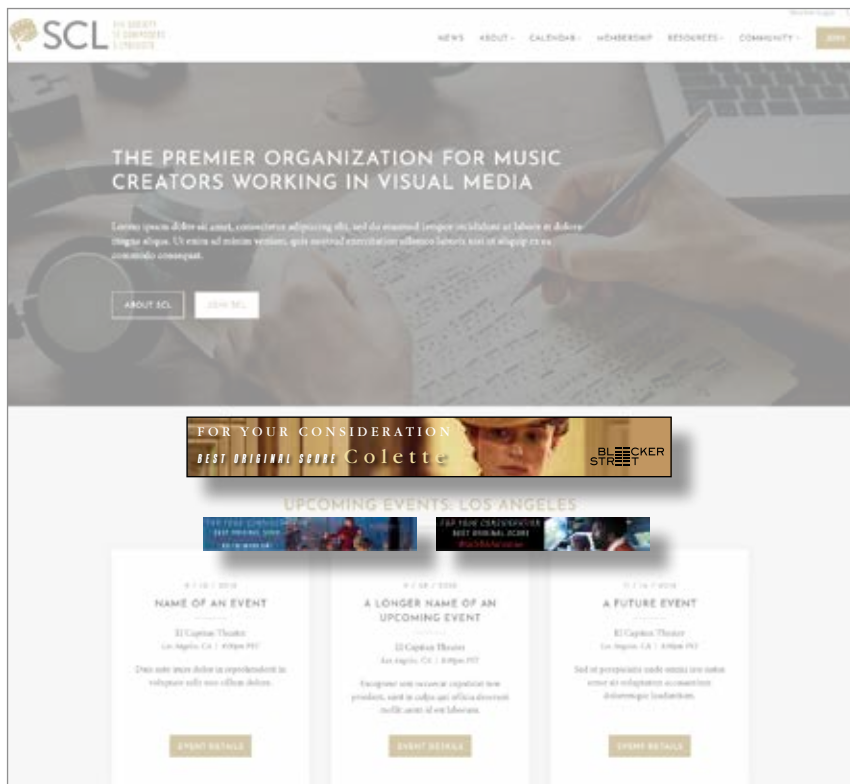


Official website of The Society of Composers & Lyricists

TheSCL.com is the official website of The Society of Composers & Lyricists. Covering all facets of this Society, including member resources, legislative efforts, events and related industry news, TheSCL.com is a 'hub' for both the membership and musical community worldwide. Digital ad messages are available on this exclusive site, and provide a powerful method of reaching and influencing these creative decision makers, wherever they are in the world.

WEB ADVERTISING 2019

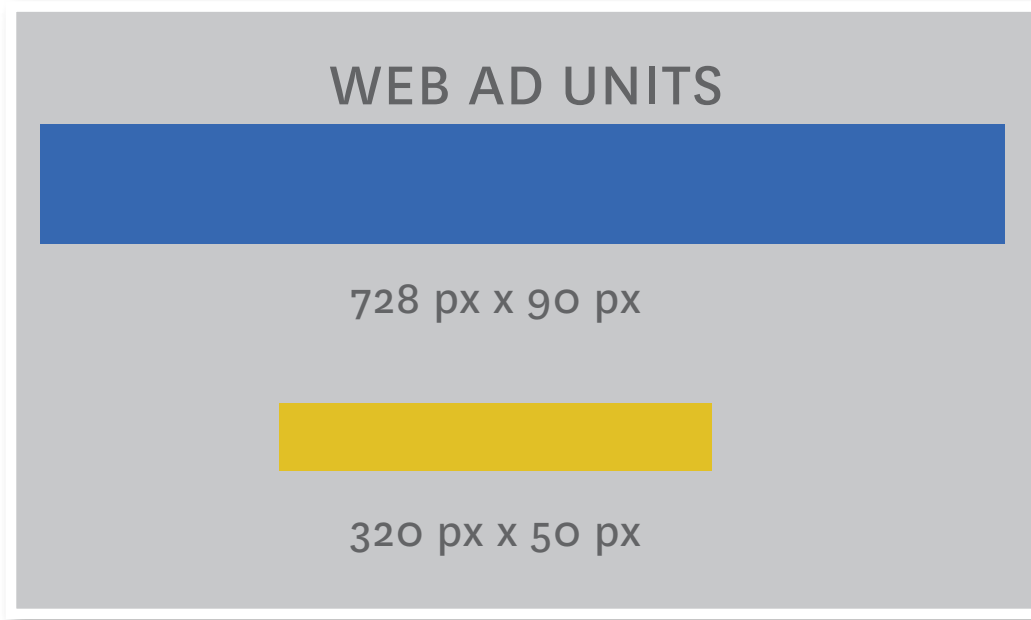


WEB ADVERTISING IS AVAILABLE IN THE FOLLOWING SECTIONS:

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

NEWS, CALENDAR & MEMBERSHIP SECTIONS: These sections contain all the latest SCL press releases, announcements, schedules, seminars and benefits for The Society of Composers & Lyricists.





WEB AD SPECIFICATIONS

- Ad image sizes: 728 px x 90 px, 320 px x 50 px
- Formats: Static JPEGs, 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 the SCL 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 SCL/SCL.org folder

Email: artwork@ingledodd.com



EBlasts to the SCL Membership

Deliver your ad message to every SCL member via email!

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

SPECS

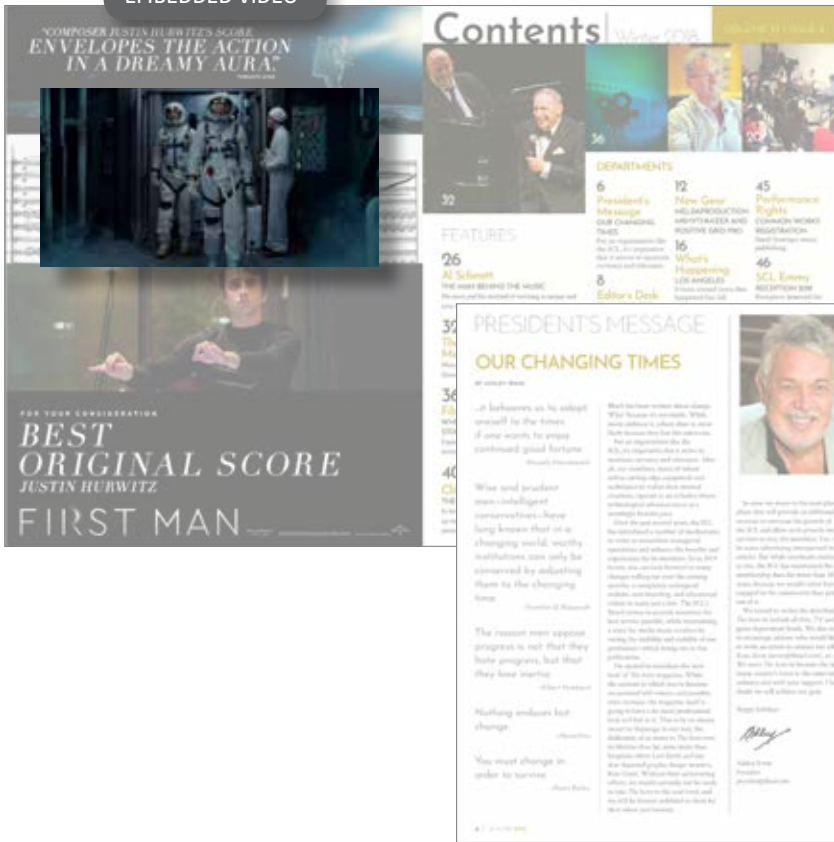
- Allow 48-72 hrs. minimum for approval/delivery of EBlast.
- Format guidelines for EBlasts:
 - JPEGs (ideal format).
 - Word documents or Simple text.
 - HTML (with minimum graphic images or titles).
 - PDF can also be called up via an embedded link in body of a text email (the PDF is uploaded to/served from the above organization's server).



Digital/Mobile SCL The Score

A digital replica of SCL *The Score* 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 VIDEOS:

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 SCL THE SCORE



Digital/Mobile SCL The Score

DIGITAL/MOBILE SCL THE SCORE



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 SCL/SCL.org folder

Email: artwork@ingledodd.com

