

Official website of the Make-Up Artists & Hair Stylists Guild

Local706.org is the official website of the Make-Up Artists & Hair Stylists Guild, the working professionals in film, television, commercials, theater, live performance, videotape and digital media.

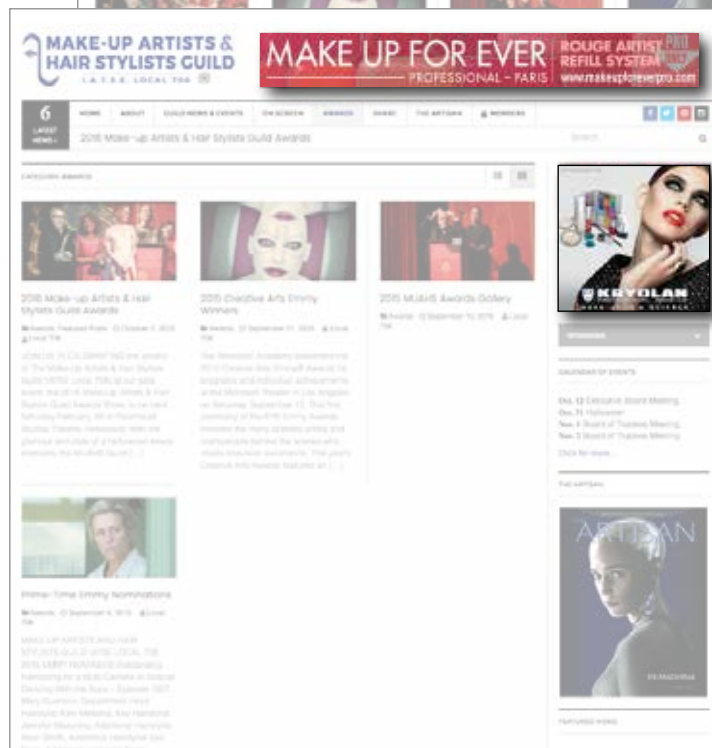
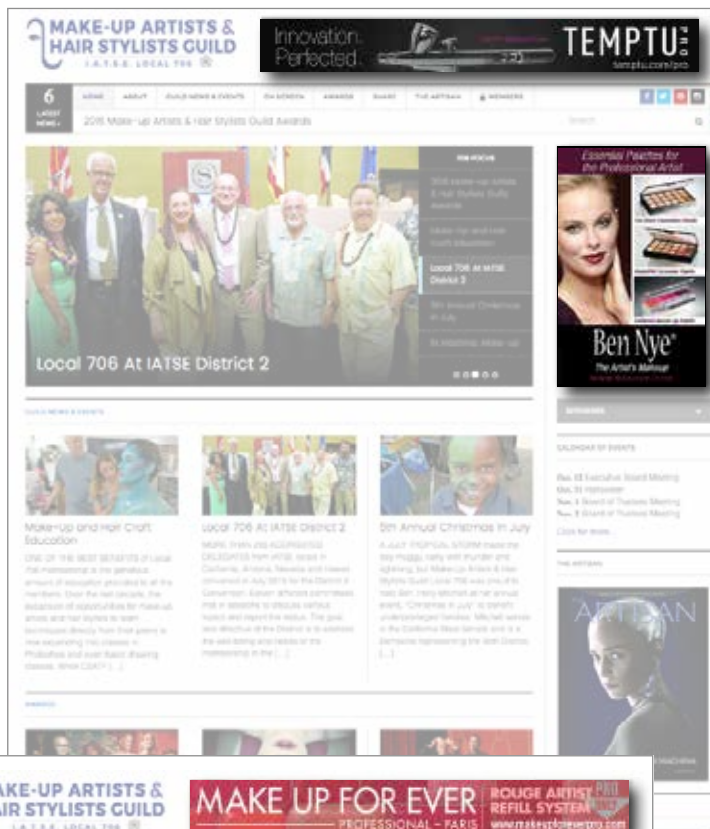
WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

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

NEWS & EVENTS: The News & Events section contains all upcoming and past MUAHS-sponsored event/news information, including editorial and photo coverage.

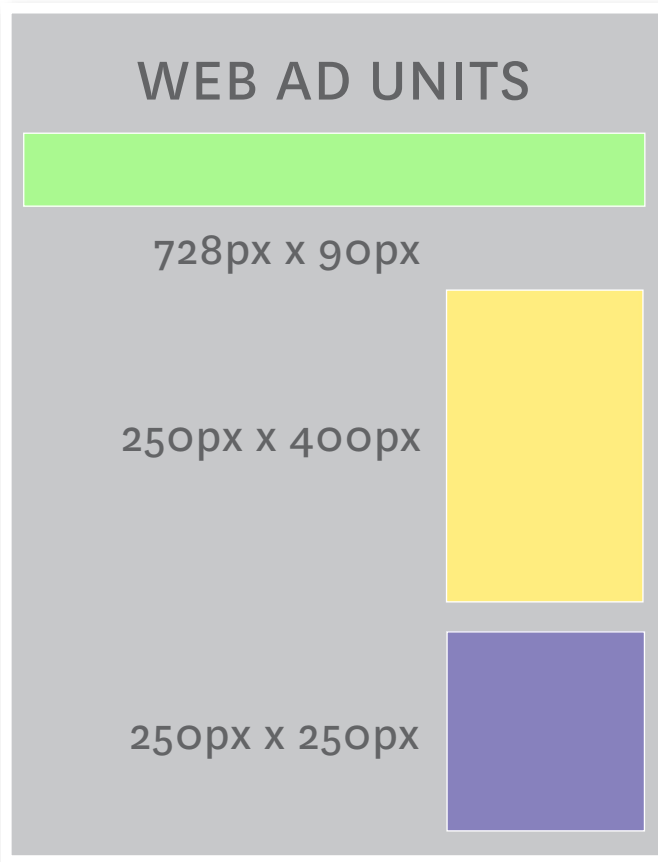
GUILD AWARDS: Latest News involving all the award nominees and winners for the MUAHS Guild Awards Show.

THE ARTISAN: Contains PDF versions of each issue of the MUAHS member publication *The Artisan*, including the current issue.



WEB ADVERTISING 2016





WEB AD SPECIFICATIONS

- Ad image sizes: 728px x 90px, 250px x 400px, 250px x 250px
- 728 x 90 ads will appear at top of page. All other ads units will appear in the right column of pages with available Web ad inventory.
- 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 Local 706 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 MUAHS/Local706.org folder

Email: artwork@ingledodd.com



EBlasts to the MUAHS Membership

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

