

LOCAL695.com is the official website of IATSE Local 695, for news and events related to the union and the specialized craftspeople that comprise it.



WEB ADVERTISING 2019

WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTION:

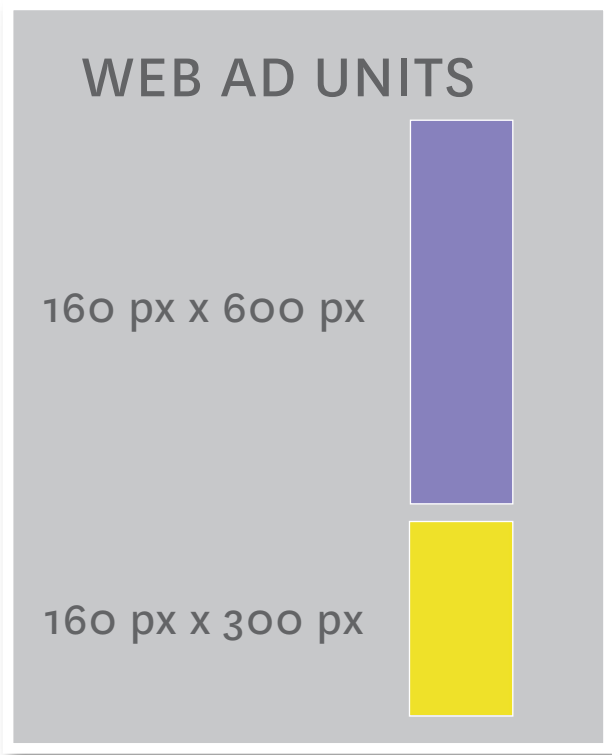
HOME: The landing page for visitors of LOCAL695.com and the portal for all other sections of the site. Updated regularly to include information relevant to their craft, Guild news and events, and other important resources.

NEWS & ANNOUNCEMENTS: Contains all upcoming and past event information, includes editorial and photo coverage.

MAGAZINE: Contains Digital version of the current issue *PS&V* Guild member publication, with link to the archives.

MEMBERSHIP DIRECTORY: Complete list of members of Local 695 with their member profile and credits, just plug in the stats and search.





WEB AD SPECIFICATIONS

- Ad image sizes: 160 px x 600 px, 160 px x 300 px
- 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 Local 695 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 695/695.com folder

Email: artwork@ingledodd.com



EBlasts to the IATSE Local 695 Membership

Deliver your ad message to every Local 695 member via email!

An excellent option to enhance an existing PSVG print or web ad campaign, or for timely announcements and events, email marketing allows you to reach the entire PSVG 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 Union 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 Union'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 Union 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 PS&V 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).

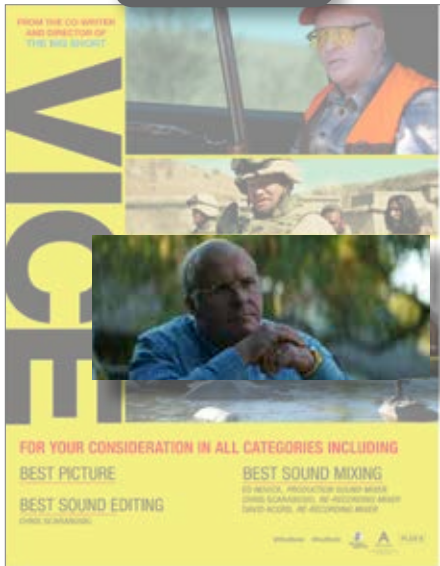
EMAIL MARKETING



Digital/Mobile Production Sound & Video

A digital replica of *Production Sound & Video* 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.

DIGITAL/MOBILE PRODUCTION SOUND & VIDEO





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:

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Password: adart1

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