

Official website of the Cinema Audio Society

CinemaAudioSociety.org is the official website of the CAS. It includes the Sound Mixers, Production Mixers, Re-recording Mixers, Sound Editors and Sound Engineers for film and television.

WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

HOME: The landing page for visitors of CinemaAudioSociety.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.

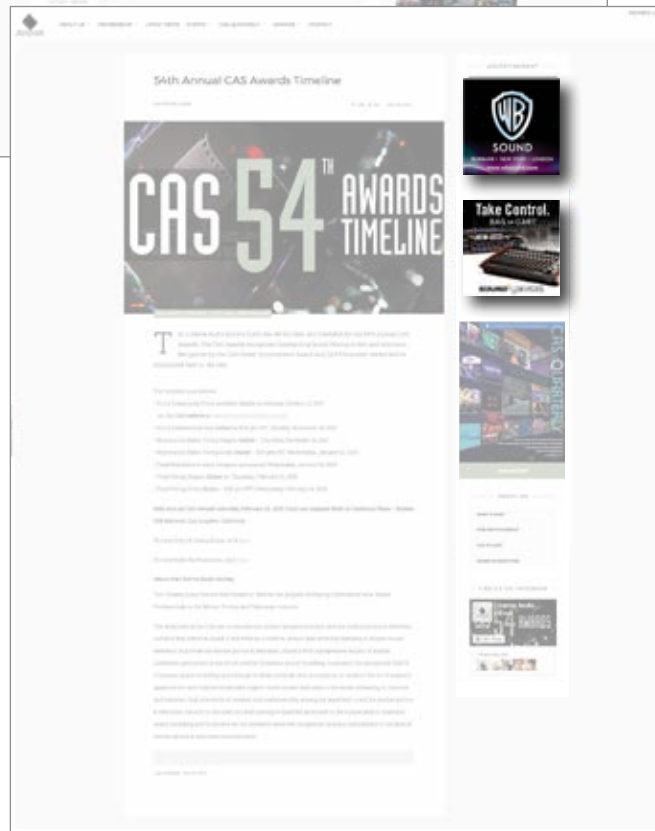
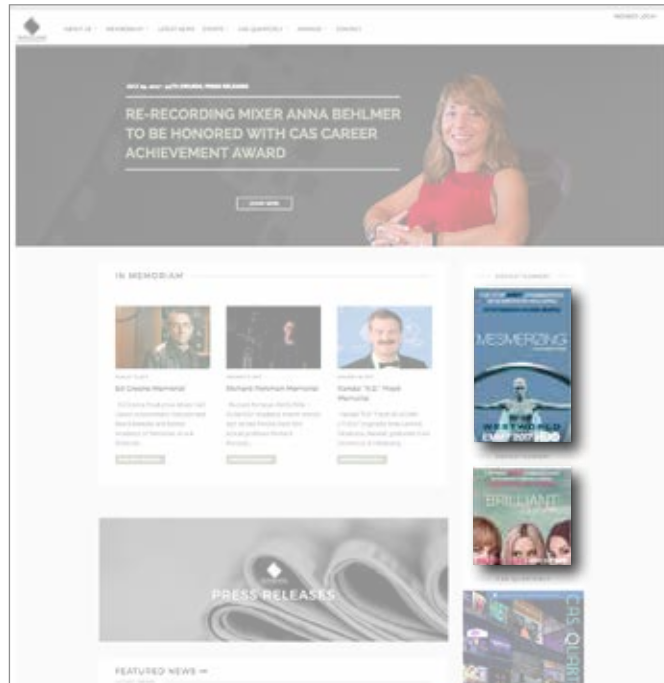
MEMBERSHIP: Everything the membership needs to do online, they can take care of it here.

LATEST NEWS: The News section contains all upcoming and past CAS-sponsored event information, including editorial and photo coverage.

EVENTS: The Events section contains all upcoming and past CAS-sponsored event information, including editorial and photo coverage.

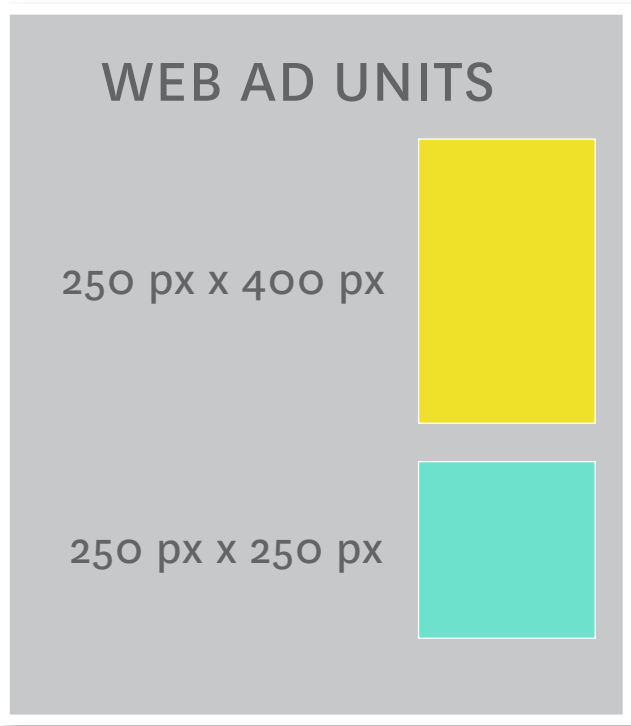
CAS QUARTERLY: Contains PDF versions of each issue of the CAS member publication *CAS Quarterly*, including the current issue.

AWARDS: The upcoming and latest Award Shows contain nominees and winners in all the categories and event photos.



WEB ADVERTISING 2019





WEB AD SPECIFICATIONS

- Ad image sizes: 250 px x 400 px, 250 px x 250 px
- Formats: Static JPEG, GIF or PNG images. No animation, flash or rich media.
- Ad Serving: Internal and 3rd-party ad serving available. Maximum five ad images served per ad unit. No weighting rotation.
- All ad units will appear in the right column of pages with available web ad inventory.
- 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 CAS/CinemaAudioSociety.org folder

Email: artwork@ingledodd.com



EBlasts to the CAS Membership

Deliver your ad message to every CAS member via email!

An excellent option to either enhance an existing CAS print or web ad campaign, or for timely announcements and events, email marketing allows you to reach the entire CAS 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 CAS 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 CAS'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 CAS 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).



A digital replica of *CAS Quarterly* 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.

EMBEDDED VIDEO



EMBEDDED PHOTO SETS



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.

DIGITAL/MOBILE CAS QUARTERLY





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 CAS/CAS.org folder
Email: artwork@ingledodd.com

