

The Quarterly Magazine of the Animation Guild, Local 839



CIRCULATION: 4,500

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.

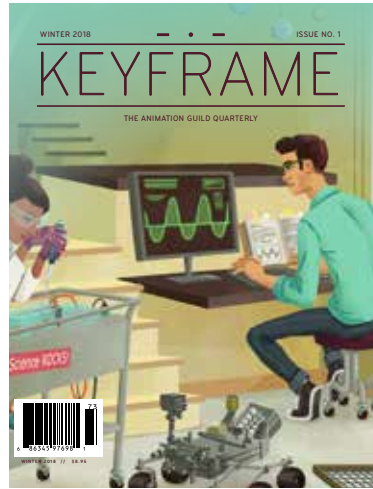
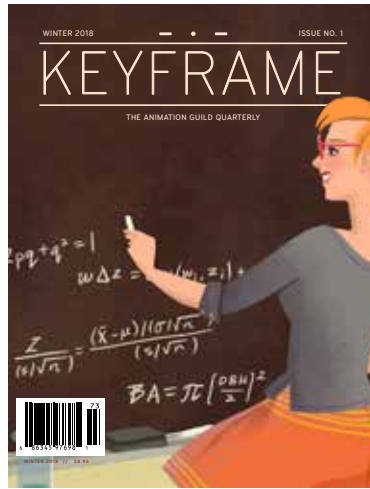
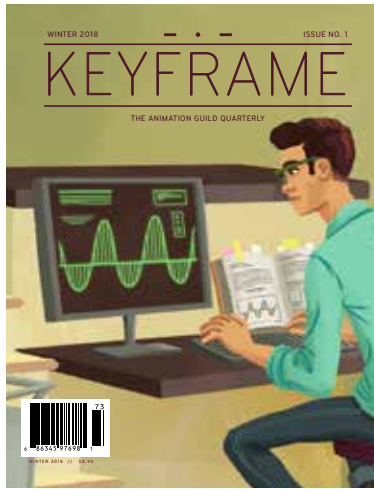
PROFILE
2018

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 at the same time. An additional 300 copies are mailed to studio executives and industry professionals.

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.



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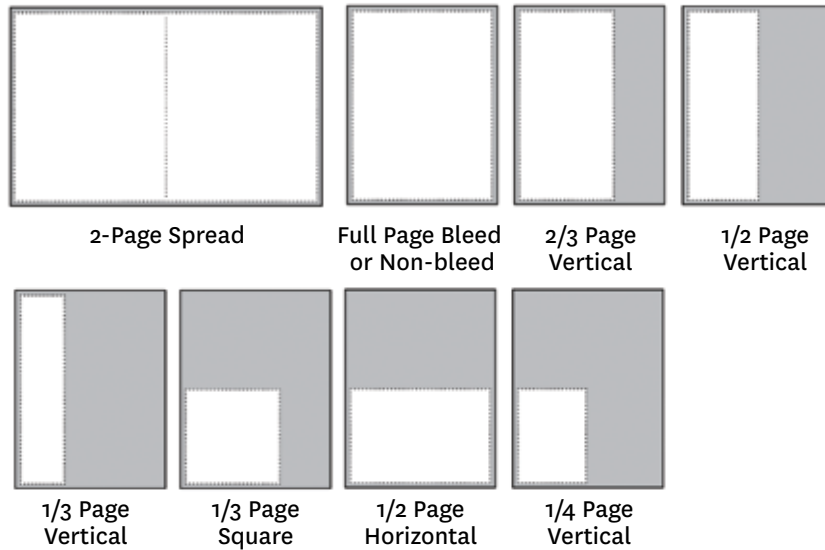
SCHEDULE 2018

	Space Reservation	Art Deadline	Mailing Date
Winter 2018	Jan 29	Feb 5	Feb 20
Spring 2018	May 10	May 17	June 1
Summer 2018	Jul 30	Aug 3	Aug 15
Fall 2018	Nov 5	Nov 16	Dec 1

- *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 10.375”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. Bleed: add 1/8” all around. Keep vital images at least 1/4” from trim. 2-page spread keep text 1/8” 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.

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