DIRECTORS GUILD OF AMERICA

The Directors Guild of America (DGA) is the preeminent labor organization for Directors, Assistant Directors, Unit Production Managers, Associate Directors, Stage Managers and Location Managers in film, television, commercials, documentaries, news, sports and new media.

PRINT

DIGITAL

EVENTS

ADDITIONAL MARKETING

2018

MEDIA KIT

IngleDodd Media | 310.207.4410 | dga@ingledodd.com

DGA QUARTERLY

The Official Craft Journal of the Directors Guild of America

PRINT

PROFILE 2018

CIRCULATION: 20,500
EDITOR: Steve Chagollan
PUBLISHER: IngleDodd Media
FOUNDED: 2004
FREQUENCY: Quarterly
PROFESSIONAL ASSOCIATION: Directors Guild of America
READERSHIP: All members of the Directors Guild of America; Directors of film, television and digital media, Unit Production Managers, Assistant Directors, Associate Directors, Stage Managers and Location Managers.

DGA Quarterly is the official quarterly craft journal of the Directors Guild of America, delivering to 100% of its exclusive membership worldwide. Written specifically for DGA members and the professional filmmaking community at large, this respected publication serves as the leading voice for filmmakers: from the top directors in film and television, to the up-and-coming auteurs, this is the one publication and organization that all serious directors aspire to be part of.

DGA Quarterly offers advertisers an elegant environment for their message, with unparalleled read-through and retention of their target. No one else has the exclusive access or pre-qualified attention of these Guild members, making this the most important print vehicle in the market for reaching directors and their team members.

DGA QUARTERLY

The Official Craft Journal of the Directors Guild of America

PRINT

SCHEDULE 2018

	Space Reservation	Art Deadline	Mailing Date
Winter 2018	**Nov 9**	**Nov 16**	**Dec 7**
Spring 2018	**Feb 23**	**Mar 2**	**Mar 19**
Summer 2018	**June 1**	**June 8**	**June 26**
Fall 2018	**Aug 31**	**Sept 7**	**Sept 25**
Winter 2019	**Nov 12**	**Nov 19**	**Dec 7**

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

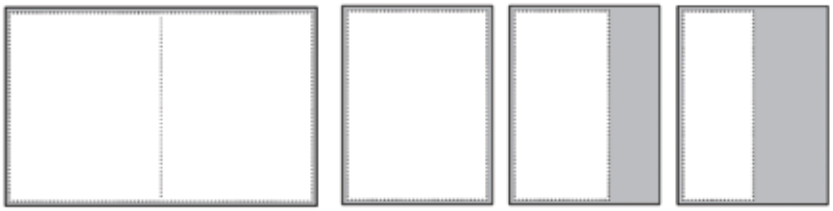
DGA QUARTERLY

The Official Craft Journal of the Directors Guild of America

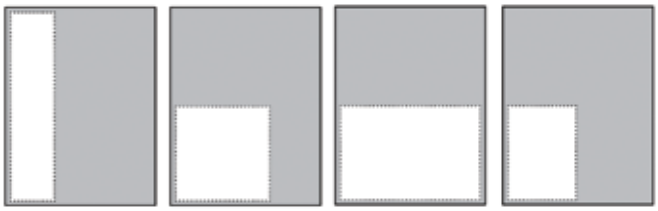
PRINT

ART SPECS 2018

AD SIZES AVAILABLE



2-Page Spread | Full Page Bleed or Non-bleed | 2/3 Page Vertical | 1/2 Page Vertical



1/3 Page Vertical | 1/3 Page Square | 1/2 Page Horizontal | 1/4 Page Vertical

AD DIMENSIONS

2-Page Spread	**Non-bleed: 16.875”w x 9.875”h**	**Bleed: 18”w x 11.125”h**
Full Page	**Non-bleed: 7.875”w x 9.875”h**	**Bleed: 9.125”w x 11.125”h**
2/3 Page Vertical	**Non-bleed: 5”w x 9.875”h**	
1/2 Page Horizontal	**Non-bleed: 7.625”w x 4.75”h**	**Bleed: 9.125”w x 5.5”h**
1/2 Page Vertical	**Non-bleed: 3.675”w x 9.875”h**	
1/3 Page Vertical	**Non-bleed: 2.375”w x 9.875”h**	
1/3 Page Square	**Non-bleed: 5”w x 4.75”h**	
1/4 Page Vertical	**Non-bleed: 3.675”w x 4.75”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 1/8” 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 Username: adart | Password: adart1
Place your ad in the DGA/dga_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

DGA MONTHLY

PRINT

The Official News & Events Magazine of the Directors Guild of America

PROFILE 2018

CIRCULATION: 17,400
EDITOR: Darrell L. Hope
PUBLISHER: IngleDodd Media
FOUNDED: 2004
FREQUENCY: Monthly
PROFESSIONAL ASSOCIATION: Directors Guild of America
READERSHIP: All members of the Directors Guild of America; Directors, Unit Production Managers, Assistant Directors, Associate Directors, Stage Managers and Location Managers.

DGA Monthly is the official monthly publication of the Directors Guild of America, these creative decision makers who approve and influence all important artistic, location, equipment and service choices on a production. It's also the best way to reach all of the DGA, Academy and Emmy Award Director-voters during critical balloting periods.

DGA Monthly contains vital member benefits and information like screenings, special events and other Guild business that members need to be informed of on a monthly basis. Its shorter distribution cycle and lower cost makes it a smart and timely buy to reach working directors and their teams in film, television and digital media. No unaffiliated trade publication has the access or pre-qualified attention of this exclusive membership.

DGA MONTHLY

The Official News & Events Magazine of the Directors Guild of America

PRINT

SCHEDULE 2018

	Space Reservation	Art Deadline	Mailing Date
Nov 2017	Oct 6	Oct 9	Oct 12
Dec 2017	Nov 3	Nov 9	Nov 15
Jan 2018	Dec 1	Dec 7	Dec 13
Feb 2018	Jan 12	Jan 15	Jan 18
Mar 2018	Feb 2	Feb 9	Feb 14
Apr 2018	Mar 5	Mar 9	Mar 14
May 2018	Apr 4	Apr 10	Apr 13
June 2018	May 4	May 9	May 15
July 2018	June 5	June 8	June 13
Aug 2018	July 2	July 6	July 13
Sept 2018	Aug 6	Aug 10	Aug 15
Oct 2018	Sept 5	Sept 7	Sept 12
Nov 2018	Oct 3	Oct 8	Oct 12
Dec 2018	Nov 6	Nov 9	Nov 14

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

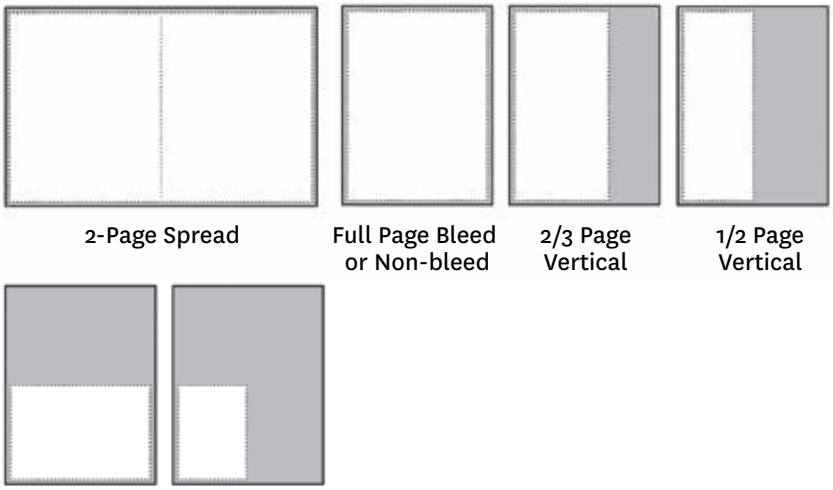
DGA MONTHLY

The Official News & Events Magazine of the Directors Guild of America

PRINT

ART SPECS 2018

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**	
1/4 Page Vertical	**Non-bleed: 3.50”w x 4.875”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 Username: adart | Password: adart1
Place your ad in the DGA/dga_monthly 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

PROFILE 2018

Please join us in celebrating the

70th ANNUAL DGA AWARDS

February 3, 2018 |
Beverly Hilton Hotel | Beverly Hills

All presenters and honorees of the 70th Annual DGA Awards will receive a copy of the official ***DGA Awards Tribute Program.*** This beautiful full-color keepsake contains the evening's program of events, profiles of all honorees and nominees, a historical review of the Guild and awards show, and numerous congratulatory and brand ad messages throughout.

The official DGA Awards Tribute Program provides an elegant and exclusive opportunity to show your support for both the Guild, and the evening's honorees. Congratulatory ad messages are available within the program, and will be seen by all Guild and industry members in attendance.

RESERVATION DEADLINE	January 18, 2018
ARTWORK DEADLINE	January 22, 2018

70TH ANNUAL DGA AWARDS

The official DGA Awards Tribute Program

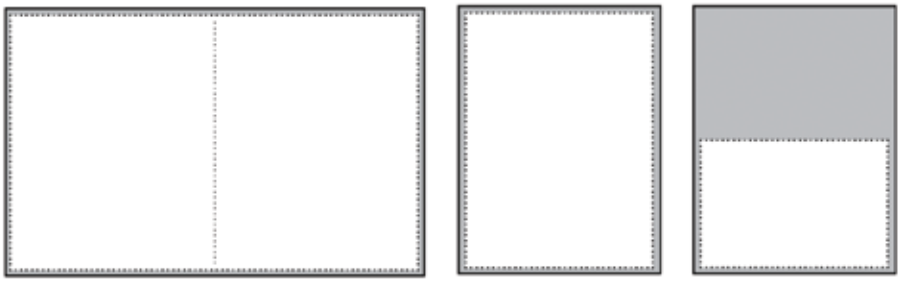
PRINT

AD SIZES & SPECS 2018

SPECIFICATIONS | AD DIMENSIONS (LIVE AREA)

2-Page Spread	Non-bleed	15.75”w x 9.875”h
Full Page	Non-bleed	7.25”w x 9.875”h
Half Page	Horizontal	7.25”w x 4.875”h

AD DIMENSIONS



2-Page Spread Full Page Half Page

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.

PAGE TRIM SIZE

8.375”w x 10.875”h — For bleed add 1/8” all around. Keep vital images and text at least 3/8” from page (trim) edge.

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)

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

Electronic Files Only (in order of preference):

» **Via IngleDodd FTP site:** Host: www.ingledoddmedia.net Username: adart | Password: adart1
Place your ad in the dga/dga_awards 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

DGA.ORG

Official website of the Directors Guild of America

DIGITAL

DGA.org is the official member website of the DGA and the worldwide public face of the Guild. Digital banner advertising is available on this exclusive website, enabling advertisers to add an important digital component to their ad campaigns, provide more frequent and timely ad messages, while also reaching industry viewers outside the membership.

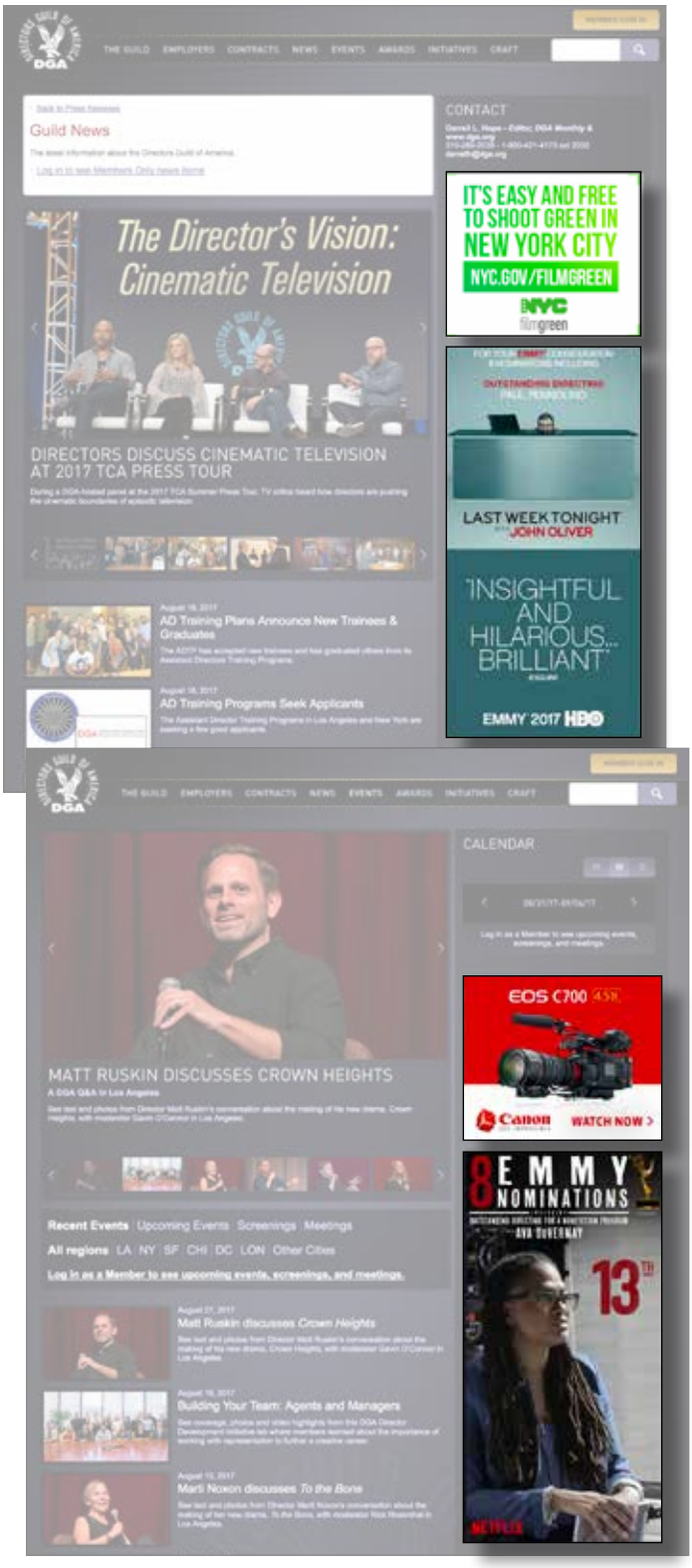
DIGITAL ADVERTISING IS AVAILABLE IN THE FOLLOWING FOUR SECTIONS:

THE GUILD (Member Directory)
The online directory of the Guild. The search function allows viewers to look up DGA members' contact information and credit summaries.

NEWS The home for all DGA press releases, Guild news, member-only news, industry news and current and archived editions of *DGA Monthly*.

EVENTS Contains the member-only Guild event calendar, as well as recent events, screenings and meetings in all regions (LA, NY, SF, CHI, DC, LON, East and West).

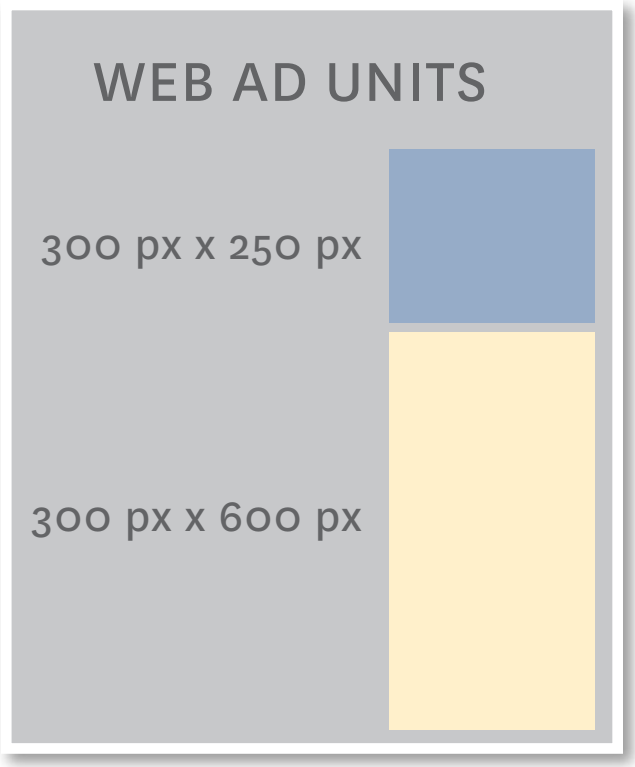
CRAFT (*DGA Quarterly*, Director Q&A, Visual History) Home to the online version of the Guild's official craft journal, *DGA Quarterly*. All editorial content is organized here for easy viewing of current issues, or archival searches of past interviews and columns. DGA Director Q&A interviews are also archived here, as well as the Visual History Program and past anniversary issues.



WEB ADVERTISING 2018

DGA.ORG

Official website of the Directors Guild of America



WEB AD SPECIFICATIONS

- Ad image sizes: 300 px x 250 px, 300 px x 600 px
- All ad units will appear in the right column of pages with available web ad inventory.
- Formats: Static JPEG, GIF or PNG images. No animation, flash or rich media.
- Ad Serving: Internal only. Maximum four ad images served per ad unit. No weighting rotation.
- All creative must be approved by the DGA 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 DGA/DGA.org folder

Email: artwork@ingledodd.com

INTERACTIVE PUBLICATION

Mobile/Digital DGA Quarterly, DGA Monthly

DIGITAL

DIGITAL/MOBILE DGAQ & DGA MONTHLY

A digital replica of *DGA Quarterly* and *DGA Monthly* 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.

INTERACTIVE PUBLICATION

Mobile/Digital DGA Quarterly, DGA Monthly

DIGITAL

http://www.zullavision.com

DIGITAL/MOBILE DGAQ & DGA MONTHLY

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 ftps
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 DGA/DGA.org folder

Email: artwork@ingledodd.com

DGA PUBLICATION INSERTS/OUTSERTS

ADDITIONAL MARKETING

Promotional material distributed with DGA Quarterly & DGA Monthly

INSERTS/OUTSERTS

Publication Inserts/Outserts allow advertisers to use the official member publications to carry their promotional material. More impactive 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 outside 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.