

*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.



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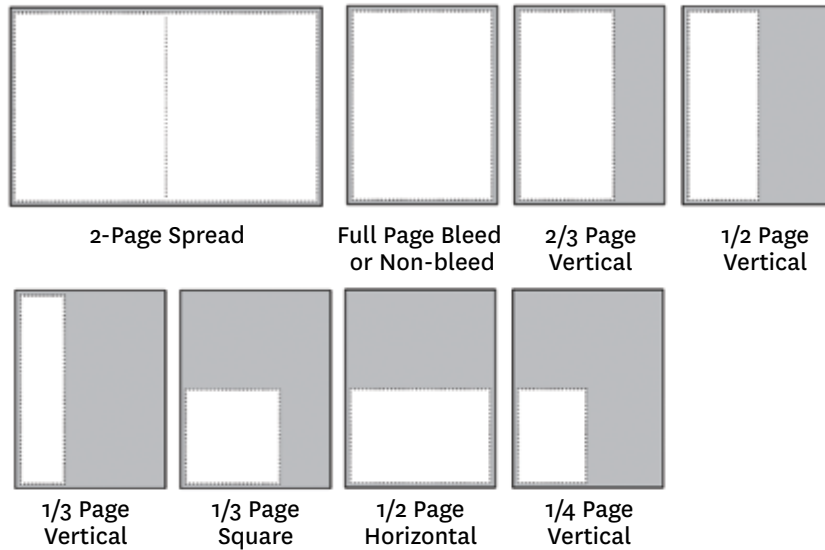
# SCHEDULE 2020

	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

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

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](http://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](mailto:artwork@ingledodd.com) (fax proof to 310.207.2110)

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

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