

# CINEMA AUDIO SOCIETY

*The Cinema Audio Society (CAS) is the largest single group of Sound Mixers in Production, Post Production, and Film and Video working in Feature Film, Television and Commercials. Also includes Mixers who specialize in Music Scoring, Video Post Sweetening, ADR and Foley. Associate Members include Sound Editors, Technicians, Recordists, and Microphone Boom Operators.*



Click on links below:

**PRINT**

**DIGITAL**

**EVENTS**

**ADDITIONAL  
MARKETING**



IngleDodd Media | 310.207.4410 | [cas@ingledodd.com](mailto:cas@ingledodd.com)

**2018  
MEDIA KIT**

CINEMA AUDIO SOCIETY



**CIRCULATION:** 975

**EDITORS:** Matt Foglia and Karol Urban

**PUBLISHER:** IngleDodd Media

**FOUNDED:** 2006

**FREQUENCY:** Quarterly

**PROFESSIONAL ASSOCIATION:**

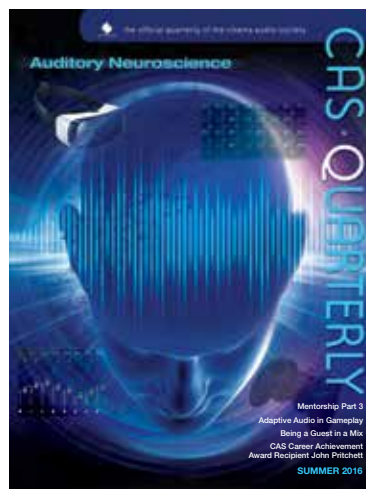
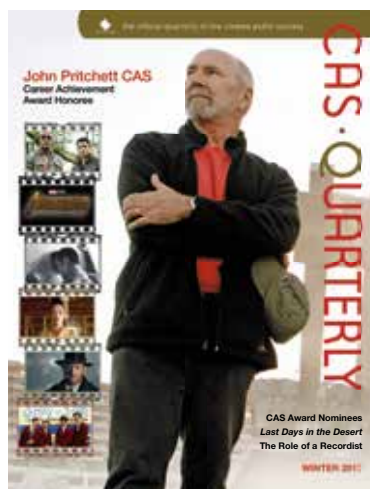
Cinema Audio Society

**READERSHIP:** All members of the CAS, including Sound Mixers in Post Production, Production and Film and Video working in Feature Film, Television and Commercials, Mixers who specialize in Music Scoring, Video Post Sweetening, ADR and Foley, Sound Editors, Technicians, Recordists, and Microphone Boom Operators.

**CAS Quarterly** is the only official publication of the Cinema Audio Society (CAS)—the largest organization of Sound Mixers, Sound Editors and Sound Engineers in film and television—and is guaranteed to deliver your message to this exclusive membership. With editorial curated specifically for their craft, copies are mailed to all 825 members quarterly with a companion digital/mobile version emailed at the same time. An additional 150 copies are mailed to designated sound professionals in the industry.

The members of the CAS 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 sound department professionals.



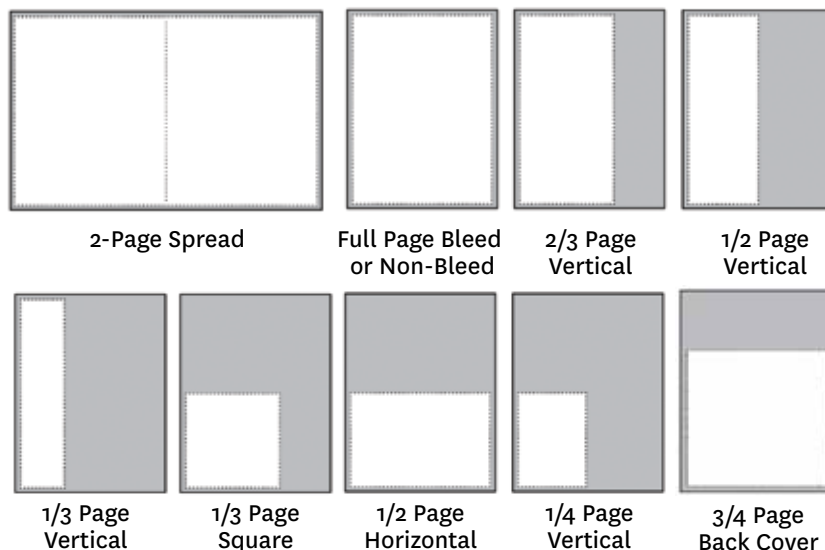


	Space Reservation	Art Deadline	Mailing Date
Fall 2017	Nov 10	Nov 17	Nov 30
Winter 2018	Jan 12	Jan 18	Jan 30
Spring 2018	May 10	May 17	May 30
Summer 2018	July 18	July 24	Aug 1
Fall 2018	Nov 9	Nov 16	Nov 30

- CAS Quarterly 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

2-Page Spread	Non-bleed: 15.75"w x 9.875"h	Bleed: 17"w x 11.125"h
Full Page	Non-bleed: 7.25"w x 9.875"h	Bleed: 8.625"w x 11.125"h
2/3 Page Vertical	Non-bleed: 4.875"w x 9.875"h	
1/2 Page Horizontal	Non-bleed: 7.25"w x 4.875"h	Bleed: 8.625"w x 5.625"h
1/2 Page Vertical	Non-bleed: 3.50"w x 9.875"h	
1/3 Page Vertical	Non-bleed: 2.25"w x 9.875"h	
1/3 Page Square	Non-bleed: 4.875"w x 4.875"h	
1/4 Page Vertical	Non-bleed: 3.50"w x 4.875"h	
3/4 Page Back Cover	Non-bleed: 7.875"w x 7.50"h	Bleed: 8.625"w x 8"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:** 8.375"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](http://www.ingledoddmedia.net) Username: [adart](#) | Password: [adart1](#)

Place your ad in the CAS/cas\_quarterly folder (fax proof to 310.207.2110)

» **Via Email** (files must be under 5MB): [artwork@ingledodd.com](mailto: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



Please join us in celebrating the  
**54th ANNUAL  
CINEMA AUDIO  
SOCIETY AWARDS  
for OUTSTANDING  
SOUND MIXING**

*February 24, 2018 |  
Bunker Hill Ballroom  
Omni Los Angeles Hotel –  
California Plaza*

**The Cinema Audio Society** is the single largest organization of professional Sound Mixers in film and television, representing both Production and Re-recording Mixers from IATSE Locals 695 and 700. Each year, these sound professionals gather to celebrate their organization and the achievements of their contemporaries.

**CAS Award Sponsorships** – Your involvement as a CAS Awards Sponsor shows your commitment to this important organization, the evening's honorees, and the artists that support your business. Sponsors enjoy significant branding at this high-profile event, in the room and in all outgoing media, along with premium CAS Awards *Program Book* advertising, and premium seating for staff or clients.

**Congratulatory Advertising** – The official CAS Awards *Program Book* is a beautiful, full-color commemorative event program distributed at the actual awards show to all honorees, nominees and attendees. Your congratulatory ad message will be seen by every single attendee, honoree and presenter.

**RESERVATION DEADLINE**

February 5, 2018

**ARTWORK DEADLINE**

February 12, 2018



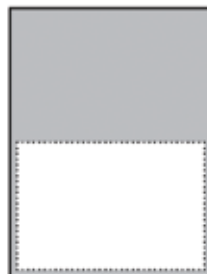
PROFILE 2018



## SPECIFICATIONS | AD DIMENSIONS (LIVE AREA)



2-Page Spread

Full Page  
Non-BleedHalf Page Horizontal  
Non-Bleed

2-Page Spread Non-Bleed	16" x 10"
Full Page Non-Bleed	7.5" x 10"
Half Page Horizontal Non-Bleed	7.5" x 4.875"

## FILE FORMATS

Only the following formats are accepted and must be Mac-readable:

- InDesign (packaged with all updated elements)
- Hi-res PDF (Acrobat PDFX/1-a preferred)
- Illustrator EPS or PDF (fonts must be converted to outlines)
- Photoshop JPEG (300 dpi)
- Ad pages will appear in appropriate Gold, Silver and Bronze sections within a border

## 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.
- All files, must be linked, flattened with no transparencies.
- ALL ad files MUST contain the ADVERTISER'S NAME.

## FILE DELIVERY

All ad file names must contain the words 'CAS Awards Program Book' and the name of the client.

Electronic Files Only (in order of preference):

» **Via IngleDodd FTP site:** Host: [www.ingledoddmedia.net](http://www.ingledoddmedia.net)

Username: adart | Password: adart1

Place your ad in the cas/cas awards journal folder (fax proof to 310.207.2110)

» **Via Email** (files must be under 5MB): [artwork@ingledodd.com](mailto:artwork@ingledodd.com) (fax proof to 310.207.2110)

» **Via Mail CD or DVD** (include color proof): IngleDodd Media, Attn: Production Dept.

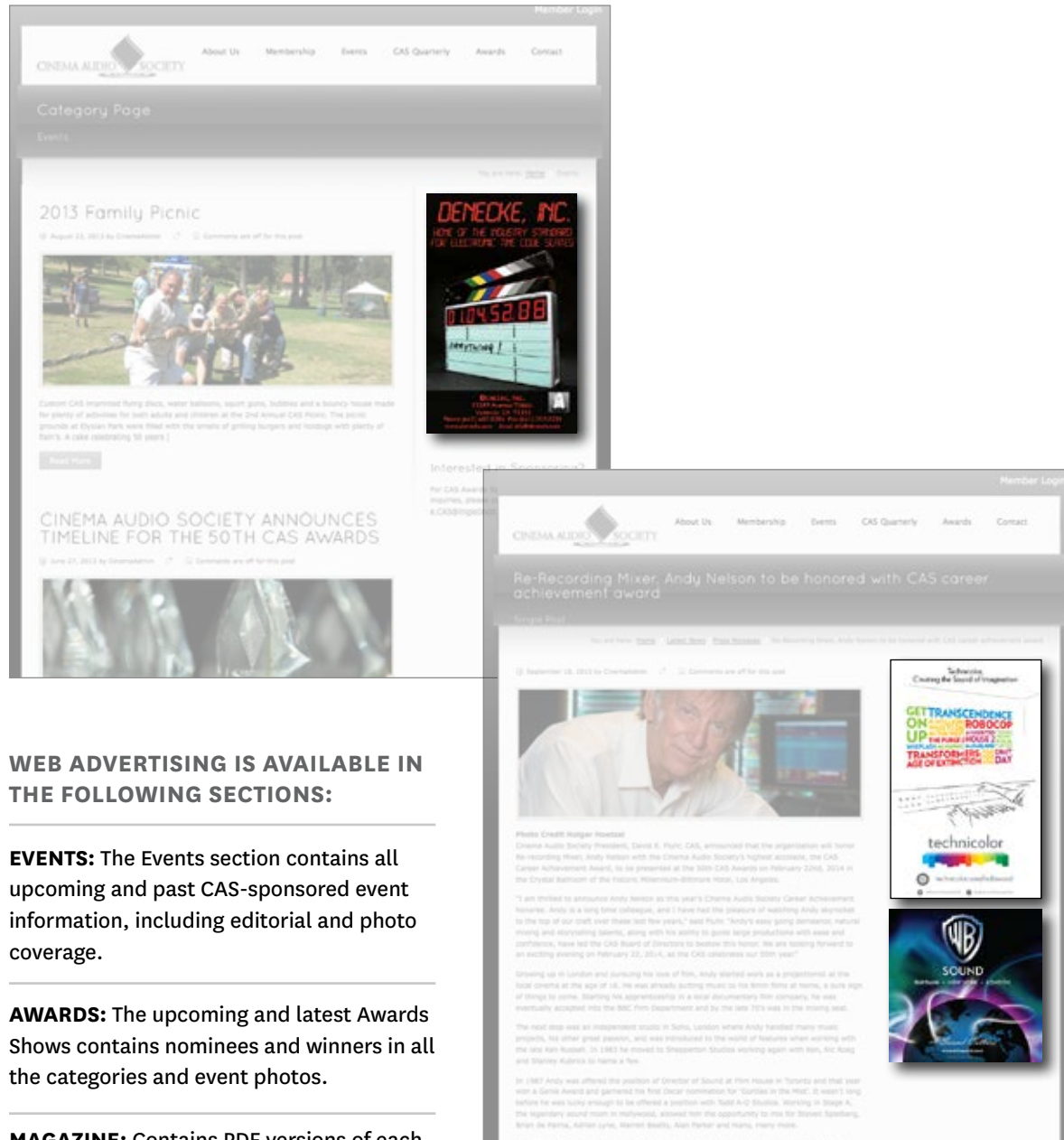
11661 San Vicente Blvd., Suite 709 | Los Angeles, CA 90049



*Official website of 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



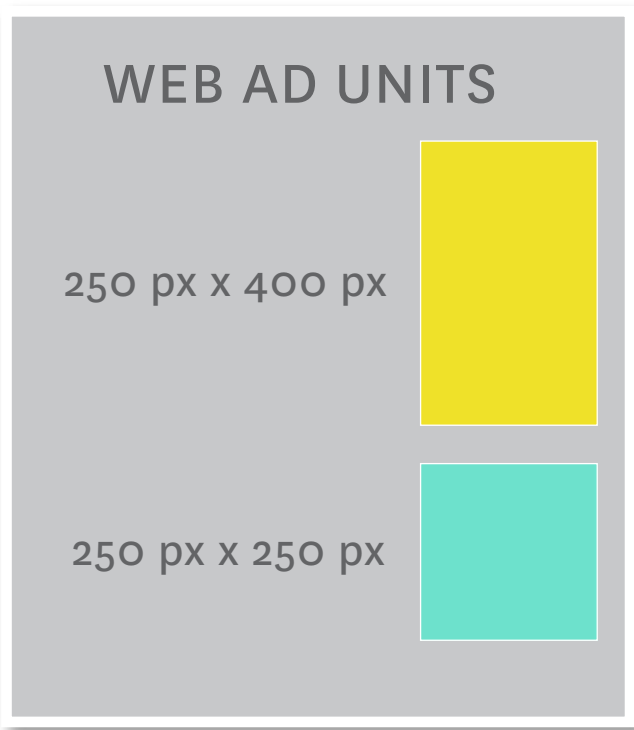
#### WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

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

**AWARDS:** The upcoming and latest Awards Shows contains nominees and winners in all the categories and event photos.

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





## 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](http://www.ingledoddmedia.net)

**Login/Username:** adart

**Password:** adart1

Place your ad in the CAS/CinemaAudioSociety.org folder

**Email:** [artwork@ingledodd.com](mailto: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.



CONGRATULATIONS TO OUR EMMY NOMINEES

**FOR YOUR EMMY CONSIDERATION**

**WESTWORLD**  
OUTSTANDING SOUND MIXING FOR A COMEDY OR DRAMA SERIES (HALF-HOUR)  
KEITH ROGERS, RE-RECORDING MIXER; SCOTT WEBER, RE-RECORDING MIXER;  
ROGER STEVENSON, PRODUCTION MIXER; KYLE O'NEAL, ADR MIXER  
"THE BICAMERAL MIND"

**BIG LITTLE LIES**  
OUTSTANDING SOUND MIXING FOR A LIMITED SERIES OR MOVIE  
GAVIN FERNANDES, CAS, RE-RECORDING MIXER;  
LOUIS GONAG, RE-RECORDING MIXER;  
BRENDAN BEERE, PRODUCTION MIXER - "YOU GET WHAT YOU NEED"

**THE NIGHT OF**  
OUTSTANDING SOUND MIXING FOR A LIMITED SERIES OR MOVIE  
NICHOLAS RENBECK, RE-RECORDING MIXER;  
MICHAEL BABBY, RE-RECORDING MIXER; FELIX ANDREW, PRODUCTION MIXER;  
LARRY HOFF, PRODUCTION MIXER - "THE BEACH"

**SILICON VALLEY**  
OUTSTANDING SOUND MIXING FOR A COMEDY OR DRAMA SERIES (HALF-HOUR)  
AND ANIMATION  
ELMO FONSDOMENECH, RE-RECORDING MIXER;  
TODD BECKETT, RE-RECORDING MIXER; BEN PATRICK, CAS, PRODUCTION MIXER  
"INTELLECTUAL PROPERTY"

**VEEP**  
OUTSTANDING SOUND MIXING FOR A COMEDY OR DRAMA SERIES (HALF-HOUR)  
AND ANIMATION  
JOHN W. COOK II, RE-RECORDING MIXER; BILL FREESH, RE-RECORDING MIXER;  
BILL MACPHERSON, PRODUCTION MIXER - "OMAHA"

**LAST WEEK TONIGHT WITH JOHN OLIVER**  
OUTSTANDING SOUND MIXING FOR A VARIETY SERIES OR SPECIAL  
STEVE WATSON, PRODUCTION MIXER; CHARLIE JONES, SOUND EFFECTS MIXER;  
STEVE LETTIE, FOH PA MIXER; JONATHAN HERRERA, MONITOR MIXER  
"SUB-PRIME AUTO LOANS"

**2017 INDUCTION CEREMONY  
ROCK & ROLL HALL OF FAME**  
OUTSTANDING SOUND MIXING FOR A VARIETY SERIES OR SPECIAL  
SUSAN PELINO, RE-RECORDING MIXER; AL CENTRELLA, PRODUCTION MIXER;  
JAY VIGARIL, MUSIC MIXER; JOHN HARRIS, MUSIC MIXER;  
DAVE NATALE, FOH MIXER; ERIC VON RANSON, FOH MIXER;  
SIMON WELCH, MONITOR MIXER

**HBO**

<http://hbo.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](http://www.ingledoddmedia.net)

Login/Username: adart

Password: adart1

Place your ad in the CAS/CAS.org folder

Email: [artwork@ingledodd.com](mailto:artwork@ingledodd.com)



### *Sponsorship and Branding Opportunities*

The Cinema Audio Society hosts many events throughout the year, including a major awards show and fundraiser, the CAS Awards, as well as education and career development events, panel discussions, lectures and seminars, various craft labs, showcases and programs.

Event sponsors receive combinations of branding, advertising, VIP tickets and access, opportunities to provide and brand promotional material or product at the event, recognition on the red carpet, stage or from the podium, and recognition as an event sponsor on all media outreach.

For more information on specific event partnership opportunities for your brand, please contact your sales representative at 310.207.4410.

### CINEMA AUDIO SOCIETY AWARDS

The 54th Annual Cinema Audio Society Awards will take place on February 24, 2018, in Los Angeles. This is our highest profile event and your opportunity to be associated with the single largest organization of professional Sound Mixers in film and television, representing both Production and Re-recording Mixers from IATSE Locals 695 and 700. Each year these sound professionals gather to celebrate their organization and the achievements of their contemporaries.



ANNUAL EVENTS 2018

### CINEMA AUDIO SOCIETY SUMMER SCREENING SERIES

The CAS is proud to introduce our Summer Screening Series, held in June, July and August, celebrating the craft of Sound for Cinema. Each film features award-winning sound production or post-production and each screening features a Q&A with members of the sound team following the screening. Sponsorship includes logo placements on-screen before and after the film, on poster art, invitations and in press releases and acknowledgment from the Moderator of the Q&A.





## *Direct Mail to the CAS Membership*

The CAS Direct Mail Marketing Program enables advertisers to send their self-produced promotional materials directly to the entire Guild membership. Advertisers simply deliver their physical materials to the Guild's third-party mailing house, and it is then mailed via USPS to the personal mail addresses of every single member in the Guild.

### 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 third-party mailing houses that have an NDA on file with the Guild, for a flat access fee.
  - 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, method of labeling, postage and any additional handling charges.
  - All ad content must be first approved by the Guild, prior to sending.
  - Awards Season FYC Direct Mail requires a companion purchase of CAS print or web FYC.



# CAS PUBLICATION INSERTS/OUTSERTS

*Promotional material distributed with CAS Quarterly*

Publication Inserts/Outserts allow advertisers to use the official member publication to carry their promotional material. More impactful than Direct Mail, your piece benefits by arriving in a vehicle that has the pre-qualified interest of this exclusive membership, better ensuring your message will be noticed by all recipients.

## 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.

## INSERT/OUTSERT RATES

Final cost is assessed pre-project, based on the physical properties of the piece, the method of insertion or wrapping, and any increases in handling and postage that it may create. Please contact our office to discuss your needs and obtain a specific quote.

## ART PRODUCTION

If you do not have a pre-printed piece, we can provide production and printing services for you. All production services are quoted on a case-by-case basis. Please contact us to discuss your options.

INSERTS/OUTSERTS



## *Custom Annual Partnerships with the CAS*

For companies and brands that wish to have a greater level of supporting presence and interaction with the members of the Cinema Audio Society, custom annual partnerships are available. These can include a combination of existing advertising, marketing and events, along with unique benefits and recognition as a 'CAS Corporate or Brand Partner' throughout the year. This level of commitment will provide a dominating competitive presence with your target, and help develop meaningful relationships with the membership.

The members of the CAS are the artists of the sound department who, through sound production, create the tone and emotion that move the story in film and television. These are the creative professionals who ultimately decide what products and brands are used in this creative field.

### **CAS CORPORATE & BRAND PARTNERSHIPS CAN INCLUDE COMBINATIONS OF THE FOLLOWING:**

#### **PRINT:**

*CAS Quarterly*  
*CAS Awards Program Book*

#### **DIGITAL:**

[www.CinemaAudioSociety.org](http://www.CinemaAudioSociety.org) banner advertising  
*CAS Quarterly* digital/mobile enhancements  
EBlasts to CAS membership

#### **EVENTS:**

*CAS Awards Show*  
*CAS Member Events & Screenings*

#### **ADDITIONAL MARKETING:**

Direct Mail to CAS membership  
Inserts/Outserts in *CAS Quarterly*

Please contact us to  
discuss your objectives  
for a customized  
partnership proposal.

ANNUAL PARTNERSHIPS

