The Costume Designers Guild (CDG), IATSE Local 892, established in 1953, is the official labor union for costume designers, assistant costume designers, and illustrators working in motion pictures, television, animation, and digital media. Presently the union represents over 1200 members who work on productions all over the world.
HOW THEY SPEND

TV  Focusing on scripted shows: \(\frac{1}{2}\) hour and 1 hour on networks, TV movies, cable and streaming originals and TV pilots.
- Costume Budget Range per Season  |  $250K – $1.4M*
- Overall Average Costume Budget per Season  |  $675,000
- 532 scripted shows in 2019**
TV Costume Budgets Average Annual Spending  |  Approx $359M

FILM  Looking at the range from low-budget features through high-budget studio releases.
- Costume Budget Range per Film  |  $20K – $1.3M*
- Overall Average Costume Budget  |  $700,000
- 786 Films Produced in 2019**
Annual Spending / Film Costume Budgets  |  Approx $550M

*Seasons range from 6 episodes to 22 episodes with the current median being 12 episodes
**Sources: Costume Designers, Hollywood Reporter, Variety, and Entertainment Weekly
HOW YOU CAN ENGAGE

AWARDS SEASON
MEMBERS OF THE CDG represent 100% of the voters for the annual CDG Awards, and the majority of the Costume Design branch voters for other industry awards like the Academy Awards and Emmy Awards. ‘For Your Consideration’ advertising in their official member-only media provides the most direct, effective method of influencing the vote for your contenders during awards season balloting.

YEAR ROUND FILM & TELEVISION PRODUCTION
Costume design’s sphere of influence is vast as the visual language is global. In traditional and social media this relationship is monetized because audiences are inspired by the characters they see on screen and want to shop the look. CDG members spend hundreds of millions of dollars that affect your business. No one else has the complete access or the pre-qualified attention of these elite professionals. SEE LINKS BELOW

ADVERTISING >
EVENTS >
ADVERTISING | MAGAZINE

THE COSTUME DESIGNER

The Costume Designer is the official print and digital member magazine of the Costume Designers Guild (CDG), with premium editorial curated specifically for their craft. This premier ad vehicle is guaranteed to deliver your message to 100% of this exclusive membership with additional reach to the industry.

CIRCULATION: **2,150**
COMMUNICATIONS DIRECTOR: **ANNA WYCKOFF**
PUBLISHER: **INGLEDODD MEDIA**
FOUNDED: **2005**
FREQUENCY: **QUARTERLY**

**DISTRIBUTION CHANNELS**
Mail: Direct to 1,250+ CDG Members + 900 additional costume professionals, costume and design schools and museums.
Email: Interactive digital/mobile version
Web: Posted at the Guild Website – available in perpetuity

**2020 PUBLICATION SCHEDULE**

<table>
<thead>
<tr>
<th></th>
<th>SPACE RESERVATION</th>
<th>ART DEADLINE</th>
<th>MAILING DATE</th>
<th>EMAIL DATE</th>
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<tr>
<td>Winter 2022</td>
<td>Nov 12</td>
<td>Nov 19</td>
<td>Dec 6</td>
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<td>Spring 2022</td>
<td>Jan 31</td>
<td>Feb 1</td>
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<td>Summer 2022</td>
<td>May 12</td>
<td>May 19</td>
<td>June 2</td>
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</table>

• The Costume Designer is published quarterly
• Premium Positions are available on a first-come, first-served basis
• Mailing dates are subject to slight variations
ADVERTISING  |  MAGAZINE

THE COSTUME DESIGNER/DIGITAL

The digital/mobile version of *The Costume Designer* enables you to dynamically engage members with embedded interactive content like quick-launch Videos, Slide Shows and Hyperlinks, directly from within your display ad with a simple tap.

- Existing display ad in printed magazine required to appear in digital/mobile version
- Mid-cycle changes to embedded interactive content is allowed (surcharges apply)
### ADVERTISING | MAGAZINE

## ARTWORK SPECIFICATIONS

### AD DIMENSIONS

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<thead>
<tr>
<th>Gatefold 3-Page</th>
<th>Page 1: 8.125”w x 10.875”h</th>
<th>Page 2: 8.125”w x 10.875”h</th>
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<td></td>
<td>Page 3: 8.25”w x 10.875”h</td>
<td>Plus bleed on all sides that apply</td>
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<tr>
<td>2-Page Spread</td>
<td>Non-bleed: 15.75”w x 9.875”h</td>
<td>Bleed: 17”w x 11.125”h</td>
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<tr>
<td>Full Page</td>
<td>Non-bleed: 7.25”w x 9.875”h</td>
<td>Bleed: 8.625”w x 11.125”h</td>
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<tr>
<td>2/3 Page Vertical</td>
<td>Non-bleed: 4.875”w x 9.875”h</td>
<td>Bleed: 8.625”w x 5.625”h</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>Non-bleed: 7.25”w x 4.875”h</td>
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<tr>
<td>1/2 Page Vertical</td>
<td>Non-bleed: 3.50”w x 9.875”h</td>
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<td>1/3 Page Vertical</td>
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<tr>
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<td>Non-bleed: 3.50”w x 4.875”h</td>
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<tr>
<td>3/4 Page Back Cover</td>
<td>Non-bleed: 7.875”w x 7.50”h</td>
<td>Bleed: 8.625”w x 8”h</td>
</tr>
</tbody>
</table>

Ads that don’t 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: (must be Mac-readable) InDesign, Hi-res PDF (Acrobat PDFx/1-a preferred), Illustrator EPS (Convert fonts to outlines) and Photoshop JPEG (300 dpi).

### FILE REQUIREMENTS: Digital files must be 100% ad size (see dimensions above)
- **Colors:** All images and colors must be 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**
ADVERTISING | MAGAZINE

INTERACTIVE SPECIFICATIONS

VIDEO

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 | UP TO 15 IMAGES

Format: JPG, Static Gif or PNG
Dimensions: 960 px width; 72 dpi; RGB
Audio: MP3

FILE DELIVERY

Electronic Files Only (in order of preference):
• Via IngleDodd FTP server: Host: www.ingledoddmedia.net
  Username: adart | Password: adart1
  Place your ad in the cdg/cdg quarterly 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
MARKETING
MARKETING OPPORTUNITIES | COSTUME DESIGNERS GUILD

MAGAZINE INSERTS & OUTSERTS

Let The Costume Designer be the ‘Trojan Horse’ for your self-produced promotional material, delivering it directly into the hands of every Guild member within a vehicle they want and expect. More impactful than traditional direct mail, this method is impossible to miss.

**BASIC INSERT OPTIONS**

**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

**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.
MARKETING OPPORTUNITIES  |  COSTUME DESIGNERS GUILD

DIRECT MAIL MARKETING

Distribution: Using the Guild’s current member mailing list, your promotional material is mailed directly to the homes and offices of every single CDG member.

BASIC DIRECT MAIL OPTIONS

**Pre-Printed Letter/Flyer:** Your pre-printed message enclosed and mailed in a #10 Envelope
**4x6 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: Mailing List Access Fee (flat fee for one-time mailing), Handling Fees (i.e. address labeling or any special printing/packaging/processing), and USPS 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. No member addresses are 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
- Sample of piece or creative comp must be supplied in advance for Guild approval
DIGITAL MEDIA
CDG members rely on their official Guild website for news and information about their careers, their union, and their craft. Banner advertising allows your message to be seen repeatedly in the one online environment they most reliably visit: costumedesignersguild.com

**AVAILABILITY:**
- HOME PAGE
- NEWS & PRESS
- AWARDS CURRENT

**DIGITAL AD SPECS**
- **Format:** Static JPEG, GIF or PNG images. (No animation, flash or rich media)
- **Dimensions:**
  - Home: 792 px x 446 px, 400 px x 600 px, 440 px x 440 px
  - News & Press: 700 px x 467 px, 340 px x 227 px
  - Awards Current: 1066 px x 600 px, 300 px x 600 px
- **Ad Serving:** Internal only, no third-party serving or tags. Maximum five ad images served per ad unit (additional fees apply). No weighted rotation.

**FILE DELIVERY**
- **Via IngleDodd FTP server:** Host: ingledoddmedia.net
  - Username: adart  |  Password: adart1
  - Place your ad in the cdg/costumedesignersguild.com folder
- **Via Email** (files must be under 5MB): artwork@ingledodd.com
DIGITAL MEDIA OPPORTUNITIES  |  COSTUME DESIGNERS GUILD

EMAIL BLASTS

Distribution: Entire CDG membership via their internal email server, resulting in superior 25%–30% avg open rates.

EBLAST SPECS

Format: Hi-Rez JPEG (300dpi)
Max Width: 800 pixels (Images will be resized to fit that width)
Max Height: 1100 pixels (Max Height must be viewable in a single-page portrait format)
File Size: Less than 5MB

CLICK-THRU URL: Please include a desired URL where viewers will be directed when they click on the image in the email. You may also include a short blurb for below the image that contains that link (“For more images of our work, visit HERE...”) Keep in mind there can only be one link within the entire email, so choose wisely! (Constant Contact limitation).

EBLAST TIMELINE: EBlast will be sent asap: defined as: within 2 business days upon content receipt unless a desired delivery date is requested, where the content will be scheduled for delivery. Please allow several days for content approval process (in case of requested edits). 5 business days cushion is extra-safe.

FILE DELIVERY

• Via Email (files must be under 5MB): artwork@ingledodd.com
DIGITAL MEDIA OPPORTUNITIES | COSTUME DESIGNERS GUILD

AWARDS E-NEWSLETTER
WEEKLY IN THE AWARDS CONNECTION

Your FYC promotional message can be featured within the ‘Awards Connection’ e-newsletter to your targeted voting peer-group. Emailed directly to the entire membership from the Guild’s email server on a weekly basis, during awards season. Each edition will carry voting updates, as well as FYC banner ads and native advertising.

E-NEWSLETTER SPECS

Native Content Ads: 100 words or less with direct link to full editorial content or viewing content

FYC Banner Ads: 600 px x 200 px with direct link to viewing content

• Emailed every Sunday through awards season
• All FYC Native Ad Content must be either about the target peer-group craft and/or member
• All FYC Banner Ads must link to a direct opportunity to view contender content
• All FYC Native/Banner combos must be for the same craft, member or title

FILE DELIVERY

• Via Email (files must be under 5MB): artwork@ingledodd.com
DIGITAL MEDIA OPPORTUNITIES | COSTUME DESIGNERS GUILD

SOCIAL MEDIA

Engage with CDG members and the professional costume community at large via the Guild’s official social media accounts.

- **INSTAGRAM:** 14.7K FOLLOWING | 46K IMPRESSIONS MO. AVG.
  #CDGLocal892

- **FACEBOOK:** 9.8K FOLLOWING | 32K IMPRESSIONS MO. AVG.
  facebook.com/CDGLocal892

- **TWITTER:** 3K FOLLOWING | 25K IMPRESSIONS MO. AVG
  @cdglocal892

**EBLAST SPECS**

- **Format:** Hi-Rez JPEG (300dpi)
- **Max Width:** 800 pixels (Images will be resized to fit that width)
- **Max Height:** 1100 pixels (Max Height must be viewable in a single-page portrait format)
- **File Size:** Less than 5MB

**FILE DELIVERY**

- **Via IngleDodd FTP server:** Host: ingledoddmedia.net
  Username: adart | Password: adart1
  Place your ad in the cdg/costumedesignersguild.com folder
- **Via Email** (files must be under 5MB): artwork@ingledodd.com
EVENTS
The Guild’s largest and most prestigious event of the year, the CDGA’s are the premier award show for costume design in the entertainment industry

EARLY 2022

OVER 1 MILLION VIEWERS

OVER 2 BILLION PRESS IMPRESSIONS ANNUALLY

Costume Designers, filmmakers, press, studio & network executives come together to celebrate the tastemakers of film & television.

VIEW THE SIZZLE REEL FROM THE 23RD CDGA

VIEW THE 24TH CDGA SPONSORSHIP DECK

Coming Soon. Ask your rep for details.
Virtual FYC Screenings and Q&As | In Partnership with the Costume Designers Guild

IngleDodd Media will produce and host a Virtual Live Q&A or Panel Discussion in partnership with the Guild. This first-of-its-kind support from the backing labor organization members provides the most meaningful and effective promotion possible. Online screenings can be linked for viewing prior or after Q&A or Panel Discussion.

Click here to see a video sample.
Virtual Educational/Promotion Series with Entertainment Industry Guilds, Unions or Societies
In Partnership with your target group, host an Educational Webinar w/Live Q&A discussion
(Please see the full BTS media kit for everything these packages include)

PRODUCED/HOSTED EDUCATIONAL WEBINAR W/LIVE Q&A DISCUSSION. For optimal attention of and attendance by buyers and influencers, IngleDodd Media will produce and host an Educational Webinar with Live Q&A or Panel Discussion featuring your product/service in partnership with your target Industry Trade Group.

EVENT PROMOTION TO MEMBERS is included as part of Premium Educational Partnership. If you’d like to promote an education/promotion video of your own, you’ll have the access to reach targeted groups for attendance and engagement via all of their official communication platforms prior to the event.

Click here to see a video sample.

SPONSORSHIP BRANDING OPPORTUNITIES

EBlasts to entire Membership
Dedicated Web Ad on the official Member page of Targeted Group
Social Media on the landing page
Webinar posted on Event Page on the landing page

VIEW THE BTS SPONSORSHIP DECK >
YEAR-ROUND EVENTS  |  COSTUME DESIGNERS GUILD

EXCLUSIVE MEMBER EVENTS

LOCAL 892/705 ANNUAL MIXER: Hosted at the CDG’s home in Burbank. Attended by about 300 members from both Guilds. An ideal networking opportunity. Multiple Sponsor Levels/Benefits.

MOVIE NIGHTS: Hosted at the CDG Office in Burbank, Academy Award-winning films for Costume Design include a reception, the screening and a Q&A with Costume Designer. 2 Sponsors max. per event.

EDUCATION SEMINARS: Technology and trade, contract basics, digital marketing, as well as interview and negotiating tips are just some of the many classes offered to our union membership. 1 Sponsor max. per event.

EXCLUSIVE PARTNER EVENTS: Corporate Sponsor/Partner Packages include the ability to host exclusive events and programs as well as editorial coverage in The Costume Designer. Please contact Dan Evans @310.918.4882 for details.
GOLD STANDARD EVENTS | COSTUME DESIGNERS GUILD

COSTUME DESIGNERS GUILD CORPORATE & BRAND PARTNERSHIPS

For companies and brands that wish to have a greater level of supporting presence and interaction with the members of the Costume Designers Guild, custom partnerships are available.

CDG CORPORATE & BRAND PARTNERSHIPS CAN INCLUDE COMBINATIONS OF THE FOLLOWING:

PRINT
- The Costume Designer magazine
- CDGA Book
- Direct Mail to CDG membership

DIGITAL
- www.costumedesignersguild.com banner advertising
- The Costume Designer digital/mobile enhancements
- EBlasts to CDG memberships
- E-Newsletter to CDG memberships

EVENTS
- CDGA Awards Show
- BTS Screening Series
- BTS Educational Series
- CDG Additional Member Events

PLEASE CONTACT US TO DISCUSS YOUR OBJECTIVES FOR A CUSTOMIZED PARTNERSHIP PROPOSAL
EXCLUSIVE.
FOCUSED.
ACCESS.

CONTACT IngleDodd Media | 310.207.4410 | cdg@ingledodd.com