

Official website of the Journal of the Motion Picture Editors Guild

CineMontage.org is the official website of the Journal of the Motion Picture Editors Guild, IATSE Local 700. Covering current hot topics relating to the Guild, exclusive editorial, *CineMontage* archives, and industry news, this website is a place for the editors of *CineMontage* to elaborate on stories and continually update everything that the members are doing.

WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

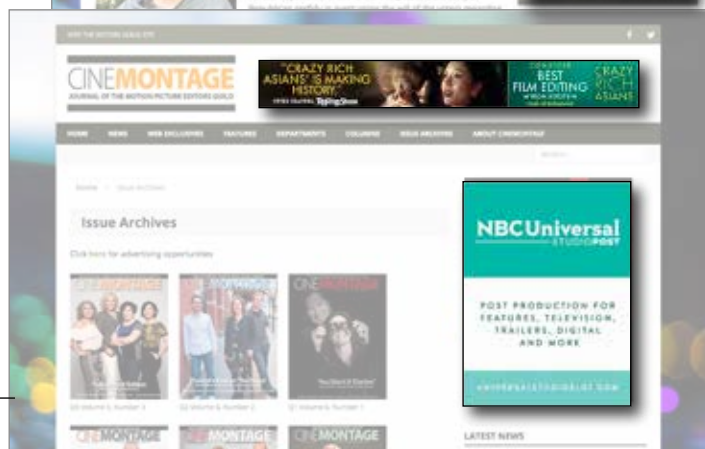
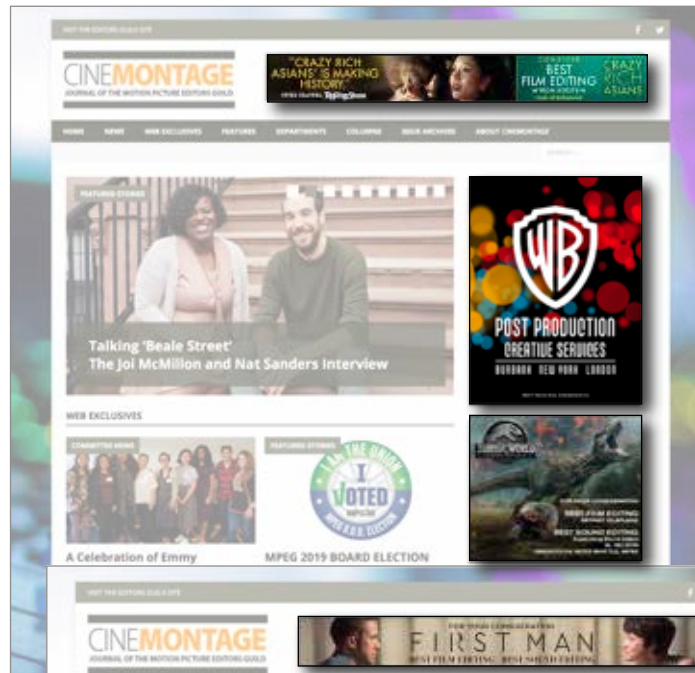
HOME PAGE: Gain visibility from both MPEG members, and thousands of post-production professionals visiting the site from around the world.

NEWS: Latest news covering the industry and items of interest to our members on labor and the Guild.

WEB EXCLUSIVES: Section contains what MPEG members have been working on within the industry, and what they do outside of work but related to their fields.

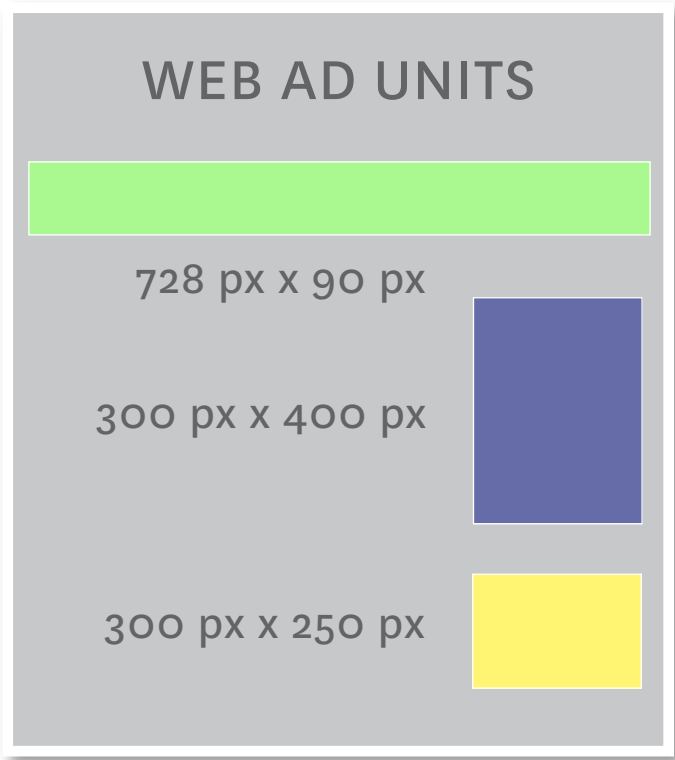
FEATURES: Relates to the feature articles from *CineMontage* and many more articles of interest.

ISSUE ARCHIVES: Contains Digital version of the current issue of *CineMontage* and all the past archived issues.



WEB ADVERTISING 2019





WEB AD SPECIFICATIONS

- Ad image sizes: 728 px x 90 px, 300 px x 400 px, 300 px x 250 px.
- All ad sizes share rotation within the same defined ad space.
- Formats: Static JPEG, GIF or PNG images. No animation, flash or rich media.
- Ad Serving: Internal only. Maximum five ad images served per ad unit. No weighting rotation.
- All creative must be approved by MPEG in advance of run date.
- 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 MPEG/editorsguild.com folder

Email: artwork@ingledodd.com



EBlasts to the MPEG Membership

Deliver your ad message to every MPEG member via email!

An excellent option to either enhance an existing MPEG print or web ad campaign, or for timely announcements and events, email marketing allows you to reach the entire MPEG 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 MPEG 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 MPEG's office through their 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 MPEG 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 CineMontage

A digital replica of *CineMontage* 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 CINEMONTAGE



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.





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
Cinemontage_web_art folder
Email: artwork@ingledodd.com

