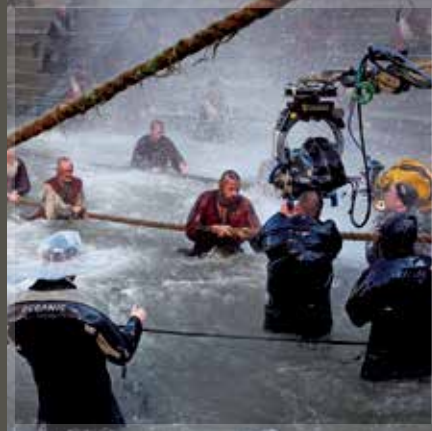
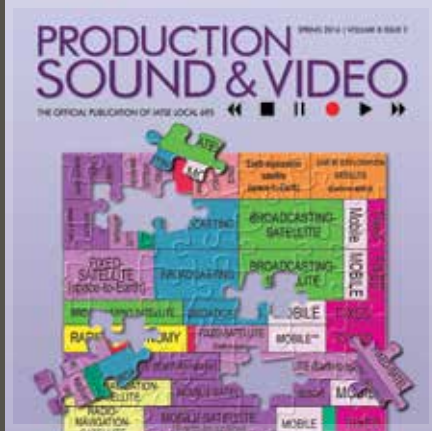


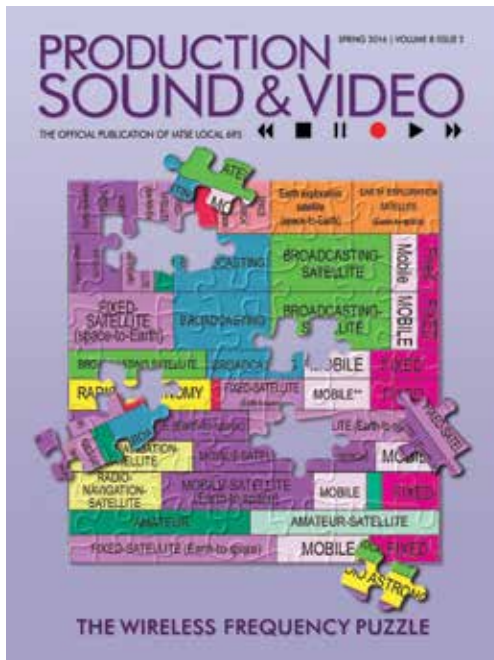
# IATSE LOCAL 695

*IATSE Local 695 is the official labor union for Production Sound Technicians; including Sound Mixers, Boom Operators, Utility Sound Technicians, Recordists and Playback Operators. Video Engineers; including Video Assist, Data Capture Operators and Playback, as well as Television Broadcast Engineers, Projectionists and Projection Engineers.*



**PRINT**  
**DIGITAL**  
**EVENTS**  
**ADDITIONAL  
MARKETING**





**CIRCULATION:** 2,175  
**EDITORS:** Richard Lightstone and Eric Pierce  
**PUBLISHER:** IngleDodd Media  
**FOUNDED:** 2009  
**FREQUENCY:** Quarterly  
**PROFESSIONAL ASSOCIATION:** IATSE Local 695  
**READERSHIP:** All members of the IATSE Local 695 including Production Sound Technicians, Mixers, Boom Operators, Utility Sound Technicians, Recordists, and Playback Operators, Video Engineers, Video Assist, Data Capture Operators and Playback, Television Broadcast Engineers, working in film, television and digital media.

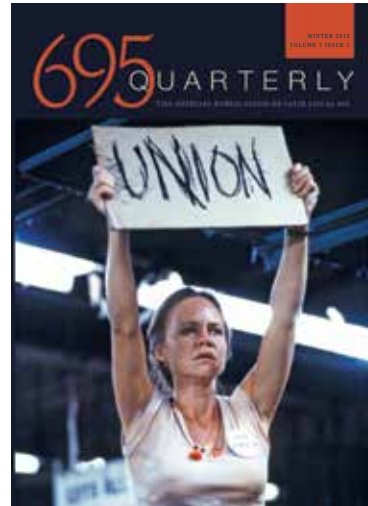
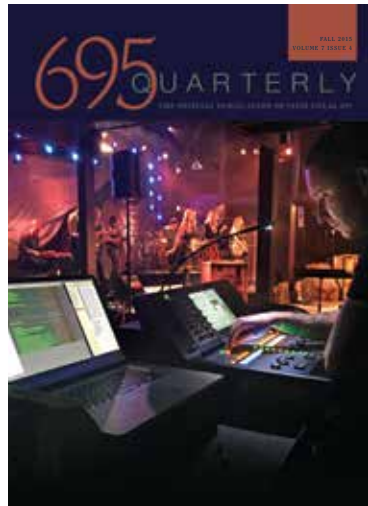
**Production Sound & Video** is the official publication of IATSE Local 695. 2,000 copies are printed and mailed directly to 100% of the union membership, as well as additional copies distributed to production executives in film and television.

**Production Sound & Video** contains timely information about their members' related crafts, internal union business, and other editorial relevant to sound and video production. This targeted editorial coverage, married with the professional association of the union, ensures a loyal and attentive readership.

**Production Sound & Video** offers advertisers with products or services related to production sound and video, a direct line to 100% of these decision makers. No other publication has the contact list or union affiliation for these key audio/visual professionals.



The Official Publication of IATSE Local 695



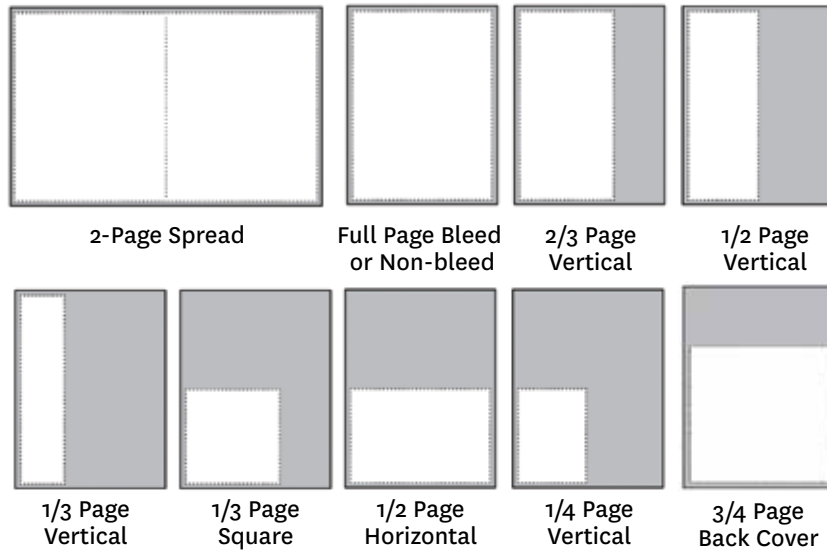
SCHEDULE 2016/17

	Space Reservation	Art Deadline	Mailing Date
Fall 2016	Nov 11	Nov 18	Dec 2
Winter 2017	Jan 13	Jan 17	Jan 26
Spring 2017	May 12	May 19	May 31
Summer 2017	July 19	July 21	Aug 4
Fall 2017	Nov 10	Nov 17	Dec 1

- *Production Sound & Video* 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: 15.75”w x 9.875”h</b>	<b>Bleed: 17”w x 11.125”h</b>
<b>Full Page</b>	<b>Non-bleed: 7.25”w x 9.875”h</b>	<b>Bleed: 8.625”w x 11.125”h</b>
<b>2/3 Page Vertical</b>	<b>Non-bleed: 4.875”w x 9.875”h</b>	
<b>1/2 Page Horizontal</b>	<b>Non-bleed: 7.25”w x 4.875”h</b>	<b>Bleed: 8.625”w x 5.625”h</b>
<b>1/2 Page Vertical</b>	<b>Non-bleed: 3.50”w x 9.875”h</b>	
<b>1/3 Page Vertical</b>	<b>Non-bleed: 2.25”w x 9.875”h</b>	
<b>1/3 Page Square</b>	<b>Non-bleed: 4.875”w x 4.875”h</b>	
<b>1/4 Page Vertical</b>	<b>Non-bleed: 3.50”w x 4.875”h</b>	
<b>3/4 Page Back Cover</b>	<b>Non-bleed: 7.875”w x 7.50”h</b>	<b>Bleed: 8.625”w x 8”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:** 8.375”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 1/8” 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 695/695\_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 695

**LOCAL695.com** is the official website of IATSE Local 695, for news and events related to the union and the specialized craftspeople that comprise it.

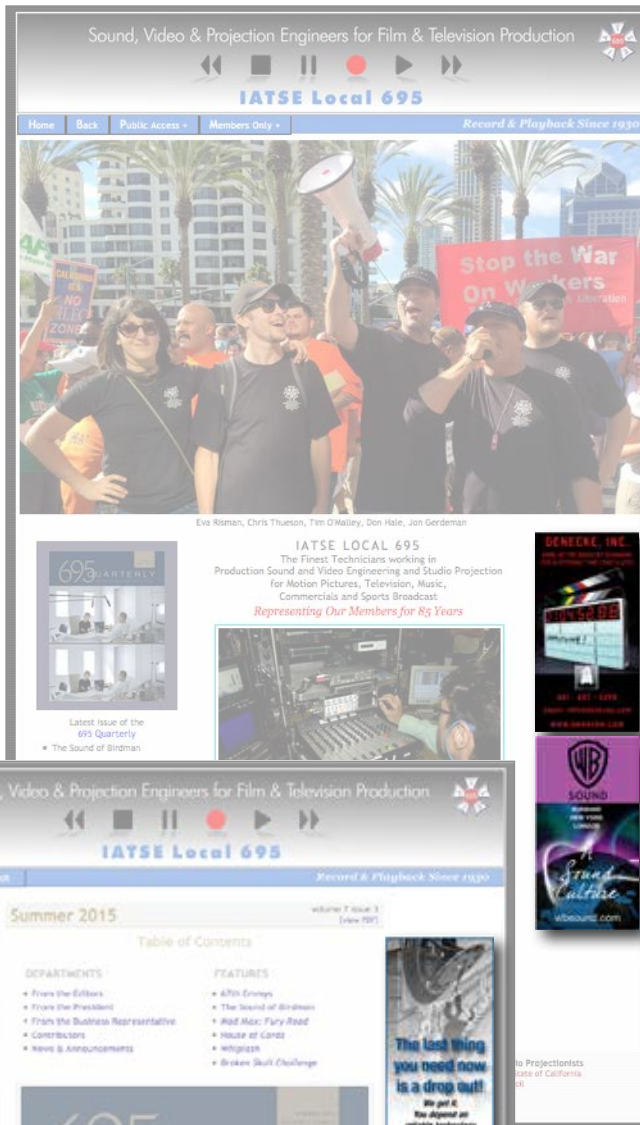
**WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTION:**

**HOME:** The landing page for visitors of LOCAL695.com and the portal for all other sections of the site. Updated regularly to include information relevant to their craft, Guild news and events, and other important resources.

**PUBLIC ACCESS:** The list of categories with information for all members and non-members include two popular areas.

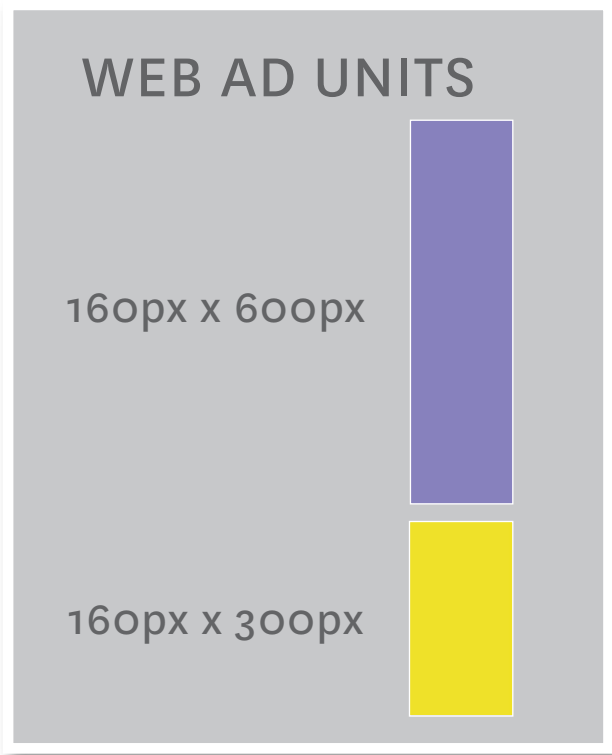
**695 QUARTERLY MAGAZINE:** This page is where the current issue can be downloaded and all the past issues are archived here for viewing.

**ONLINE STORE:** Contains the merchandise that members are always needing.



WEB ADVERTISING





## WEB AD SPECIFICATIONS

- Ad image sizes: 160px x 600px, 160px x 300px
- 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 Local 695 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 695/695.com folder

**Email:** artwork@ingledodd.com



## *EBlasts to the Union Membership*

Reach the entire membership of Local 695 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 membership via email. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the Union 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 Union.
- 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).



## *Mailings to the Union 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 Local 695 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 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.





# Local 695 PUBLICATION INSERTS

*Production Sound & Video*

INSERT MARKETING

Publication Inserts allow advertisers to use the official member publication of the Union (*Production Sound & Video*) 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.

