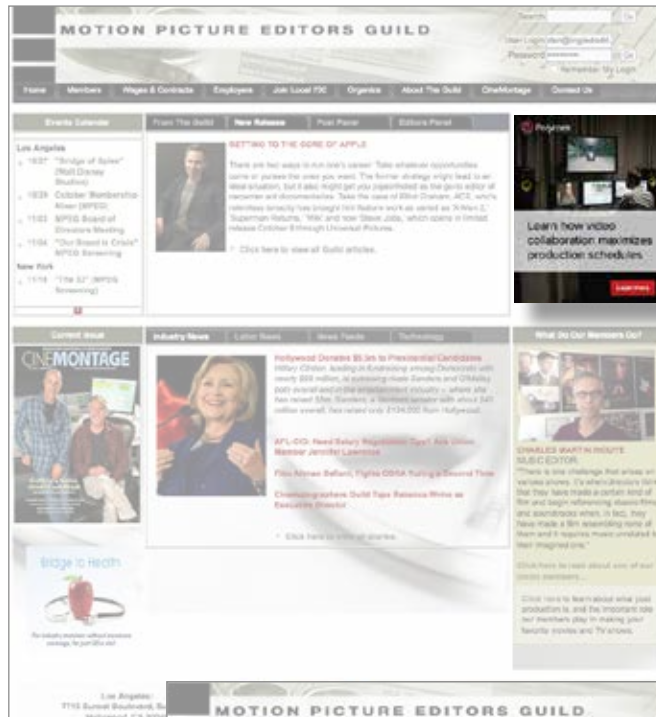


Official website of IATSE Local 700

**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 2016





## 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](http://www.ingledoddmedia.net)

**Login/Username:** adart

**Password:** adart1

Place your ad in the MPEG/editorsguild.com folder

**Email:** [artwork@ingledodd.com](mailto: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

