

THE ANIMATION GUILD

The Animation Guild (TAG) IATSE Local 839, TAG is the labor union representing all the crafts of animation, covering artists, directors, technicians and writers working in animation in all its forms.



Click on links below:

PRINT

DIGITAL

EVENTS

**ADDITIONAL
MARKETING**



IngleDodd Media | 310.207.4410 | tag@ingledodd.com

**2020
MEDIA KIT**

The Quarterly Magazine of The Animation Guild, Local 839

PROFILE 2020



CIRCULATION: 4,900

EDITOR: Alexandra Drosu

PUBLISHER: IngleDodd Media

FOUNDED: 2018

FREQUENCY: Quarterly

PROFESSIONAL ASSOCIATION:

The Animation Guild

READERSHIP: All members of the Animation Guild: animators, storyboard artists, lighting artists, background artists, effects artists, cloth and hair simulation artists, visual development artists, animation art directors and production designers, computer graphics technical directors, and animation writers and directors.

Keyframe is the quarterly publication of The Animation Guild (TAG), and is guaranteed to deliver your message to 100% of this exclusive membership. With editorial curated specifically for their craft, copies are mailed to all active TAG members quarterly with a companion digital/mobile version emailed to 6,000 members at the same time. With additional 350 copies mailed to studio executives and industry professionals. It also includes studio executives, studio department heads, and executive producers of animation content.

The members of TAG are the critical decision makers and influencers you need be in front of year-round, as they make hundreds of decisions that affect your business. No one else has the complete access or the pre-qualified attention of these animation professionals. Additionally more than 350 copies are mailed to studio executives and industry professionals.



The Quarterly Magazine of The Animation Guild, Local 839



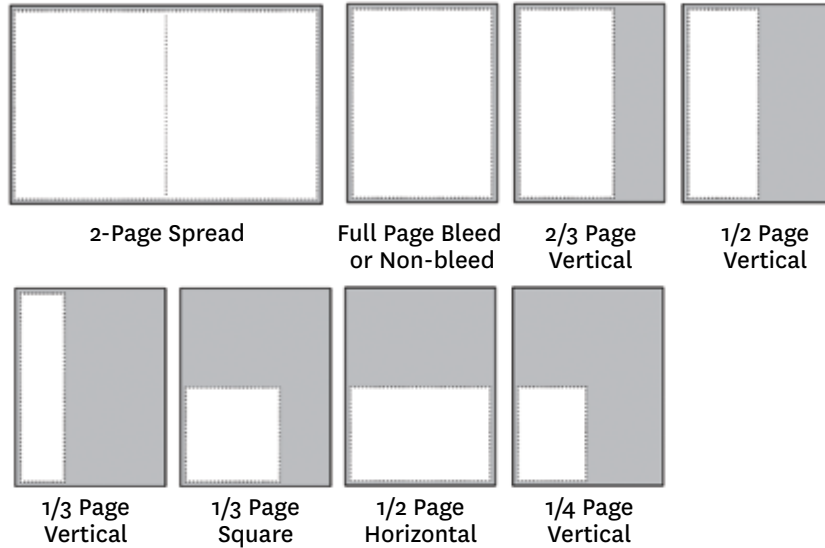
SCHEDULE 2020

	Space Reservation	Art Deadline	Mailing Date
Summer 2020	Apr 21	Apr 28	May 15
Fall 2020	July 30	Aug 3	Aug 12
Winter 2020	Oct 29	Nov 5	Nov 20

- *Keyframe* is published quarterly
- Premium Positions are available on a first-come, first-served basis
- Mailing dates are subject to slight variations



AD SIZES AVAILABLE



AD DIMENSIONS

2-Page Spread	Non-bleed: 16.25”w x 10.375”h	Bleed: 17.25”w x 11.125”h
Full Page	Non-bleed: 8”w x 10.375”h	Bleed: 8.75”w x 11.125”h
2/3 Page Vertical	Non-bleed: 5.275”w x 10.375”h	
1/2 Page Horizontal	Non-bleed: 8.125”w x 5”h	Bleed: 8.75”w x 5.5”h
1/2 Page Vertical	Non-bleed: 3.875”w x 10.375”h	Bleed: 4.25”w x 11.125”h
1/3 Page Vertical	Non-bleed: 2.675”w x 10.375”h	
1/3 Page Square	Non-bleed: 5.275”w x 5”h	
1/4 Page Vertical	Non-bleed: 3.875”w x 5”h	

Any ad that does not meet the requirements and sizes of this spec sheet will have to be altered to fit our specifications. We do not assume responsibility for such alterations.

MAGAZINE TRIM: 8.5”w x 10.875”h. For bleed: add 1/8” all around. Keep vital images and text at least 3/8” from page (trim) edge.

2-page spread keep text 1/4” away from gutter on both sides.

FILE FORMATS: Only the following formats are accepted and must be Mac-readable:

InDesign, Hi-res PDF (Acrobat PDFx/1-a preferred), Illustrator EPS (fonts must be converted to outlines) and Photoshop JPEG (300 dpi)

FILE REQUIREMENTS: Digital files must be 100% magazine ad size (see dimensions above)

- Colors: All images and colors must be converted to CMYK process colors or grayscale
- Resolution: 300 dpi for CMYK or grayscale, 1200 for line art. No spot colors or RGB.
- Fonts: All fonts used to create PDFs must be embedded or converted to outlines. Choose bold, italic, and other styles from the font menu. DO NOT use truetype fonts.
- All files, must be linked, flattened with no transparencies
- ALL ad files MUST contain the ADVERTISER’S NAME

FILE DELIVERY: Electronic Files Only (in order of preference):

» **Via IngleDodd FTP server:** Host: www.ingledoddmedia.net Username: adart | Password: adart1

Place your ad in the tag/tag_quarterly folder (fax proof to 310.207.2110)

» **Via Email** (files must be under 5MB): artwork@ingledodd.com (fax proof to 310.207.2110)

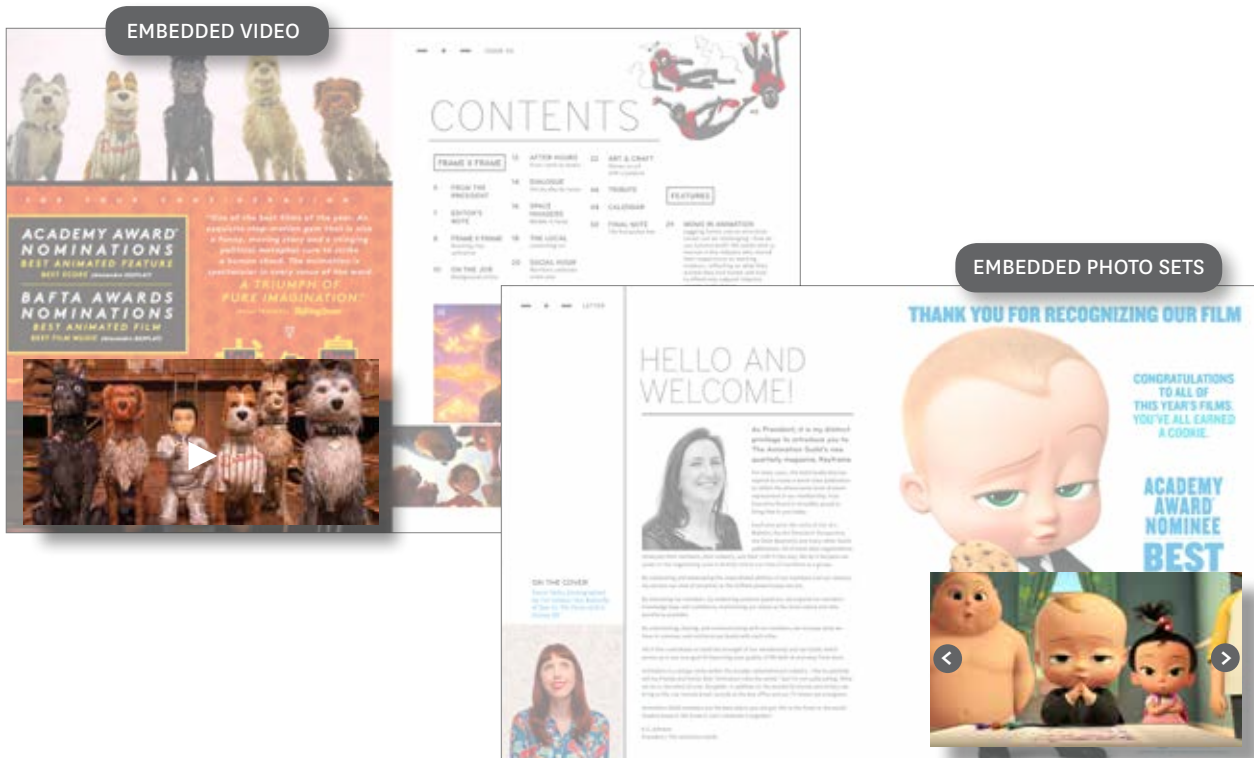
» **Via Mail CD or DVD** (include color proof): IngleDodd Media, Attn: Production Dept.

11661 San Vicente Blvd., Suite 709 | Los Angeles, CA 90049



Digital/Mobile Keyframe

A digital replica of *Keyframe* 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 KEYFRAME

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 SET:

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 ENHANCEMENTS 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 TAG/TAG.org folder

Email: artwork@ingledodd.com



EBlasts to the TAG Membership

Deliver your ad message to every TAG member via email!

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



Sponsorship and Branding Opportunities

Event Sponsorships

EVENT SPONSORSHIP OPPORTUNITIES

The Animation Guild hosts many events throughout the year, including a highly anticipated Annual Member Celebration with an attendance of more than 1,500 members as well as quarterly member mixers, art fairs showcasing members' works, and educational events. Event sponsors receive combinations of branding, advertising and access, opportunities to provide and brand promotional material or product at the event, and recognition as an event sponsor on all media outreach.



ANNUAL MEMBER CELEBRATION

Every year, The Animation Guild (IATSE Local 839) hosts its biggest annual celebration of the year for its members, and other animation professionals working in film and television. With over 1,500 attendees from all animation disciplines, including the leaders in television and film animation, this is a fantastic opportunity to have an impactful presence with this captured audience.



TAG MEMBER MIXERS

Each Quarter, TAG members come hang out together at their favorite watering hole near the studios. These mixers are a fun and low-key environment to connect and network with each other and guests in the Animation field. Sponsors can build relationships with our members in a relaxed, social setting. These popular events attract more than 200 members.

COMMUNITY EVENTS

The Animation Guild gives back to its community as well as to students and young professionals beginning their animation careers through educational events at TAG headquarters. In addition TAG holds community art fairs showcasing the artwork, comic books, t-shirts, and other cool, crafty gifts our creative and industrious TAG members produce in their spare time.



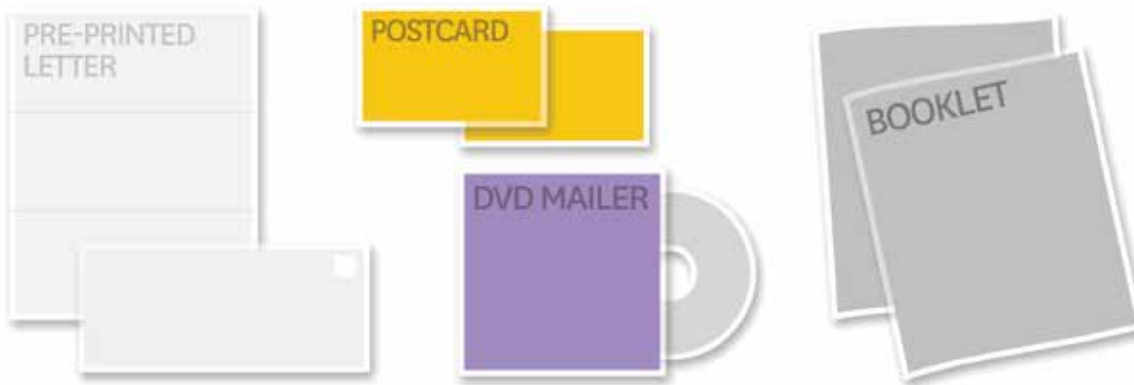
ANNUAL EVENTS 2020



Direct Mail to the TAG Membership

The TAG Direct Mail Marketing Program enables advertisers to send their self-produced promotional materials directly to the entire Guild membership. Advertisers simply deliver their physical materials to the Guild's third-party mailing house, and it is then mailed via USPS to the personal mail addresses of every single member in the Guild.

BASIC DIRECT MAIL TYPES



PRE-PRINTED LETTER/FLYER | Your pre-printed message enclosed and mailed in a #10 Envelope.

4 X 6 POSTCARD | Your message printed as a 4" x 6" Business Reply Postcard.

DVD MAILER | Your information or demo formatted as a DVD mailer.

BOOKLET OR CATALOG | Your information in a multi-page format.

RATES

Direct Mail prices are calculated using the following three elements:

- 1) Access Fee
 - 2) Handling Fee: For address labeling and any special printing/packaging/processing fees
 - 3) Postage: Based on current USPS rates
- All Direct Mail is sent through third-party mailing houses that have an NDA on file with the Guild, for a flat access fee.
 - Member addresses are not released to the advertiser.
 - Prices are quoted on a case-by-case basis and will vary based on the physical properties (weight and shape) of the piece, method of labeling, postage and any additional handling charges.
 - All ad content must be first approved by the Guild, prior to sending.
 - Awards Season FYC Direct Mail requires a companion purchase of TAG print or web FYC.



TAG PUBLICATION INSERTS/OUTSERTS

Promotional material distributed with Keyframe magazine

INSERTS/OUTSERTS

Publication Inserts/Outserts allow advertisers to use the official member publication to carry their promotional material. More impactful than Direct Mail, your piece benefits by arriving in a vehicle that has the pre-qualified interest of this exclusive membership, better ensuring your message will be noticed by all recipients.

BASIC INSERT TYPES



BLOWN-IN | A pre-printed, single card or flyer loosely inserted between the pages of the issue.

STITCHED-IN OR BOUND-IN | Attached in the binding of the publication (either by staple or glue), this can be a card, single-page or multi-page gatefold advertisement.

DVD OR BOOKLET | Items that cannot be Blown-in or Stitched-in/Bound-in must accompany the publication via a polybag or plastic wrap around the publication.

INSERT/OUTSERT RATES

Final cost is assessed pre-project, based on the physical properties of the piece, the method of insertion or wrapping, and any increases in handling and postage that it may create. Please contact our office to discuss your needs and obtain a specific quote.

ART PRODUCTION

If you do not have a pre-printed piece, we can provide production and printing services for you. All production services are quoted on a case-by-case basis. Please contact us to discuss your options.



TAG CORPORATE & BRAND PARTNERSHIPS

Custom Annual Partnerships with TAG

TAG ANNUAL PARTNERSHIPS

For companies and brands that wish to have a greater level of supporting presence and interaction with the members of The Animation Guild, custom annual partnerships are available. These can include a combination of existing advertising, marketing and events, along with unique benefits and recognition as a 'TAG Corporate or Brand Partner' throughout the year. This level of commitment will provide a dominating competitive presence with your target, and help develop meaningful relationships with the membership.

The members of TAG are the creative artists of the craft of animation, they create and develop the characters' look, atmosphere and emotion that move the story in film and television. These are the creative professionals who ultimately decide what products and brands are used within the industry and their choices can affect consumer trends and spending around the globe in this creative field.

TAG CORPORATE & BRAND PARTNERSHIPS CAN INCLUDE COMBINATIONS OF THE FOLLOWING:

PRINT:

Keyframe magazine

DIGITAL:

Keyframe digital/mobile enhancements
EBlasts to TAG membership

EVENTS:

TAG Annual Celebration Event
TAG Member Events

ADDITIONAL MARKETING:

Direct Mail to TAG membership
Inserts/Outserts in *Keyframe*

Please contact us to discuss your objectives for a customized partnership proposal.

