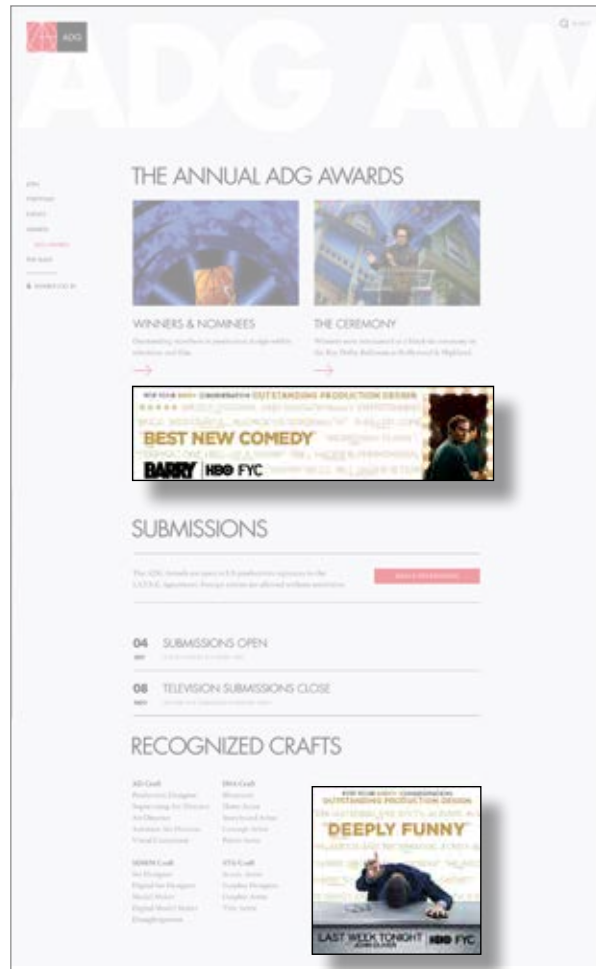


Official website of the Art Directors Guild

ADG.org is the official website of the Art Directors Guild, IATSE Local 800. Covering all facets of the Guild, including member resources, legislative efforts, Guild events and related industry news, ADG.org is a real-time 'hub' for both the membership and design community worldwide. Digital ad messages are available on this exclusive site, and provide a powerful method of reaching and influencing these creative decision makers, wherever they are in the world.



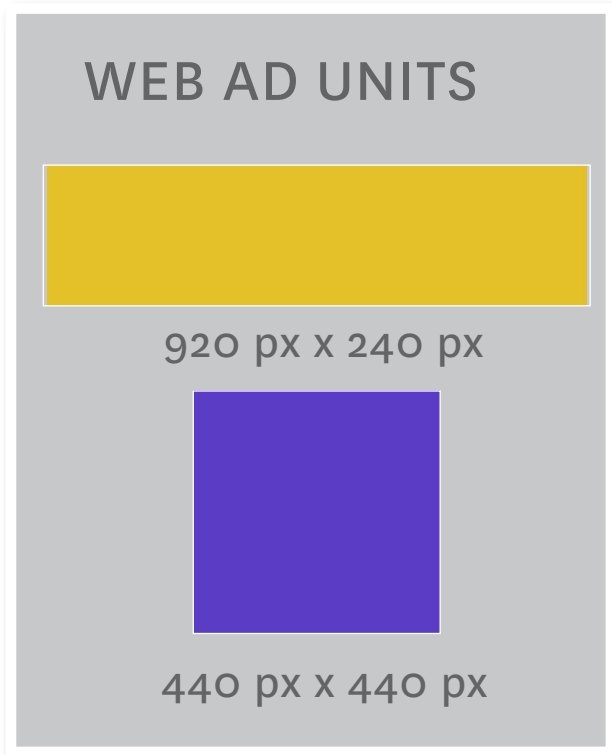
WEB ADVERTISING 2019

WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

HOME: The landing page for visitors of ADG.org 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.

AWARDS & MAGAZINE SECTIONS: The Awards section contains all the latest ADG press releases, announcements and schedules for the annual ADG Awards Show. The Magazine section contains all current and past electronic editions of the Guild's official member publication, *Perspective*.





WEB AD SPECIFICATIONS

- Ad image sizes: 920 px x 240 px, 440 px x 440 px
- Formats: Static JPEGs, GIF or PNG images. No animation, flash or rich media.
- Ad Serving: Internal only, no third-party serving or tags. Maximum five ad images served per ad unit (additional fees apply). No weighted rotation.
- All creative must be approved by the ADG in advance of run date.
- Maximum one (1) creative swap permitted per monthly flight.

FILE DELIVERY

Via IngleDodd FTP site, email

Upload:

Host: www.ingledoddmedia.net

Login/Username: adart

Password: adart1

Place your ad in the ADG/ADG.org folder

Email: artwork@ingledodd.com



EBlasts to the ADG Membership

Deliver your ad message to every ADG member via email!

An excellent option to either enhance an existing ADG print or web ad campaign, or for timely announcements and events, email marketing allows you to reach the entire ADG membership any single day of the year. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the ADG 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 ADG's office through its internal email server, for a flat access fee.
- Email lists are not sold or rented to advertisers.
- All ad content must be first approved by the Guild prior to sending.
- Ad messages sent by email must contain a unique offer, invitation or link to content for members.
- Inventory is limited to three total EBlasts (from all sources) per day. Availability is 'first come, first served.'
- Awards Season FYC EBlasts require a companion purchase of ADG print or web FYC.

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).



Digital/Mobile Perspective

A digital replica of *Perspective* 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 PERSPECTIVE



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 SET:

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.





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 ENHANCEMENTS 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 ADG/ADG.org folder
Email: artwork@ingledodd.com

