

Digital/Mobile The Artisan

A digital replica of *The Artisan* is created and emailed to all members on the same publication schedule and cycle. This digital/mobile version enables advertisers to embed interactive content (video, photo sets, hyperlinks) directly into their print ads, to better engage and inform mobile readers.

DIGITAL/MOBILE THE ARTISAN



INTERACTIVE ENHANCEMENT OPTIONS

EMBEDDED VIDEO:

Launch video directly within your ad with a simple click or tap. Video opens in a center screen covering page content, or within the frame of your ad. One video per ad, :30 seconds or less.

EMBEDDED PHOTO SETS:

Add a set of still photographs from promotional brochures, photo books or other sources that launches with a click or tap within your ad. 15 max. images, optimized for web/mobile screen resolution.



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MEMBER REPORT
PRISM and PRESIDENT
 Periodically, our members will read something to read that comes from through the prism of the...
 The NARS Pro membership program is a...
 NARS PRO is a membership program to...
 Members receive exclusive discounts on NARS products, invitations to PRO-only events, and a first look at new product launches.
 Visit www.narscosmetics.com/napro to apply.
 Discounts applied per tier of membership: AFFINITY 20% OFF, INDUSTRY 20% OFF, ARTIST 20% OFF.

ARTISAN
 Official Magazine of The Makeup Artist Society
 Make-Up Artists & Hair Stylists
 Registered in the Province of Ontario
 441 The Members of Make-Up Artists & Hair Stylists 443 E. 1st Street
 Toronto, Ontario
 M5E 1B5
 Tel: (416) 593-8888
 Fax: (416) 593-8889
 Email: info@makeupartistsociety.com

NARS PRO
 Join NARS PRO, a membership program to...
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<http://www.narscosmetics.com>

HYPERLINKS:

Multiple URLs can be embedded within an ad, either in the text, photos, or the entire ad frame. No minimum or maximum number of URLs are required.

MID-CYCLE ENHANCEMENT OR AD CHANGES:

Advertisers have the option to change the above listed enhancements, or even the entire ad image, once within each printed publication cycle (either monthly or quarterly).

RECOMMENDED VIDEO SPECS:

- Format MP4
- Dimensions 960 px x 720 px (4:3 Standard)
960 px x 540 px (16:9 Widescreen)
- Frame rate 15-24 fps
- Length 15-30 secs

SLIDE SHOW PHOTOS:

- Format JPG, Static Gif or PNG
- Dimensions 960 px width
- 72 dpi
- RGB
- Up to 15 images
- Audio MP3

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

