

Official website of the Costume Designers Guild, Local 892

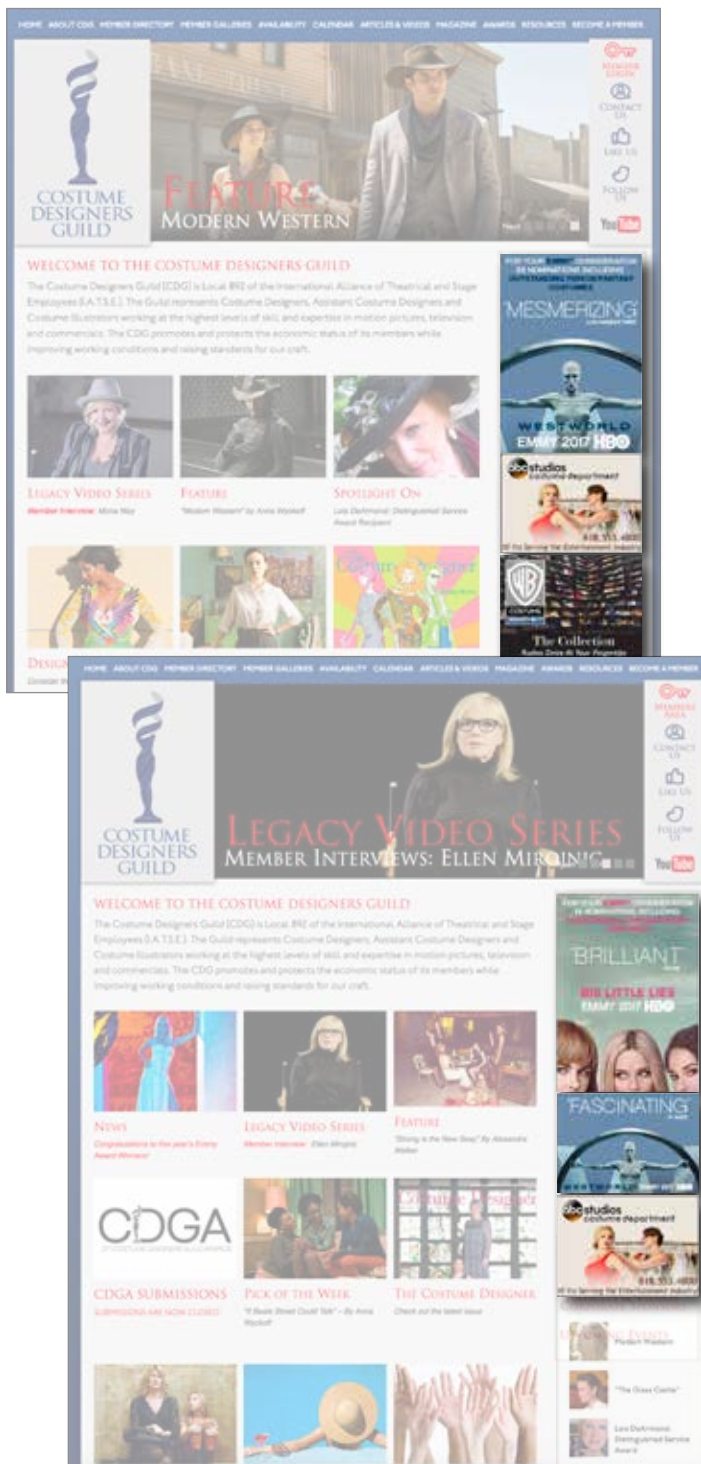
CostumeDesignersGuild.com is the official website of the CDG, the Costume Designers, Assistant Costume Designers, Commercial Costume Designers/Stylists and Illustrators in television, film and digital media.

WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

HOME: The Home page is the main portal to the CDG website, displaying the menu for the entire site, while highlighting current news and events.

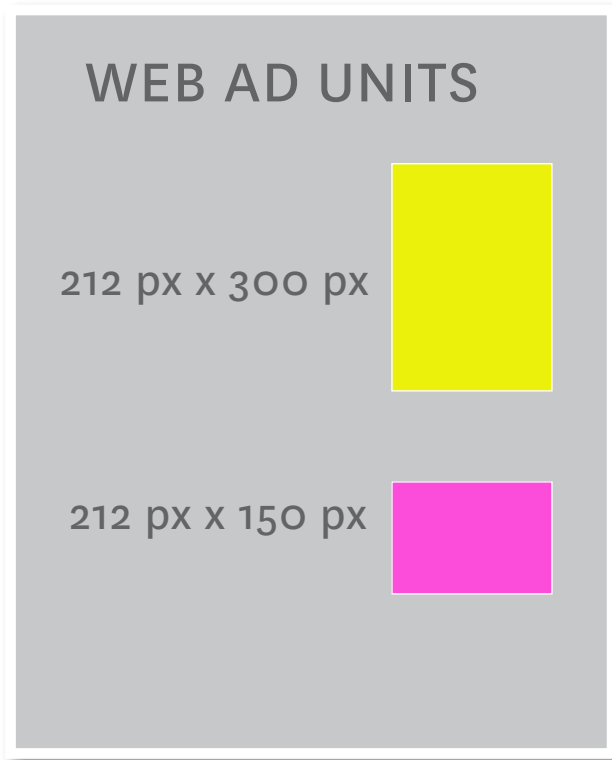
AWARDS: The Awards section contains all upcoming and past CDG-sponsored awards event information, including nominees, winners and photo coverage.

MEMBER DIRECTORY: Complete list of members of the Costume Designers Guild with their member profile and portfolios for viewing.



WEB ADVERTISING 2019





WEB AD SPECIFICATIONS

- Ad image sizes: 212 px x 300 px, 212 px x 150 px
- Formats: Static JPEG, 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 CDG 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 CDG/costumedesignersguild.com folder

Email: artwork@ingledodd.com



EBlasts to the CDG Membership

Deliver your ad message to every CDG member via email!

An excellent option to either enhance an existing CDG print or web ad campaign, or for timely announcements and events, email marketing allows you to reach the entire CDG 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 CDG 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 CDG's office through its internal email, 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 CDG 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 The Costume Designer

A digital replica of *The Costume Designer* 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 THE COSTUME DESIGNER



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 The Costume Designer

DIGITAL/MOBILE THE COSTUME DESIGNER



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 CDG/
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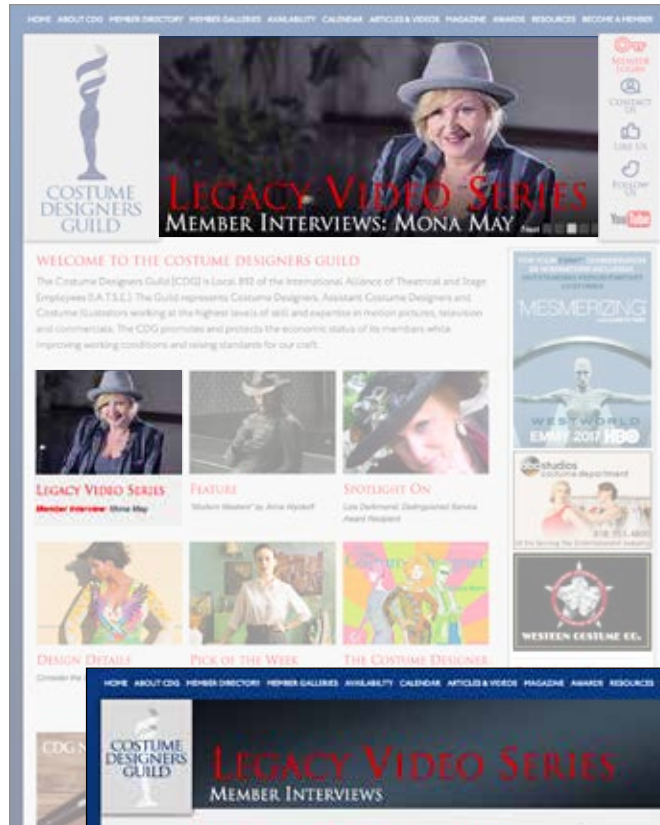
Email: artwork@ingledodd.com



Intimate conversations with Costume Designers

The **Legacy Video Series** is designed to shine a light on these unique artists and their extraordinary work in 7-minute interviews. Top-tier sponsorships include branding in the opening and closing credits. Upper levels also include **exclusively branded** Teaser videos for use on Social Media to raise awareness about the artists and to acknowledge your brand's support.

Full-length videos are hosted on the Guild's official website (36k uniques per mo.) 1-minute teaser videos are designed for coordinated social media posting by sponsors and by the Guild. Guild Social Media stats: 6,700 Facebook/5,500 Instagram.



LEGACY VIDEO SPONSOR LEVELS

PREMIER SPONSORS RECEIVE:

- (1-year commitment req.)
- Branding in the long-form video
- Exclusively branded teasers for each artist
- Premier branding on the Landing page
- Premier branding on the Vimeo page

PLATINUM SPONSORS RECEIVE:

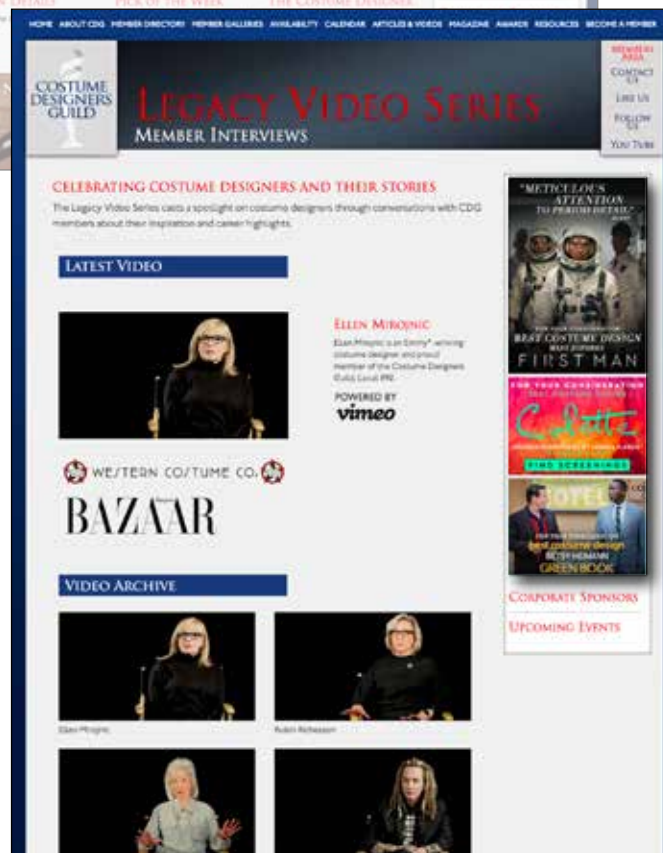
- (Six-month commitment req.)
- Exclusively branded teasers for each artist
- Platinum branding on the Landing page
- Platinum branding on the Vimeo page

GOLD SPONSORS RECEIVE:

- Shared branding in teasers for each artist
- Gold level branding on the Landing page
- Gold level branding on the Vimeo page

EXCLUSIVELY BRANDED TEASERS ONLY

- Minimum 10 teasers



LEGACY VIDEO SERIES 2019

