

2017



2017 AWARDS

MAKE-UP ARTISTS
& HAIR STYLISTS
GUILD AWARDS SHOW

Celebrating Artistic Excellence

2017 MAKE-UP ARTISTS & HAIR STYLISTS GUILD AWARDS SHOW

February 19, 2017 | The NOVO DTLA | Los Angeles, California

The Make-Up Artists & Hair Stylists Guild (IATSE Local 706) is the official labor union for make-up artists and hair stylists in film, television, stage and digital media. These artistic professionals have created the iconic looks for Hollywood's most memorable characters and stars, and have influenced major trends in the consumer industry. The Guild will honor the work of make-up artists and hair stylists at this prestigious black tie event.

"The Artisan" Award will be given in more than 15 different categories, including one Lifetime Achievement Award in each discipline and this year, we are honoring **Ryan Murphy**, creator of *Nip/Tuck*, *Glee*, *American Horror Story* and *The People v. O.J. Simpson* as our distinguished creative partner.

With the glamour and style of a Hollywood movie premiere, the MUAHS Guild Awards attracts celebrity talent, filmmakers, producers, other make-up and hair industry professionals and Guild members. **Last year, the event clocked over 41 million media impressions** in online news and social media alone. This year will certainly soar above that. We invite you to have a supporting and branding presence at this high-profile Hollywood event!



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TICKETS & advertising

TICKETS

Guild member rate: \$125 per ticket (limit two)

Non-Guild member rate: \$250 per ticket (no limit)

AWARDS TRIBUTE BOOK

Distributed at the event to all attendees, presenters and honorees, this beautiful commemorative program book provides event sponsors and advertisers a meaningful way to congratulate award nominees and recipients, while providing a unique branding opportunity in the room.

CONGRATULATORY AD RATES

GOLD LEVEL Full Page **\$5,000**

SILVER LEVEL Full Page **\$3,750**

BRONZE LEVEL Full Page **\$2,950**

Half Page **\$1,750**

Quarter Page **\$ 950**

- Congratulatory ads will appear after all event sponsor ads
- Half and Quarter pages will appear after all Full pages
- All advertisers may participate in the awards gift bags, to be distributed to all attendees

RESERVATION DEADLINE

January 27, 2017

ARTWORK DEADLINE

February 3, 2017



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ARTWORK
specifications

SPECIFICATIONS | AD DIMENSIONS (LIVE AREA)

Inside/Back Covers	7.25" x 9.75"
Full Page	7.25" x 9.75"
Half Page	7.25" x 4.75"
Quarter Page	3.50" x 4.75"



Full Page
Non-Bleed



1/2 Page Horizontal
Non-Bleed



1/4 Page
Non-Bleed

FILE FORMATS

Only the following formats are accepted and must be Mac-readable:

- InDesign (packaged with all updated elements)
- Hi-res PDF (Acrobat PDFX/1-a preferred)
- Illustrator EPS or PDF (fonts must be converted to outlines)
- Photoshop JPEG (300 dpi)
- Ad pages will appear in appropriate Gold, Silver and Bronze sections within a border

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.
- 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 site:** Host: www.ingledoddmedia.net Username: adart | Password: adart1

Place your ad in the MUAHS/muahs_awards 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.

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