

Julie Bolder, SDSA - Set Decorator



Weeds - LIONSGATE Television

## Purchasing Power from Coast to Coast

### The Art & Craft of Set Decoration

A *Set Decorator* helps bring the words of a script to life and inspires audiences worldwide.

When *Set Decorators* transform the same empty room from a World War II era trauma unit to a modern New York hotel lobby or a Paris apartment with a view of the Eiffel Tower, imagination alone is not enough. They regularly enlist the help of vendors and manufacturers everywhere.

Since 1993, the *Set Decorators Society of America* has been the voice of these professionals working in film, television, commercials and music videos. It's also home to *SDSA Business Members* who provide goods and services to our trade.

Tap into the power of the most influential trendsetters in the industry... *Set Decorators*.



SDSA Marketplace

## Get the Word Out Right Away

### Book Your Ad Today!

#### ARTWORK SPECIFICATIONS

You are responsible for providing your own artwork. All artwork is full color.

Acceptable file formats:

.jpg, .gif & .swf

(.gif files recommended)

Please keep files under 100k.

#### UNIT SIZES (pixels)

SD Skyscraper: 160 w x 600 h

Standard Skyscraper: 120 w x 600 h

SD Box: 300 w x 250 h

Tower: 133 w x 179 h

Send completed artwork to:  
[Website@SetDecorators.org](mailto:Website@SetDecorators.org)

SPONSOR AD RESERVATIONS  
[Advertising@SetDecor.com](mailto:Advertising@SetDecor.com)

#### SDSA Sales

Set Decorators Society of America  
7100 Tujunga Blvd. Suite #A  
North Hollywood, CA 91608

T: 818 255 2425 F: 818 982 8597

[www.SetDecor.com](http://www.SetDecor.com)



## Online



# SETDECOR ONLINE

**General  
Sponsorship Opportunities**

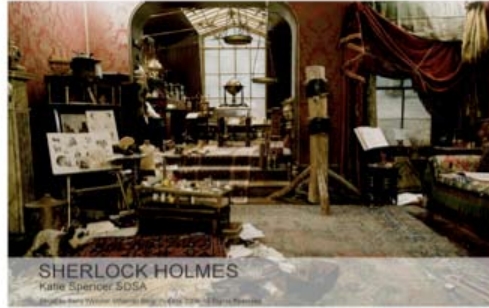
  
A Unique Online Showcase  
Spotlighting the Art of  
Set Decoration  
[www.SetDecor.com](http://www.SetDecor.com)



# SETDECOR

- Home**
- About Us**
- Decorator Resources**
- Set Decor**
- Hot Off The Set**
- Spotlight**
- Calendar/Events**
- Books/DVD Store**
- Press/News**
- Members Directory**
- Contact/Membership**

- film decor
- television decor
- awards
- director's chair
- archive



**hot films!**  
**hot sets!**

Check out amazing sets in **film decor** and **television decor**!



**Just a Click Away from Customers**

# SETDECOR ONLINE

## PREMIUM POSITION CHARGES

*Percentage added to total price of ad*

SETDECOR Main Pg.	20%
SDSA Home Pg.	20%
Premium Sections	15%
Content Sections	10%
Placement Guarantee	10%

## PREMIUM SECTIONS

*film decor – tv decor – spotlight  
member directory – decorator resources  
hot off the set – contact us*

## CONTENT SECTIONS

*calendar – press/news  
about us – archives – books – awards*

## DECORATOR RESOURCES

### SECTION CATEGORIES

Accessories & Books ~ Antiques - Art & Framing ~ Carpets & Floors - Commercial & Industrial ~ Death & Crime Props ~ Drapery & Linens - Fabric & Textiles ~ Flowers, Greens & Balloons ~ Furniture ~ Graphics & Printing Lighting ~ Medical & Hospital ~ Office & Contract - Parties & Events ~ Product Placement - Prop Houses ~ Resource Books

## ONLINE DEMOGRAPHICS\*

Visitors/Mo.	4,015
Unique Visitors	2,672
Avg. Page Views/Month	21,215
Avg. Page Views/Visit:	5.28
Avg. Time spent on site	3:55 min.
# Countries visitors are from:	154

*\*Google Analytics Jan. 2009 – Jan. 2010*

## The Online Resource for Working Set Decorators

Discover the only website dedicated entirely to both the art & craft of set decoration - the SDSA's SETDECOR Online.  
[www.SetDecor.com](http://www.SetDecor.com)

**SETDECOR Online** is the official online publication of the *Set Decorators Society of America*. It is a must-read for anyone working and/or interested in set decoration, production design, and art department for film, television, commercial and music video production.

Wherever their jobs take them, working *Set Decorators* know there's one resource that helps them locate trusted vendors providing exactly what they're looking for, quickly and effectively – **SETDECOR Online** at [www.SetDecor.com](http://www.SetDecor.com).

**SETDECOR Online** not only delivers regular articles, but also lists events and resources available at your fingertips. Sponsorship of dedicated e-blasts and e-mail newsletters allow you to conveniently reach customers for a fraction of the cost elsewhere.

*SDSA Business Members* save even more via exclusive networking and promotional opportunities.

# SETDECOR ONLINE

## GENERAL SPONSORSHIP RATES

Online Sponsorship Rates*/mo.	Frequency 1x	6x	12x
<b>SDSA Skyscraper</b> (160 x 600)	\$670	\$645	\$600
<b>Box</b> (300 x 250)	\$525	\$500	\$475
<b>Standard Skyscraper</b> (120 x 600)	\$510	\$485	\$460
<b>Tower</b> (133 x 179)	\$440	\$350	\$250
<b>DR Tower**</b> (133 x 179)	n/a	\$ 75	\$50

*\*All ad sizes in pixels, width x height*

*\*\*Appearing in Decorator Resources Section Categories only*

### Dedicated E-Mail Blast\*\*\* - \$500 per drop

*A solo E-mail dedicated to one advertiser.*

*\*\*\*Subject to SDSA Board approval*

*Advertising invoices are due and payable upon receipt. For agency ads, the publisher bills the agency directly, but holds both the agency and the advertiser liable for monies due.*

*Online sponsorship contracts are for a minimum period of 6-months. Deliverables are subject to SDSA Online Terms & Conditions.*

[www.SetDecor.com](http://www.SetDecor.com)