

Official website of the Make-Up Artists & Hair Stylists Guild

**Local706.org** is the official website of the Make-Up Artists & Hair Stylists Guild, the working professionals in film, television, commercials, theater, live performance, videotape and digital media.

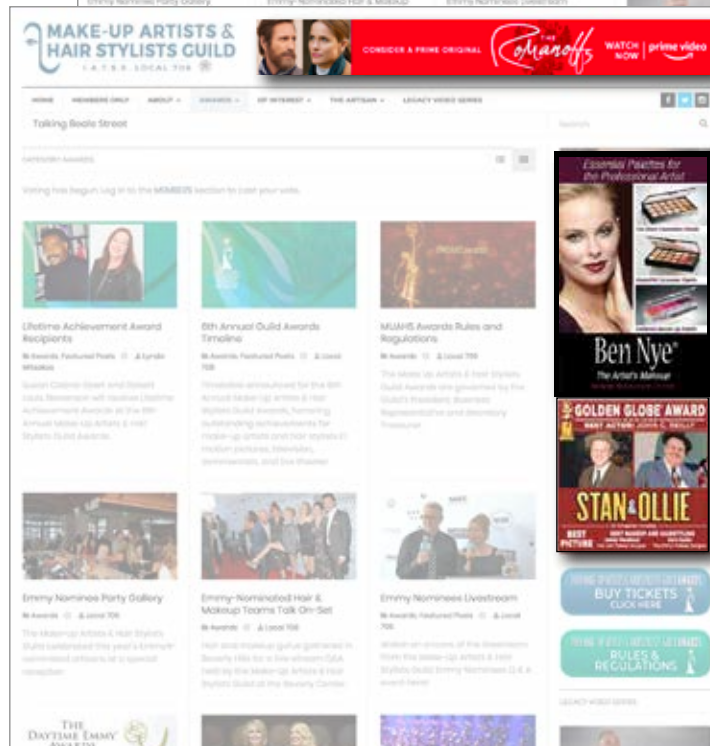
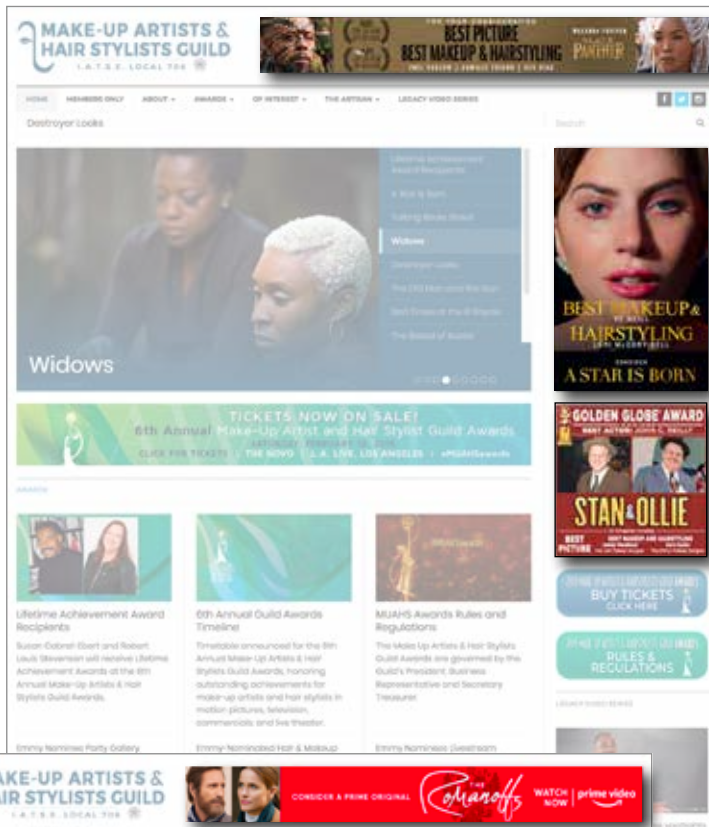
**WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:**

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

**AWARDS:** Latest News involving all the award nominees and winners for the MUAHS Guild Awards Show.

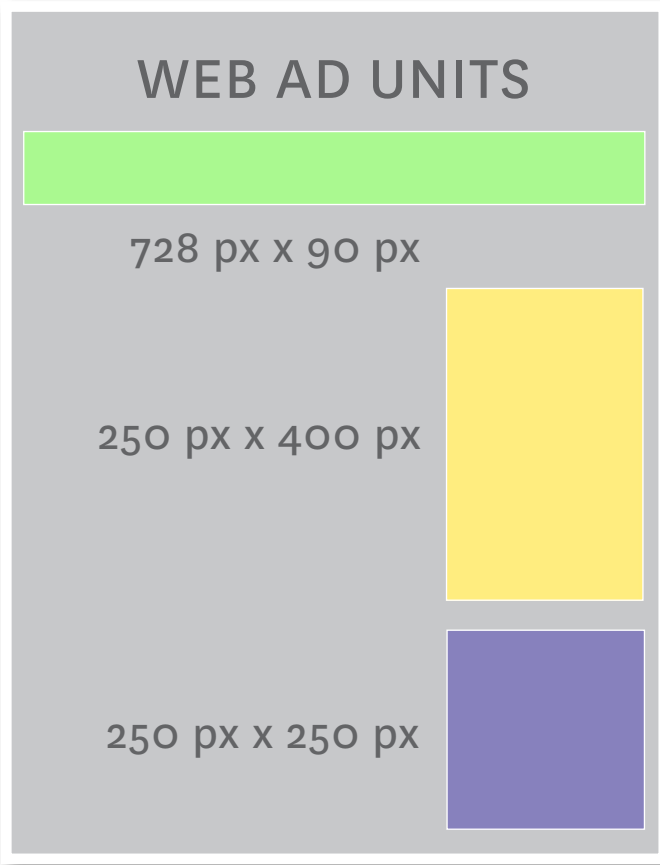
**OF INTEREST:** This section contains what members have been working on within the industry, and what they do outside of work but related to their fields.

**THE ARTISAN:** Contains Digital version of the current issue of the MUAHS Guild member publication *The Artisan*, with link to the archives.



WEB ADVERTISING 2019





**WEB AD SPECIFICATIONS**

- Ad image sizes: 728 px x 90 px, 250 px x 400 px, 250 px x 250 px
- 728 x 90 ads will appear at top of page.
- 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 Local 706 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 MUAHS/Local706.org folder

**Email:** artwork@ingledodd.com



## *EBlasts to the MUAHS Guild Membership*

Deliver your ad message to every MUAHS Guild member via email!

An excellent option to either enhance an existing MUAHS Guild print or web ad campaign, or for timely announcements and events, email marketing allows you to reach the entire active MUAHS Guild 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 MUAHS Guild 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 MUAHS Guild'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 MUAHS Guild 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).

EMAIL MARKETING



## Digital/Mobile The Artisan

A digital replica of *The Artisan* 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 ARTISAN

**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.





### 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 MUAHS/  
Local706.org folder

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



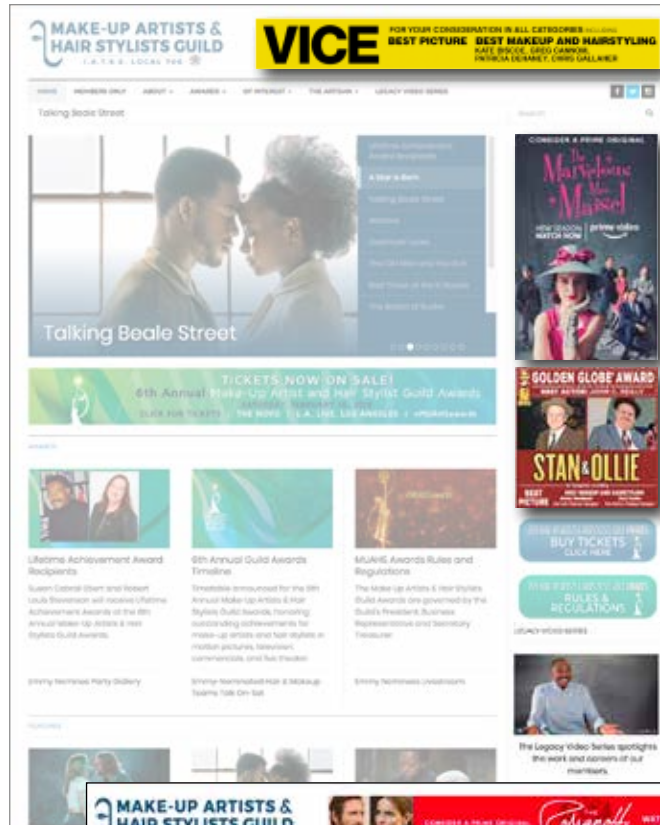
# LEGACY VIDEO SERIES

DIGITAL

*Intimate conversations with Make-up Artists and Hair Stylists*

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

