

# SDSA & SETDECOR ONLINE

## 2013 General Rates (per month)

Ad Size/ Per Month Frequency	1x	6x	12x
Tower Ad (133x179)	\$440	\$350	\$250
Box Ad (250x300)	\$525	\$500	\$475
Standard Skyscraper (120x600)	\$510	\$485	\$460
SDSA Skyscraper (160x600)	\$670	\$645	\$600
Banner Ad* (premium included – 728x90)	\$1,000	\$800	\$700
**Decorator Resources (133x179)	n/a	\$75	\$50

Above general rates are run of page and do not include premiums unless indicated – 20% additional cost for SDSA Home & SETDECOR Main Pages; 15% additional for premium sections; 10% additional for guaranteed 1<sup>st</sup> position placement.

\* Banner Ad only available on SDSA Home Page

\*\* Decorator Resources: Tower Unit only. Appears in 3 categories within Decorator Resources section.

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

**Advertising:** Beth Wooke, *Website Chairman*  
310.614.6424 [website@setdecorators.org](mailto:website@setdecorators.org)

Or María López 323.702.4355 [advertising@setdecor.com](mailto:advertising@setdecor.com)



# SDSA & SETDECOR ONLINE

## Mechanical Specifications

Acceptable file formats: .jpg, .gif, .swf, HTML – no PDF files. Maximum file size: 40K  
All ad sizes provided in pixels: width x height. Tower Ad: 133 x 179; Box Ad: 300 x 250;  
Standard Skyscraper: 120 x 600; SDSA Skyscraper: 160 x 600; Banner Ad: 728 x 90.  
Recommended animation length: 15 seconds; max. 10 seconds max between loops.  
Looping: no more than 3 times.

Sound & Video: user initiated. Must have a CLOSE X

Third-party ad serving is ok.

No third-party ads permitted.

Deal Type: All unit prices are a flat fee, independent of actual impressions.

Expandable Rich Media: Yes

Share of Voice: 100% for paid premium 1<sup>st</sup> 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 as a back up file.

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

Box Ad  
300 x 250

Tower  
Ad  
133 x  
179

Std.  
Sky-  
scraper

120 x  
600

SDSA  
Skyscraper

160 x 600

Banner Ad 728x90

Artwork due 3 business days prior to ad run. Send completed artwork to [website@setdecorators.org](mailto:website@setdecorators.org)

Artwork Questions: 310.614.6424 or  
[website@setdecorators.org](mailto:website@setdecorators.org)  
Fax: 818 982 8597

SDSA  
7100 Tujunga Avenue, Suite #A  
North Hollywood, CA 91608



[www.setdecorators.org](http://www.setdecorators.org)

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