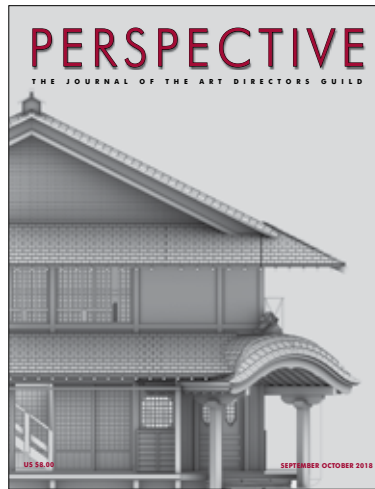


CIRCULATION: 3,175
EDITOR: David Morong
PUBLISHER: IngleDodd Media
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FREQUENCY: Bimonthly
PROFESSIONAL ASSOCIATION:
 Art Directors Guild
READERSHIP: All members of the ADG, including Art Directors, Assistant Art Directors, Production Designers, Scenic Artists, Set Designers, Graphic Designers, Graphic Artists, Title Artists, Model Makers, CGI Artists, Illustrators, Matte Artists, Courtroom Artists and Electronic Graphic Operators on a wide range of platforms in the film, television, theater and themed-entertainment industries.

Perspective is the only official publication of the Art Directors Guild (ADG), guaranteed to deliver your message to 100% of its exclusive membership. With editorial curated specifically for its craft, copies are mailed to all 2,720 ADG members six times per year with a companion digital/mobile version emailed at the same time. With the additional copies going out to a select list of other industry professionals, film festivals and relevant trade shows.

The members of the ADG are the critical decision makers and influencers you need be in front of year-round, as they make hundreds of decisions that affect your business. No one else has the complete access or the pre-qualified attention of these Hollywood art department professionals.





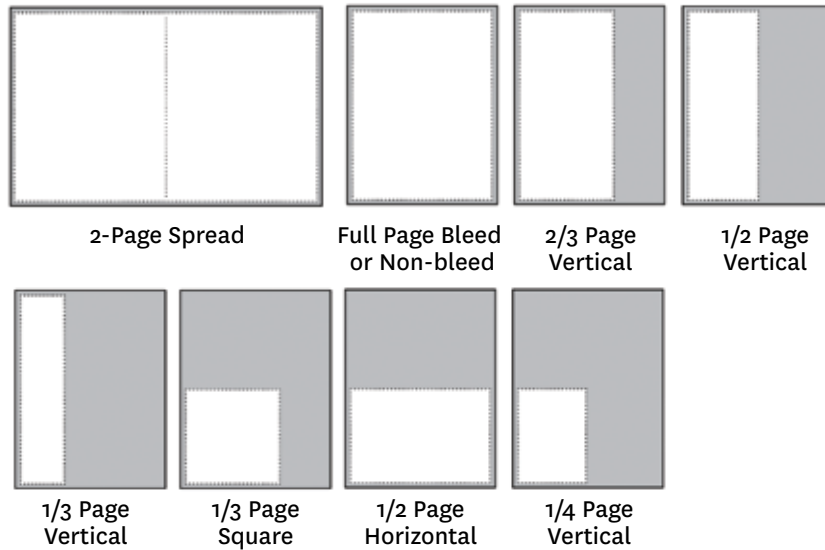
SCHEDULE 2020

| | Space Reservation | Art Deadline | Mailing Date |
|---------------|-------------------|--------------|--------------|
| Nov/Dec 2019 | Oct 4 | Oct 11 | Oct 25 |
| Jan/Feb 2020 | Oct 25 | Nov 1 | Nov 13 |
| Mar/Apr 2020 | Dec 13 | Dec 17 | Dec 27 |
| May/June 2020 | Apr 10 | Apr 17 | May 1 |
| July/Aug 2020 | May 8 | May 15 | June 3 |
| Sept/Oct 2020 | July 17 | July 24 | Aug 7 |
| Nov/Dec 2020 | Oct 9 | Oct 16 | Oct 28 |
| Jan/Feb 2021 | Nov 6 | Nov 13 | Dec 7 |

- *Perspective* is published bimonthly
- Premium Positions are available on a first-come, first-served basis
- Mailing dates are subject to slight variations



AD SIZES AVAILABLE



AD DIMENSIONS

| | | |
|----------------------------|-------------------------------------|----------------------------------|
| 2-Page Spread | Non-bleed: 16.75”w x 9.625”h | Bleed: 18”w x 11.125”h |
| Full Page | Non-bleed: 7.625”w x 9.625”h | Bleed: 9.125”w x 11.125”h |
| 2/3 Page Vertical | Non-bleed: 5”w x 9.625”h | |
| 1/2 Page Horizontal | Non-bleed: 7.625”w x 4.675”h | Bleed: 9.125”w x 5.675”h |
| 1/2 Page Vertical | Non-bleed: 3.675”w x 9.625”h | |
| 1/3 Page Vertical | Non-bleed: 2.375”w x 9.625”h | |
| 1/3 Page Square | Non-bleed: 5”w x 4.675”h | |
| 1/4 Page Vertical | Non-bleed: 3.675”w x 4.675”h | |

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: 8.875”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 1/4” 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: adart
Place your ad in the ADG/perspective 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

