



MEDIA KIT

# SDSA GENERAL RATES

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

as of 12/1/17

# The Mark of Excellence



Since 1993, the SDSA has given a voice to a leading group of trend setters - Set Decorators.

Set Decorators select what items audiences see on screen and in turn, purchases for home, office and leisure.

SDSA members are highly represented among recipients of the industry's highest honors - including Emmys® and Oscars®.



# SDSA Opportunities

Reach SDSA Members and readership that includes members of various guilds, associations, and academies via editorial sections that inspire and inform.

## SDSA Online

Newly re-designed to include more member work than ever, SDSA Online is the official website of the SDSA, providing listings plus member news and event information, keeping the set decoration community connected. **SETDECOR.com** is the online magazine showcasing set decorator members: delivering articles, director interviews, and SDSA Member profiles.

## SDSA E-Blasts

Currently at 1,100+ opt-in readers, SDSA e-blasts deliver a targeted audience that includes set decorators as well as other industry professionals, among which are voting union and guild members.

DEDICATED E-BLAST: Your custom message delivered to our list - \$550

THE BUZZ - The SDSA E-mail Newsletter runs every six weeks -

Banner Ad: 600x74 (only one position at top of newsletter) \$600

Block Ad: 300 x 74 (sponsors 1 content block.) \$500

Requires approval of THE BUZZ editor

**SETDECOR ARTICLE SPONSORSHIP** - Directly support **SETDECOR** editorial.

Full Sponsorship: (includes 728x90 ad on both e-blast and in article) \$800

Partial Sponsorship:(includes 728x90 ad on e-blast only) \$600

ART DUE: 5 business days prior to e-blast. Provide HTML, or .jpg with URL + Text Only

## Direct Mail

Direct mailing is also available. Contact GENE CANE at (818)255-2425 or [sdsa@setdecorators.org](mailto:sdsa@setdecorators.org) for full information and pricing.



*The mission of the Set Decorators Society of America International (SDSA) is to promote the highest standards of excellence in the field worldwide as well as to entertain, inspire, teach and preserve the legacy of set decoration in motion pictures, television and emerging media.*

## **SDSA By The Numbers**

|                                |  |
|--------------------------------|--|
| Membership:                    | 326 (card carrying Set Decorators & Associate) |
| Buisness Members:              | 230  |
| Opt-In Newsletter Subscribers: | 1,100  |

### **SDSA Online**

|                        |          |
|------------------------|----------|
| Average Uniques/Month: | 3,000    |
| Pageviews/Month:       | 14,280   |
| Pages/Visit:           | 3.26     |
| Average Time On Site:  | 2:20 min |
| Countries Reached:     | 192      |





## SDSA General Rates 2017-2018

SDSA Online has a new design, new ad sizes and new opportunities for businesses to introduce themselves, feature their items and services, as well as extend their brand before one of the strongest groups of design influencers in the entertainment industry - Set Decorators.

### SDSA Online

| Ad Size                        | 1x      | 6x      | 12x     |
|--------------------------------|---------|---------|---------|
| Gallery Rectangle (720x300) ** | \$1,500 | \$1,300 | \$1,100 |
| Banner Ad (728x90)             | \$1,208 | \$ 924  | \$ 809  |
| SDSA Skyscraper (160x600)      | \$ 541  | \$ 402  | \$ 292  |
| Box Ad (250x300)               | \$ 633  | \$ 578  | \$ 550  |
| New Tower Ad (160x180)         | \$ 541  | \$ 402  | \$ 292  |

Listed rates, above, are run of page (ROP). Additional charges for premium placement or position include:  
 20% charge for placement on SDSA Home or SETDECOR Main Pages;  
 15% charge for placement in premium sections (Film Decor, Television Decor, Members Directory, Spotlight, Contact Us and Set Decorator Resources)  
 10% charge for guaranteed first position placement where available.  
 \*\* Gallery Rectangle placement includes added value: one 728x90 ad ROP

### THE BUZZ E-Mail Newsletter

Published every six weeks

**Banner Ad (600x74)** \$ 600

Only one position at top of newsletter

**LCA! Block Ad (300x74)** \$ 500

Sponsors one content block (Lights, Camera, Action!) & requires approval of THE BUZZ Editor.

### Dedicated E-Blast

**Cost Per Send** \$ 550

### SETDECOR Article E-Blast Sponsorship

Exclusive 728x90 ad placed in e-blast announcing a new SETDECOR article or on both the e-blast announcement and the article online.

**E-Blast to 1,000+ opt-in subscribers** \$ 600

**E-Blast + Placement on SETDECOR.com article** \$ 800

### CONTACTS:

María Margarita López  
 SDSA Online Sales  
 MMLopezMarketing@earthlink.net  
 (323) 702-4355

Gene Cane  
 SDSA Executive Director  
 sdsa@setdecorators.org  
 (818) 255-2425



**Acceptable File Formats:** .jpg, .gif, .swf, HTML - No PDF files.

**Maximum File Size:** 40K

**Ad Sizes:** Provided in pixels width x height

Gallery Rectangle - 720x300; Leaderboard Banner - 728x90; Wide Skyscraper - 160x600;

Medium Rectangle - 300x250; SDSA Rectangle - 160x180

**Animation:** Up to 30 seconds of video or animation. Audio must be user initiated;  
not recommended for Tower Ad.

**Max Animation Length:** 15 sec

**Max Video Length:** 30 sec

**Looping:** 3 Times

**Sound & Video:** User initiated. Must have a "call to action" message and a CLOSE X.

**Serving Options:** Rich media ok. All expandable ads MUST be third party served.

**Expansion:** Leaderboard Banner - to 728x315; Medium Rectangle to 600x250;

SDSA Skyscraper to 600x600; No expansion on Gallery Rectangle or SDSA Rectangle

**Submission Lead Time:** Five (5) business days prior to campaign start

**Implementation Notes & Best Practices:** Expansion must be user-initiated. Best Practice: For times when the user's browser does not support creative functionality (ie Flash, HTML5), provide a standard image.

**Deal Type:** All unit prices are a flat fee. Impressions are not guaranteed. No split billing.  
No third party ads permitted.

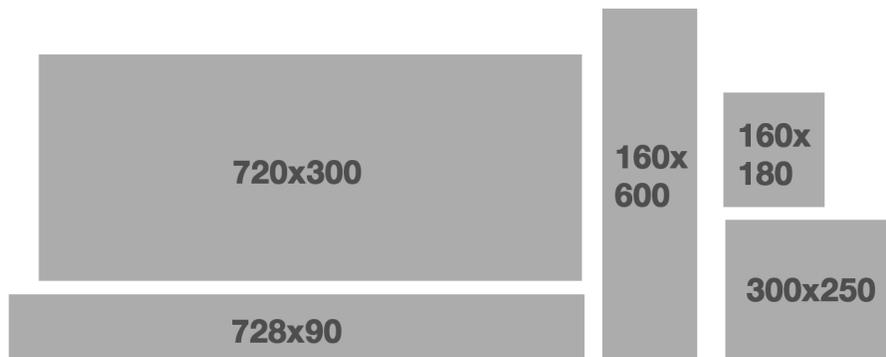
**Share of Voice:** 100% for paid premium 1st position. No less than 33% for other placements

**NOTE::** A large percentage of SDSA Online visitors access via media that does not play flash ads. FLASH ADS must have the URL embedded into the code and provide a .jpg or .gif as a back up file. The SDSA is not responsible for any advertisement that does not meet requirements or specifications.

All ad payments are due in full prior to ad run unless otherwise agreed to in writing.

**Artwork Due:** Three (3) business days prior to ad run. Five (5) days prior for rich media.

Send completed artwork to Website@setdecorators.org CC: MMLopezMarketing@earthlink.net



**CONTACT:** María López (323) 702-4355  
MMLopezMarketing@earthlink.net

**SDSA International**  
7100 Tujunga Avenue, Suite #A  
North Hollywood, CA 91608  
(818) 255-2425  
SDSA@SetDecorators.org



*Celebrating 25 Years in 2018*

Rich Media Specs  
setdecorators.org | SETDECOR.com

**Ad Sizes:** Gallery Rectangle - 720x300; Leaderboard Banner - 728x90; Wide Skyscraper - 160x600;  
Medium Rectangle - 300x250; SDSA Rectangle - 160x180

**Max File Size:** 40 KB

**Video File Size (Streaming Only):** 2 MB

**Animation:** Up to 30 seconds of video or animation. Audio must be user initiated.  
Not recommended for Tower Ad.

**Serving Options:** Third party served ok

**Notes:** "CLOSE X" or "CLOSE AD" text and button required in the top right corner. Backup ad is required for FLASH ads. The backup image should not have the "CLOSE AD" text. Three rotations are allowed, with the 4th view being static or user-initiated.

**Expansion:** Leaderboard Banner to 728x315; Medium Rectangle to 600x250;  
SDSA Skyscraper to 600x600; No expansion on Gallery Rectangle or SDSA Rectangle

**Max Initial File Load Size:** 40 KB

**Max Additional Initial File Load Size:** 5KB

**Subsequent Max Polite File Load Size:** 100KB

**Subsequent Max User Initiated File Load Size:** 2.2MB for creative files

**Subsequent Max User Initiated Additional Streaming File Size:** Unlimited for streaming video

**Max Video & Animation Frame Rate:** 24 fps

**Max Animation Length:** 15 sec

**Max Video Length:** 30 sec

**Audio Initiation:** Must be user initiated (on click: mute/unmute). Default state is muted.

**Hot Spot:** Not to exceed 1/4 size of original ad (collapsed size). Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.

**Z-Index Range:** 5,000 - 1,999,999 (for entire ad unit); Wide Skyscraper & SDSA Rectangle 0 - 4,999

**Max Percentage of CPU Usage:** 30%

**Minimum Required Controls:** Control = "CLOSE X" on expanded panel and "EXPAND" on collapsed panel. Font = 8pt (11px) - 16 pt (21px) Retract feature = Either Click to Close / Expand or Enable Mouse-Off Retraction.

**Labeling Requirements, Font Size, etc.:** Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined border and not be confused with normal page content)

**Submission Lead Time:** Five (5) business days prior to campaign start

**Implementation Notes & Best Practices:** Expansion must be user-initiated. Best Practice: For times when the user's browser does not support creative functionality (ie Flash, HTML5), provide a standard image.

**CONTACT:** María López (323) 702-4355



## E-blast Requirements 2018

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An email tool for marketing + fast and wide dispersal of information, the e-blast is an option open to all members of the SDSA. Some non-members can also make use of this valuable resource.

### E-Blast Guidelines

We currently use Mail Chimp as our e-mail marketing platform, which has brought about some changes in our guidelines and requirements

1. Any member of the SDSA may request an e-blast regardless of membership level. The requested e-blast must be approved by members of the board. The approval is for appropriate content only. The requesting member is responsible for spelling and grammar as well as having all pertinent information such as contact info, addresses, time frames and any other necessary information. The board of the SDSA may reject any requested e-blast or may send the blast back for further refining or enhancement. Some e-blasts may be denied due to inappropriate content not in following with the SDSA charter, mission statement or non-political purpose.
2. E-Blasts are billed at either the General Rate (for non-members) or the SDSA Member Rate. Contact the office for the rate that applies to you. The cost is the same regardless of the content of the blast. There is no discount for charity, multi use, personal events or such. SDSA committees sending information about their events are not charged. For your consideration blasts are the same price. The requestor will be billed upon receipt of a signed insertion order. Payment can be received following the blast, or can pay ahead of time.
3. The format for the blast should be as follows; In order to optimize viewing across platforms (desktop, tablet and phone), we recommend graphics be no wider than 600-800 pixels. MECHANICAL SPECIFICATIONS: .jpg + URL link (or links) + TEXT ONLY version of copy. Our system does not support pdf. You may have one link on the graphic, additional links in text above or below the graphic are allowed. For freeform HTML send in your email the HTML code to cut and paste into the program, see page 2 for HTML guidelines. For a text blast a word doc should be used. For rich text blasts small images or logos may be inserted. A link to the sender's website or requested web site can be inserted. As the shape and size of each graphic will be different we impose no size restrictions but members should be aware we reserve the right to resize any image. We have found that 800px works for consistent viewing on most screen resolutions and window sizes.
4. All formats require a second plain text information version.
5. Please reserve your space. There is no restriction as to how many e-blasts a member may send, though we do restrict how many we send out in a day. So even though someone may send an e-blast today it doesn't mean that it will go out today or even the next as our queue is first come first served, as well as the time awaiting approval which could range from 1/2 hour to 24 hours. There is no lower pricing for quantity.

6. The requesting member has the choice of which groups to send the blast. Our various membership levels are Decorator, Associate, Business, Retiree, Student, and Friend/VIP. We also have a Web Opt-In list that can be chosen as well. It is up to the requestor to decide who to send to, there is no change in charge regardless of how many or how few groups are mailed.
7. To request an e-blast contact the SDSA office at 818 255 2425 or [sdsa@setdecorators.com](mailto:sdsa@setdecorators.com)

#### HTML guidelines for SDSA e-blast program

- All images must be hosted and referenced by absolute urls in your source code (i.e. `` rather than ``).
- Your HTML source code file should not exceed 45KB.
- Email width should be around 600px for consistent viewing on most screen resolutions and window sizes.
- The use of HTML forms in your email message is not recommended; many email clients will not render forms correctly.
- We recommend sticking to basic HTML and to avoid using scripting (JavaScript, Perl, etc), HTML frames, layering or absolute positioning. While suitable for browsers, most email clients have difficulty rendering or actively ignore these design elements.
- CSS should be embedded in the BODY rather than the HEAD of your document. External CSS file references are not recommended. Many email clients will ignore external css references and any CSS in the HEAD section of an HTML email.
- Do not place CSS styles directly in the BODY tag; some webmail clients will ignore body attributes/styles.
- Background colors should be applied to container tables/divs, rather than the BODY.
- Avoid using background images, as some email clients will not display them.
- Do not rely on CSS inheritance. Write your CSS specifically (i.e. `element#idname p {}` as opposed to just `p {}`).
- Text links need explicit inline styling to render as desired in most webmail clients.
- Avoid commenting within the CSS, this could cause issues with webmail clients.

SET DECORATORS SOCIETY OF AMERICA INTERNATIONAL, 7100 Tujunga Ave STE A, North Hollywood CA 91605  
P. 818.255.2425 F. 818.982.8597 [www.setdecorators.org](http://www.setdecorators.org) [sdsa@setdecorators.org](mailto:sdsa@setdecorators.org)

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The Set Decorators Society of America International is an organization separate and apart from any IATE Local and does not represent Set Decorators for the purpose of negotiating wages, hours or work conditions in the Motion Picture or Television Industry