

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

The collage features three main elements: 1) A video player showing a scene from the movie 'First Man' with the text 'COMPOSER JUSTIN HURWITZ'S SCORE ENVELOPES THE ACTION IN A DREAMY AURA' and 'FOR YOUR CONSIDERATION BEST ORIGINAL SCORE JUSTIN HURWITZ FIRST MAN'. 2) A 'Contents' page with a table of contents listing departments like 'President's Message', 'New Genre', 'Performance Rights', 'What's Happening', and 'SCL Enemy'. 3) A 'PRESIDENT'S MESSAGE' article titled 'OUR CHANGING TIMES' with a photo of a man and several paragraphs of text.

EMBEDDED PHOTO SETS

The photo set is for 'The Ballad of Buster Scruggs' by Carter Burwell. It features a central image of a man on a horse with the text 'FOR YOUR CONSIDERATION BEST ORIGINAL SCORE CARTER BURWELL'. Below the image is the title 'The Ballad of Buster Scruggs' and the names 'JULIE COLE & ELMAN OLSZEWSKI'. The set includes navigation arrows and a small video player overlay.

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.

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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

