



General
2013 Online Sponsorships

www.setdecor.com

www.setdecorators.org

SETDECOR ONLINE



SET DECORATORS



Judy Farr SDSA

Credits Include:
The King's Speech
My Week With Marilyn
Downton Abbey

Set Decorators form an important part of the Production Design team. They help bring the words of a script to life as they create environments revealing character and story. In doing so they enlist the help of vendors and manufacturers from around the world.

The set decorator is a part of every decision made for every item – from design conception to the complete final set. The average set decorator spending budget per episode on a television show is \$25,000 and upwards to over \$1,000,000 on feature films. Their work sets trends and influences professionals everywhere.

Since 1993, the *Set Decorators Society of America* (**SDSA**) has been a voice for set decoration professionals working in film, television, commercials and music videos. It is also home to **SDSA Business Members** who provide goods and services to our trade. The **SDSA** proudly celebrates 20 years of serving our members.



SDSA & SETDECOR ONLINE

Don Diers SDSA

Credits Include:

Community

Judy Moody & the

Not Bummer Summer

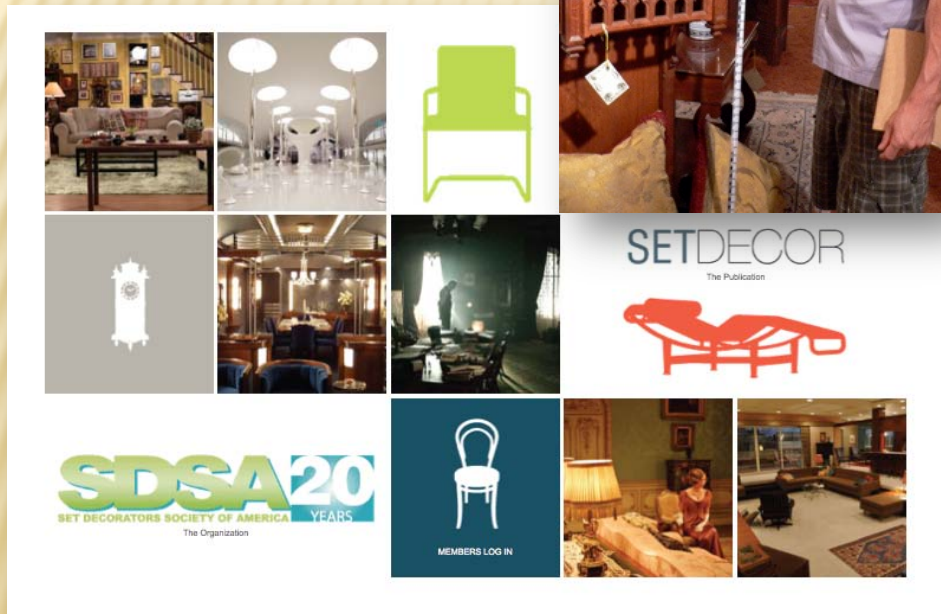
Gone in 60 Seconds



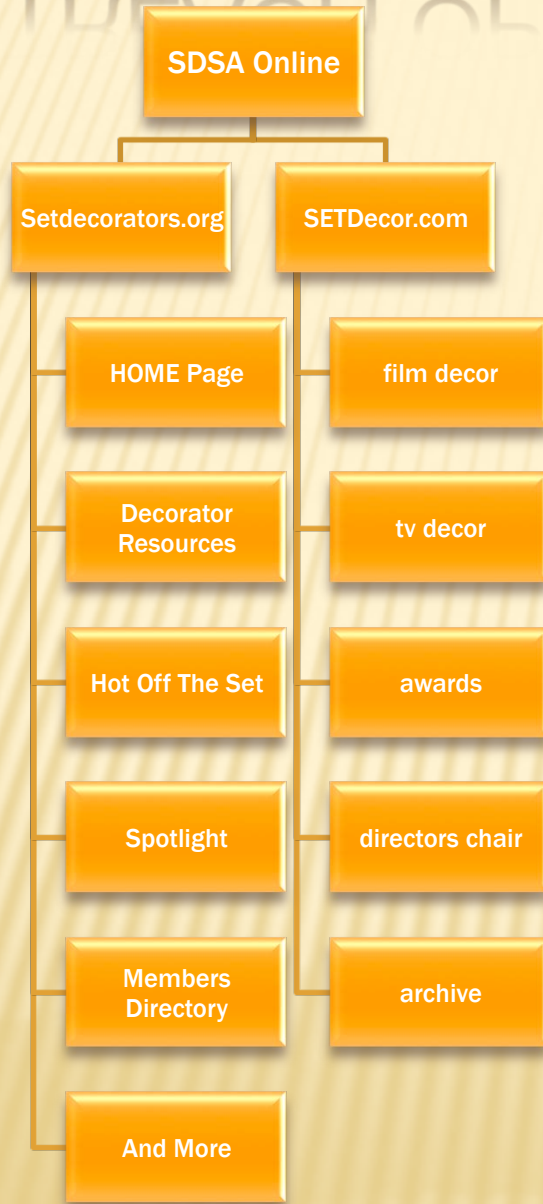
The **SDSA** Online is a trusted source for **SDSA** news, event listings and information among set decorators and the design community. Wherever a job takes them, it keeps members in the loop. It is also a valuable resource to locate industry-friendly vendors who provide the exact items decorators look for. Discover that list in the *Decorator Resources* section.

SETDECOR Online delivers regular articles, **SDSA Member** profiles and coverage that reveals and inspires. Editorial sections - film decor, tv decor, directors chair & awards are at your fingertips at setdecor.com.

We've outlined effective ways you can reach **SDSA** Members, Business Members and readers.



OUTREACH OPTIONS



✗ Online Ads

- + Sponsor online content and be visible to SDSA readers.
- + Content includes news, features and resources.

+ Five standard ad sizes available

- ✗ Tower **(133w x 179h)**
- ✗ Box **(250 x 300)**
- ✗ Standard Skyscraper **(120 x 600)**
- ✗ SDSA Skyscraper **(160 x 600)**
- ✗ Banner **(728 x 90)**

+ Placement

- ✗ PREMIUMS - Additional charges apply for guaranteed premium placement on any of our pages.
- ✗ RUN OF SITE – For the base ad price, your ad runs online at the SDSA's discretion.

✗ Dedicated E-Blasts

✗ Email Newsletters

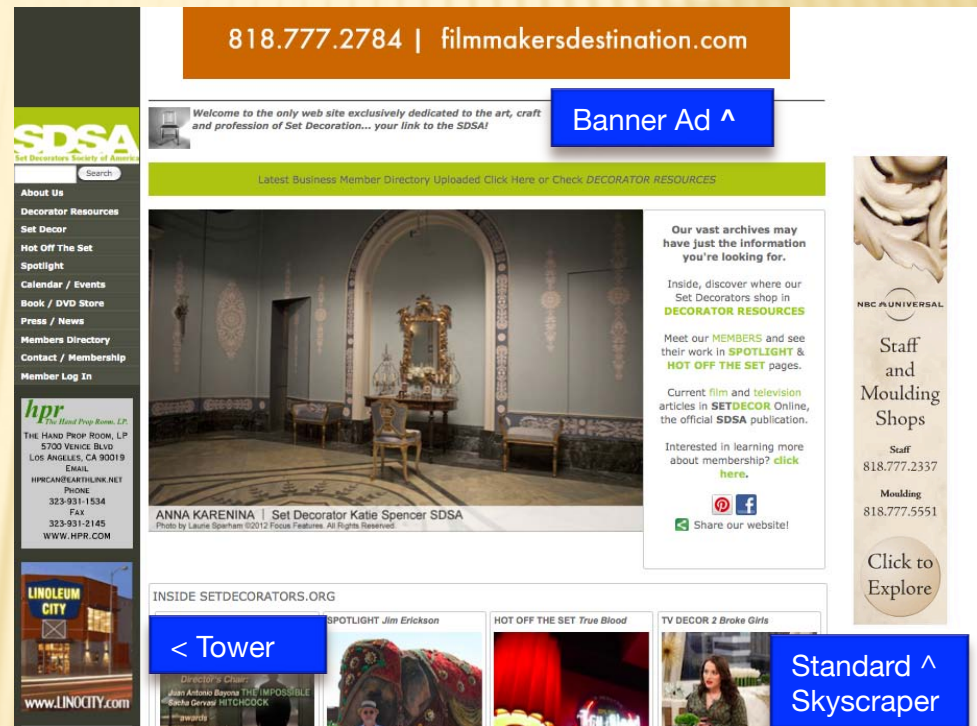


ONLINE ADS - PREMIUMS

Among Our Most Visited Pages

✘ SDSA Home Page*

Ad Size/ per month Frequency	1x	6x	12x
Tower	\$528	\$420	\$300
Box	\$630	\$600	\$570
Standard Skyscraper	\$612	\$582	\$552
SDSA Skyscraper	\$804	\$774	\$720
Banner**	\$1,000	\$800	\$700



*Guaranteed 1st position placement is 10% additional charge for all ad sizes

** Banner ad cost includes premium. Only available on SDSA Home Page and Portal Page

Chart pricing includes 20% premium charge for this page.



ONLINE ADS - PREMIUMS

Among Our Most Visited Pages

✘ SETDECOR Main Page*

Ad Size/ per month Frequency	1x	6x	12x
Tower	\$528	\$420	\$300
Box	\$630	\$600	\$570
Standard Skyscraper	\$612	\$582	\$552
SDSA Skyscraper	\$804	\$774	\$720

*Guaranteed 1st position placement is 10% additional for all ad sizes
Chart pricing includes 20% premium page charge



ONLINE ADS - PREMIUMS

✘ Premium Sections*

Ad Size/ per month Frequency	1x	6x	12x
Tower	\$506	\$402	\$300
Box	\$630	\$600	\$570
Standard Skyscraper	\$612	\$582	\$552
SDSA Skyscraper	\$804	\$774	\$720

Premium Sections include film décor, tv décor, members directory, hot off the set, spotlight, contact us, and decorator resources

*Guaranteed 1st position placement is 10% additional charge
Pricing chart, above, includes 15% section premium

Standard ^
Skyscraper



ONLINE ADS – RUN OF SITE

- ✘ Run of Site –
 - + Ad placed at SDSA discretion
 - + No guaranteed premiums
 - + No guaranteed positions

Ad Size/ per month Frequency	1x	6x	12x
Tower	\$440	\$350	\$250
Box	\$525	\$500	\$475
Standard Skyscraper	\$510	\$485	\$460
SDSA Skyscraper	\$670	\$645	\$600

Pricing, above, is base ad price. Ads subject to relocation should another advertiser request a premium.

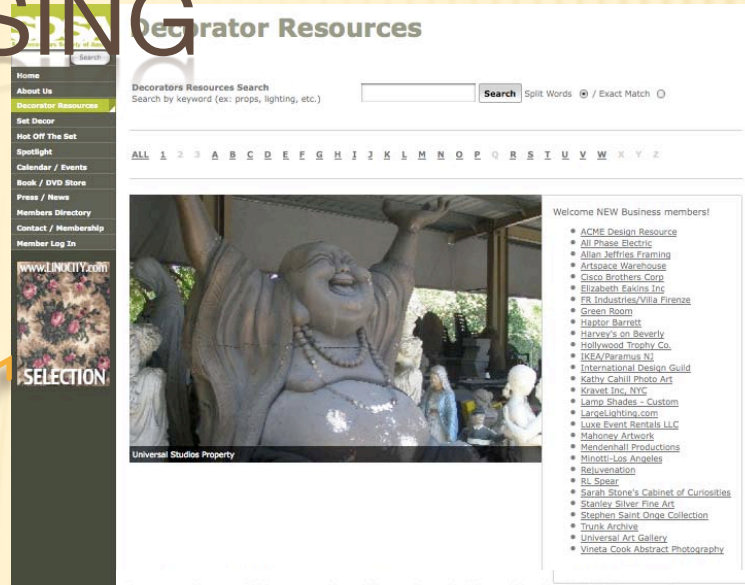


This option can still get you great placement on the site!



TARGET ADVERTISING

- ✘ Decorator Resources –
 - + Target influential buyers
 - + Searched daily by Set Decorators, buyers & SDSA readers
 - + Over 90 targeted categories
 - + Featured Size: Tower (133x179)
 - ✘ Now get 3 categories for the price of one!
 - ★ \$75/month at the 6x rate
 - ★ \$50/month at the 12x rate
 - ✘ \$600/year



ALLEY & STREET DRESSING APPLIANCES ARCHITECTURAL SALVAGE

- | | | |
|---|---------------------------------------|-------------------------------|
| ARTWORK & ARTISTS | FURNITURE - DESIGNER | PRISON PROPS |
| AUTOPSY & MORGUE | FURNITURE - EUROPEAN | PRODUCT PLACEMENT |
| AVIATION, AIRPLANE & AIRPORT | FURNITURE - MANUFACTURING | PROP HOUSES |
| AWARDS & TROPHIES | FURNITURE - OFFICE | PROP MANUFACTURING |
| BALLOON DECOR | FURNITURE - OUTDOOR | RELIGIOUS DRESSING |
| BAR DRESSING & SIGNAGE | FURNITURE - RETAIL | RESEARCH |
| BOOKSELLERS | FUTURISTIC DRESSING | RESTAURANT, CAFE & DINER |
| CARNIVAL & AMUSEMENTS | GAS STATION & GARAGE | RUGS & CARPETS |
| CARPET | GIFTS | SCHOOL & PLAYGROUND DRESSING |
| CASINO & ARCADE | GLASS, MIRRORS, AND PLASTICS | SCIENTIFIC & LAB PROPS |
| CHRISTMAS PROPS & DRESSING | GRAPHICS | SET DESIGN |
| CLEARED ARTWORK, PHOTOGRAPHY, & SERVICE | GREENS & FOLIAGE | SIGNAGE |
| COMMERCIAL & INDUSTRIAL | HOSPITAL & ER DRESSING | SLIPCOVERS |
| DECORATIVE ARTS | INTERIOR DESIGN | SOURCES FOR DECORATORS |
| DRAPERY MANUFACTURING | JEWELRY - CUSTOM | SPECIALTY PROP HOUSES |
| ESTATE LIQUIDATORS | KITCHEN & BATH | TAPESTRIES & WALL HANGINGS |
| FABRICS & TEXTILES | LIGHTING & LAMP SHADES | TAXIDERMY |
| FAKE BOOKS | LINENS & BEDDING | TENTS - MILITARY & HISTORICAL |
| FANS & HEATERS | LINOLEUM | TENTS - MODERN & EVENT |
| FINE ARTISTS | MANNEQUINS & FORMS | THEATER PROPS |
| FLOOR COVERINGS | MEDICAL PROPS & DRESSING | TOYS |
| FLORAL DESIGN | NAUTICAL & MARINE DRESSING | TRADE FAIR ORGANIZERS |
| FRAMING SERVICES | NEON SIGNS & FABRICATION | UNIONS |
| FUNERAL, CASKETS, & CEMETERY DRESSING | OFFICE & CONTRACT | UPHOLSTERY & DRAPERY FABRIC |
| FURNITURE - CASE GOODS | PAPERWORK - CUSTOM & RENTAL | VICTORIANA |
| FURNITURE - CONTEMPORARY & MODERN | PARTY & EVENT PLANNING, SALES/RENTAL | |
| FURNITURE - CONTRACT | PHOTOGRAPHY | |
| | PHOTOGRAPHY - SET STILLS | |
| | PIANOS / INSTRUMENT PURCHASE & RENTAL | |
| | PILLOWS AND TEXTILES | |
| | PLUMBING & HEATING | |
| | PRINTING SERVICES | |

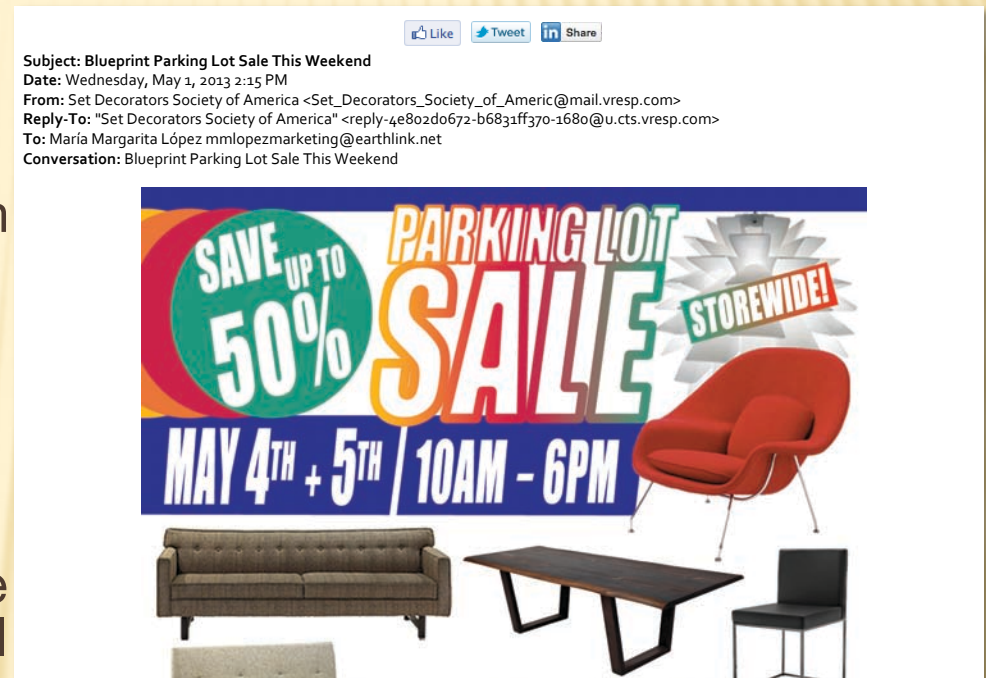


Popular Online Destination

Staff and Moulding Shops
 Staff
 818.777.2337
 Moulding
 818.777.5551
 Click to Explore

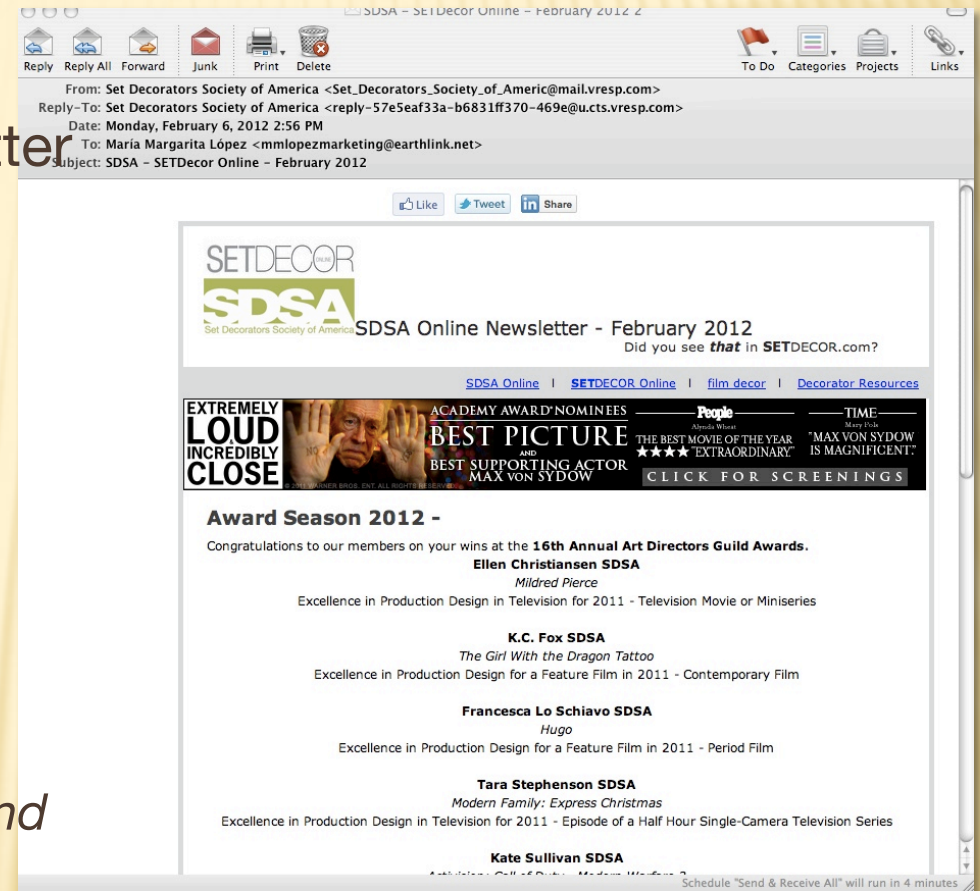
MORE OPTIONS – E-BLASTS

- ✘ Dedicated E-Blasts - \$500/send
 - + A single email dedicated to one advertiser is among the most effective ways to reach our members. Customize your message; send it to our list of 1,000, or select a targeted group of opt-in members.
 - + *Vertical Response* has named the SDSA among the top 500 companies for email openings & click throughs.
 - ✘ Average Open Rate: 38.53%
 - ✘ Average Click Rate: 5.72%
 - ★ Vertical Response, 2010



MORE OPTIONS - NEWSLETTERS

- ✘ Newsletter - \$500/send
 - + The SDSA's email newsletter reaches 1,000 opt-in subscribers including
 - ✘ Set Decorators
 - ✘ Film, TV & Commercial industry professionals
 - ✘ Design Professionals
 - ✘ Event Planners
 - + Ad Size: 728 x 90
 - + Published the 1st or 2nd week of the month
 - ✘ Call for exact publishing and Art Due dates



ONLINE DEMOGRAPHICS

Unique Visitors/Month 7,264
Page Views/Month 29,870
Average Page Views 3.07
Average Time on Site 2:12 min.
Countries Reached over 170

E-BLASTS

Average Open Rate: 38.53%
Average Click Rate: 5.72%

Vertical Response, 2010

SDSA & SETDECOR Online Readers Include

Set Decorators | Production Designers |
Property Masters | Buyers | Design
Professionals | Art Directors | Producers |
Directors | Interior Designers | Event
Planners | Manufacturers | Vendors |
Entertainment Industry Union & Guild
Members | Décor & Design Enthusiasts



SDSA Business Member Pam Elyea with SDSA Lifetime Achievement Award Winner 2013 - Jim Erickson & Canadian Consul General David Fransen

Source: Google Analytics Jan.-Dec.2012 Data

SDSA CONTACT INFORMATION

Tap into the power of the most influential trend setters in the industry – Set Decorators – through the SDSA Online. Contact us & discover opportunities to be top-of-mind among these industry professionals.

SDSA CONTACT

MAIN OFFICE -

Gene Cane, Executive Director

Set Decorators Society of America

7100 Tujunga Avenue, Suite #A

North Hollywood, CA 91608

Tel: 818.255.2425

Fax: 818.982.8597

Email: sdsa@setdecorators.org

www.setdecorators.org

SETDECOR ONLINE CONTACT

EDITORIAL –

Karen Burg, Editor-in-Chief

KarenBurg@setdecor.com

ADVERTISING –

Beth Wooke SDSA

Website Chairman

310-614-6424

website@setdecorators.org

Or María López – advertising@setdecor.com

www.setdecor.com

www.setdecorators.org



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 1st 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



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 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 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

Artwork Questions: 310.614.6424 or
website@setdecorators.org
Fax: 818 982 8597

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



www.setdecorators.org

www.setdecor.com