

2020



MEDIA KIT

SETDECOR.COM
SETDECORATORS.ORG

GENERAL RATES





SDSA ONLINE MEDIA KIT 2020

International.



As the official website of the Set Decorators Society of America, SDSA Online brings the entertainment industry's decor/design community together. SDSA Members and readership include members of professional unions, associations, guilds, and academies around the world.

SetDecorators.org provides member news, event information, and listings to keep the community connected.

SETDECOR.com is the official publication of the SDSA. Celebrating the work of member set decorators, its editorial sections *Film Decor*, *Television Decor*, *Directors Chair*, and *Awards* keep our readers informed and inspired.

The SDSA gives voice to a most influential group of silent storytellers - Set Decorators. Our members are highly represented among the industry's highest honors - including the Oscars® and Emmys®.

SDSA By The Numbers

SDSA Membership:	339
Business Members:	230
Opt-In Newsletter Subscribers:	1,100
Social Media Followers:	15,500+

Online*	
Average Uniques/Month:	3,269
Average Pageviews/Month:	13,796
Average Pages/Visit:	3.06
Average Time On Site:	2:21 min

* Google Analytics Jan-Dec 2019

Contacts

Gene Cane

SDSA Executive Director
SDSA@SetDecorators.org
(818) 255-2425

Karen Burg

SETDECOR Editor-In-Chief
Karen.Burg@SETDECOR.com
(818) 512-9855

María Margarita López

SDSA Online Sales
advertising@setdecorators.org
(323) 702-4355



SDSA ONLINE RATES 2020

Influential.

SDSA Online offers digital solutions reaching set decorators plus art directors, production designers and other key industry professionals.

SDSA Online Rate Card - General

Unit (size)	Frequency -	1x	6x	12x
Gallery Rectangle*	(720x300)	\$1,500	\$1,300	\$1,100
Banner Ad	(728 x 90)	\$1,210	\$ 924	\$ 809
SDSA Skyscraper	(160x180)	\$ 805	\$ 693	\$ 675
SDSA Box Ad	(250x300)	\$ 635	\$ 578	\$ 550
SDSA Tower	(160x180)	\$ 540	\$ 402	\$ 292

Listed rates, above, are run of site (ROS). Additional charges for premium placement or guaranteed positions include:

20% charge for placement on SETDECOR MAIN PAGE

15% charge for placement in premium sections (Film Decor, CA Business, Resources, SDSA Home)

10% charge for guaranteed placement where available

* Gallery Rectangle special unit placement includes added value: One 728x90 Banner Ad ROS.

Gallery Rectangle cost with premium = \$1,800

Reach Production Design Professionals via SDSA Online

The BUZZ Newsletter

Official SDSA E-MailNewsletter published every 6 weeks. Sent to 1,200 opt-in subscribers

BUZZ Banner - \$600

Unit Size: 600x75
One unit at top of newsletter.

LCA Block Ad - \$500

Unit Size: 400x75 Sponsors content block *Lights, Camera, Action* Requires BUZZ editor approval.

Dedicated E-Blast

Cost Per E-Blast - \$600

Exclusive advertiser created content. Unit size no wider than 800 pixels.

Limited number of e-blasts per day.

Subject to availability.

Sent to over 1,100 opt-in subscribers.

SETDECOR Article Sponsorship +

E-Blast + Website - \$800

Exclusive 728x90 ad on e-blast announcing new **SETDECOR** article + Ad embedded into article indefinitely.

E-Blast Sponsor - \$600

Exclusive 728x90 ad on e-blast announcing new **SETDECOR** Article sent to 1,100 opt-in readers.

+ Add Social Media for \$200

Contact: María Margarita López
Advertising@setdecorators.org
(323) 702-4355

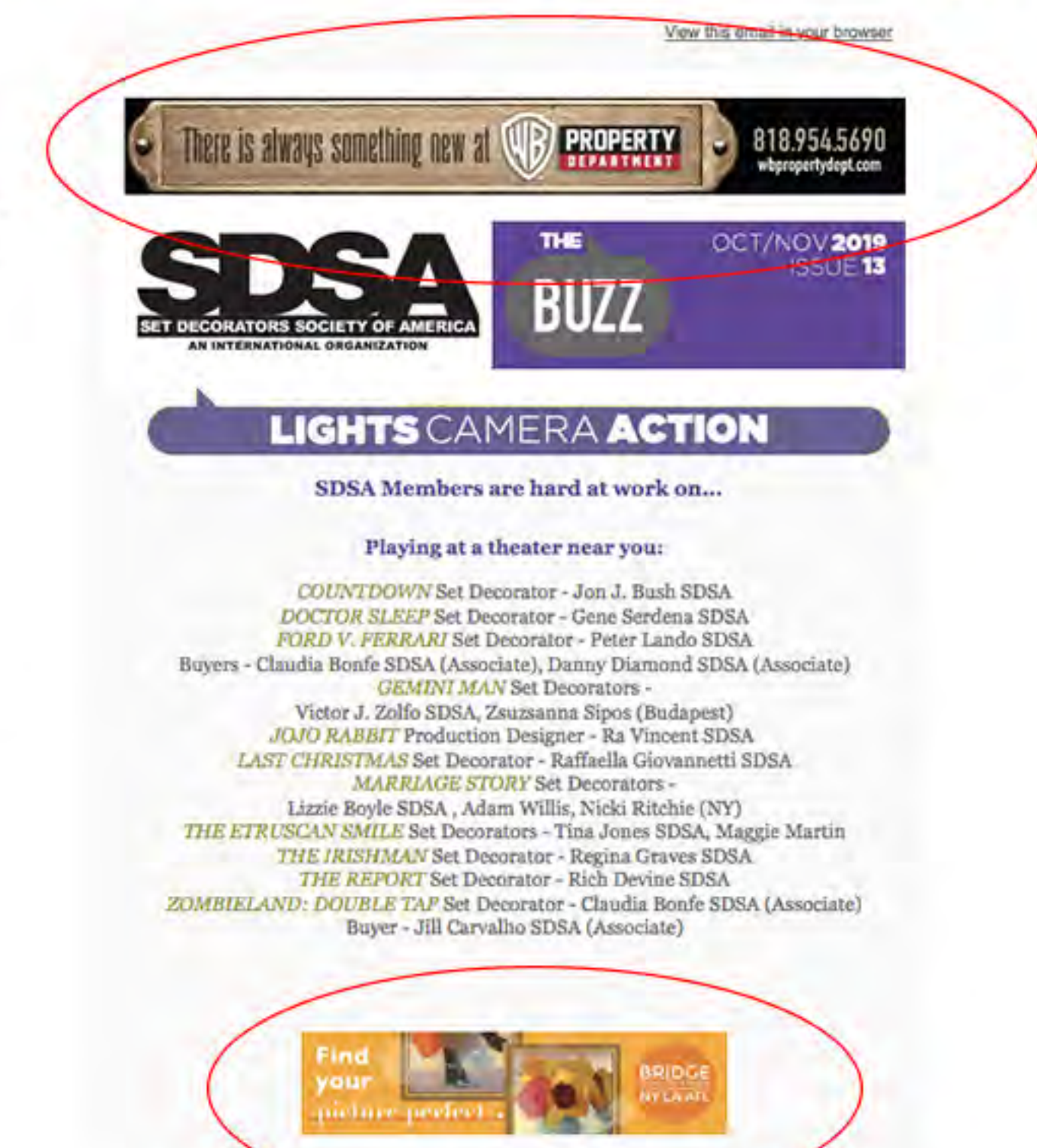
Social Media: \$600

Over 15,000 Social Media Followers across Twitter Instagram, FB & Pinterest

Informative. Insightful. Inspiring.

Every six weeks, **THE BUZZ** brings you SDSA news, Business Member profiles, the *SDSA Decorator Spotlight*, and the *Lights, Camera, Action* section where you can see SDSA Members' current work.

Who reads **THE BUZZ**? Over 1,200 opt-in readers including Set Decorators, Buyers, Leadmen, Business Members, Production Designers, Art Directors, Prop Masters, Educators, Students, and tastemakers who influence style and trends. In 2019, we've averaged a 30% open rate and a click rate of 2.5%. Reach the SDSA's targeted, engaged readers through **THE BUZZ**.



2020 Schedule

Edition	Issue Date	Art Due	Includes
Special Report Oscar & BAFTA Nominations	1/7/20	1/2/20	1/7 BAFTA Noms 1/13 Oscar Noms
The Buzz January Newsletter	1/22/20	1/15/20	
Special Report ADG Winners	2/3/20	1/27/20	24th ADG Awards 2/1/20
Special Report Oscar Winners	2/10/20	2/3/20	92nd Oscars 2/9/20
The Buzz February-March Newsletter	3/11/20	3/4/20	Daytime Emmys if available
Special Report Daytime Emmy Nominees	POSTPONED	ISSUE #7	Daytime Emmy Noms
The Buzz April- May Newsletter	4/27/20	4/15/20	
The Buzz - June Newsletter	6/4/20	5/27/20	
Special Report Daytime Creative Arts Emmy Wins	6/15/20	6/8/20	Daytime Creative Arts Emmys June 12-14, 2020
Special Report Creative Arts Emmy Nominations Announced	7/29/20		Primetime Emmy Nominations 7/28
The Buzz July-August Newsletter	7/29/20	7/22/20	LCA BLOCK AD AVAILABLE
The Buzz September Newsletter	9/16/20	9/9/20	LCA BLOCK AD AVAILABLE
Special Report Creative Arts Emmy Award Winners	9/14/20	9/2/20	Creative Arts Emmy Awards 9/13 & 9/14
The Buzz - Oct-Nov October-November Newsletter	10/28/20	10/21/20	AVAILABLE: BUZZ BANNER & LCA BK Ad
The Buzz - Dec December Newsletter	12/16/20	12/9/20	Year-In-Review Issue LCA BLOCK AD AVAIL.

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Never miss an issue - **THE BUZZ** is archived
on **SETDECOR.com** under **RESOURCES**.

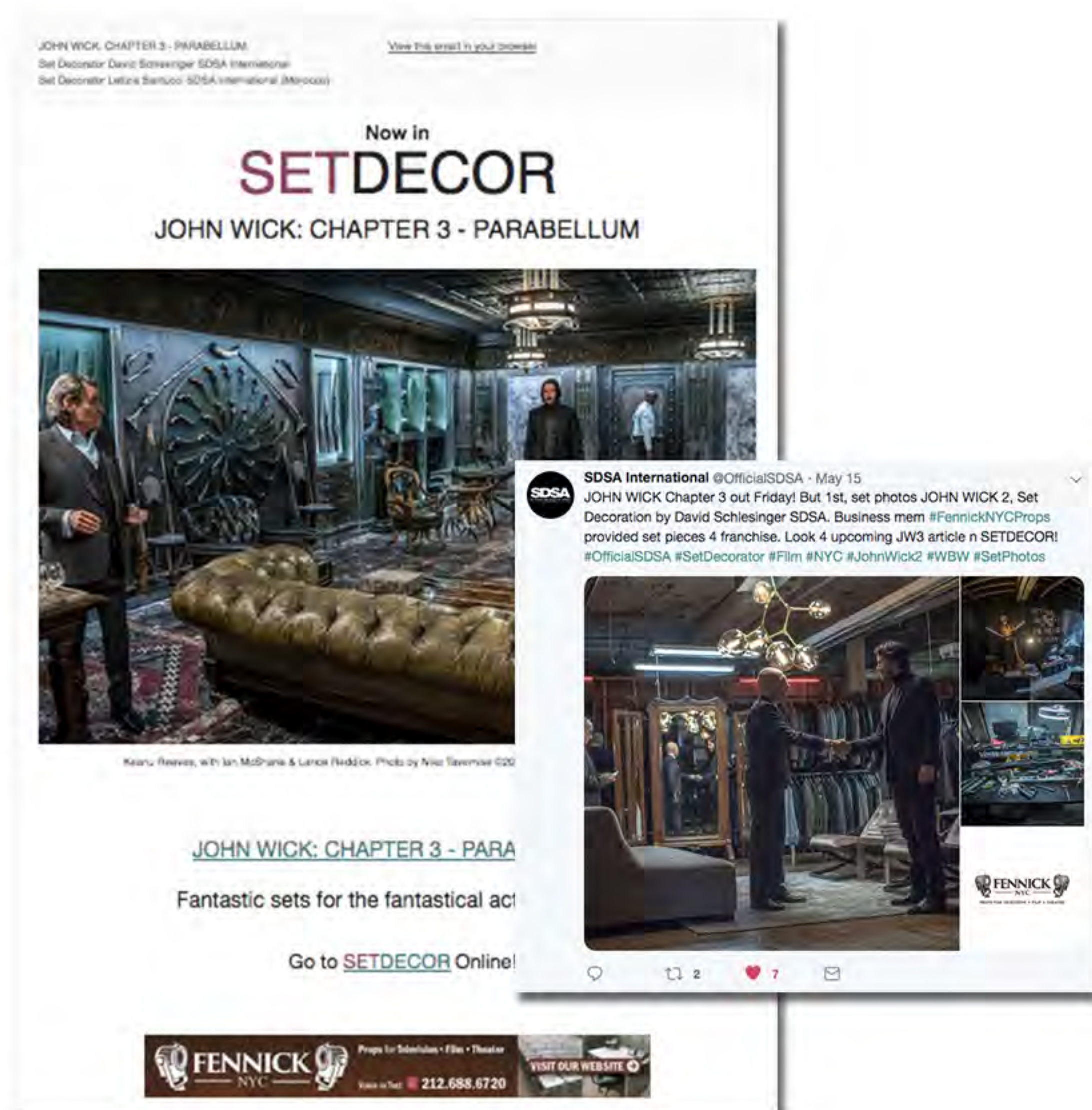
GENERAL RATES

BUZZ Banner (600x75) \$600
only one placement available at top of newsletter
LCA Block Ad (400x75) \$500
Sponsors *Lights, Camera, Action* content block
Requires approval of **THE BUZZ** Editor

SETDECOR

Article Sponsorships

+ Social Media



SETDECOR Article Sponsorships are one of the best ways to increase visibility among SETDECOR readers. Now you can also be included in a Social Media Announcement.

SETDECOR Article Sponsor +

Reach 15,000+ followers across Instagram, Twitter, and Facebook. Sponsor an article, **plus** be featured on all the SDSA's social media platforms @OfficialSDSA.

Posting two days following the E-Blast of the article you sponsor, your business gets more exposure. **Sponsor +** available exclusively to SETDECOR Article Sponsors.

SETDECOR Article Sponsorship Levels

Article Sponsor

1. E-Blast: 728x90 ad included in SETDECOR Article Announcement which is sent to 1,100+ opt-in subscribers **\$600**
2. E-Blast + Website: 728x90 ad included in SETDECOR Article Announcement + ad embedded in the article indefinitely **\$800**

SETDECOR Article Plus + Social Media

Get full integration with both SDSA Online members and opt-in readers via E-blasts and all social media platforms @OfficialSDSA

Sponsor + Benefits include:

- Social Media Post will run 2 days after SETDECOR Article E-Blast
- Logo inclusion in Social Media Announcement
- Sponsor will be tagged in post + given a hash tag in the copy of the post (eg. #SponsorName)
- Social Media Post will link back to article on SETDECOR Online

Article Sponsor + Social Media for an additional **\$200**
Article Sponsor + INSIDE THE SET video Sponsor for an additional **\$1,000**

Video
Sponsorship
Available



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Advertising@setdecorators.org

SPECS

Banner Ad Size: 728x90 -
.jpg or .gif files only. Max initial
file load size: 200KB; Expansion
not allowed for this unit; Video
not allowed for this unit;
Animation maximum length 15
seconds; Social Media Unit
Size: 1080x1080 pixels no less
than 72 dpi and no greater than
300 dpi. Sponsor must also
provide Instagram location tag.

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

Ad Sizes: Provided in pixels width x height All display ads must be Responsive
 Gallery Rectangle - 720x300; Leaderboard Banner - 728x90; Wide Skyscraper - 160x600
 Medium Rectangle - 300x250; SDSA Rectangle - 160x180.
 All creative with a white background must have a 1x1 pixel black border.
 THE BUZZ: Banner - 600x75 LCA Block Ad - 400x75
 SDSA Article Sponsorship: Banner - 728x90 + Logo for Social Media - 1080x1080

Maximum File Size: 40KB **Video File Size (Streaming Only):** 2MB **Max Initial File Load Size:** 40KB

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

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

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

Max Animation Length: 30 sec **Max Video Length:** 30 sec **Looping:** 3 Times **Max Percentage of CPU Usage:** 30%

Sound & Video: Must be user initiated (on click: mute/unmute) and a CLOSE X. Default state is muted.

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

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

Minimum Required Controls: Control = "CloseX" 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: 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) Ads with a white background must have a 1x1 pixel black border.

Serving Options: Rich media ok. Third-party served ads ok. All expandable ads MUST be third-party served & responsive.

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

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

Submission Lead Time: Artwork must be received 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 devices that do 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 Flash ads that cannot be seen.

Set Decorators Society of America

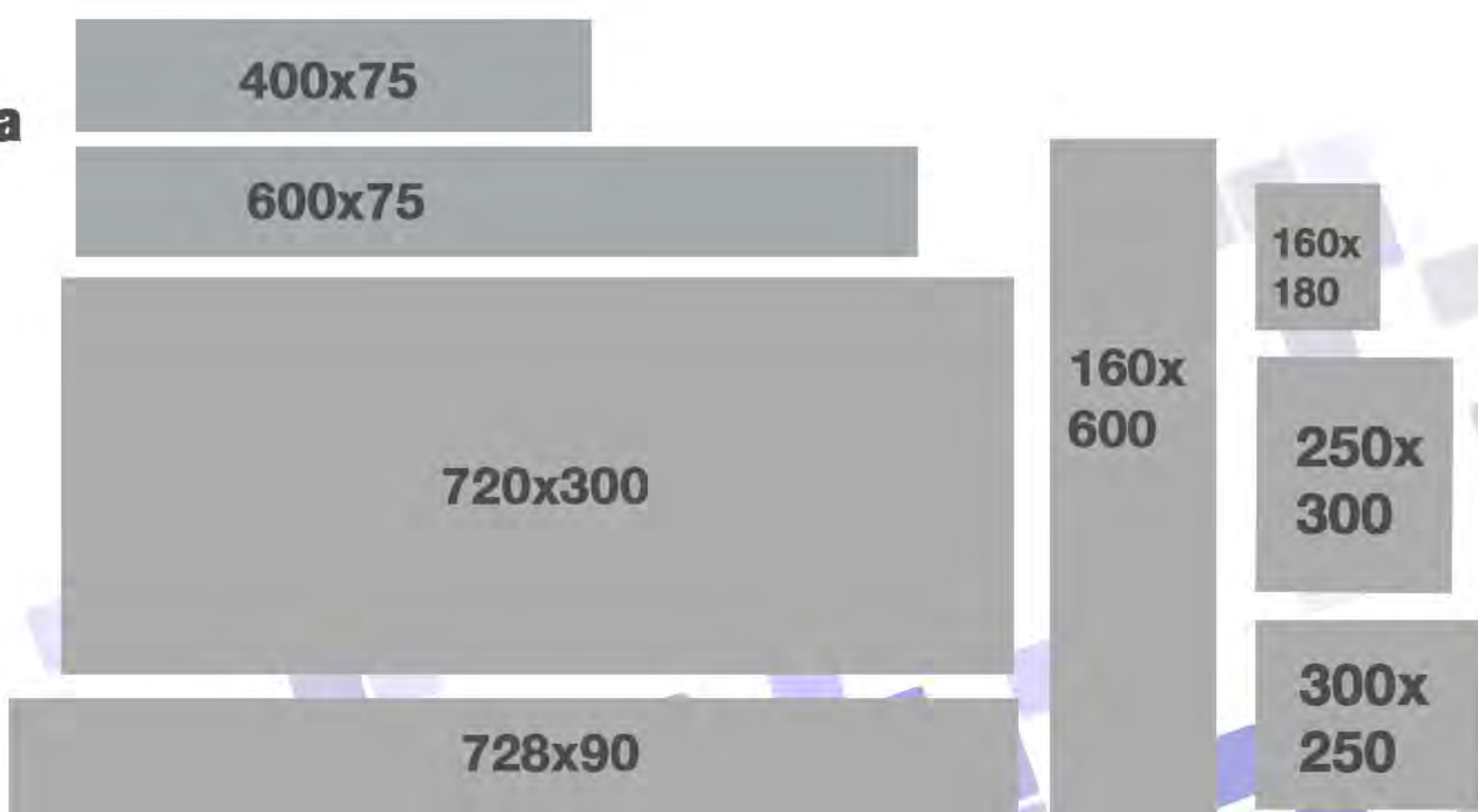
7100 Tujunga Avenue, Suite #A
 North Hollywood, CA 91608
 Send completed artwork to
 Website@setdecorators.org

Artwork Questions:

CONTACT: María López

(323) 702-4355

Advertising@setdecorators.org





E-BLAST REQUIREMENTS 2020

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 may 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 SDSA Board of Directors 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 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 International committees sending information about their events are not charged. For Your Consideration e-blasts are billed at the General Rate. 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 + SUBJECT LINE + 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 may 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, although 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 6 hour to 24 hours. There is no lower pricing for quantity.



E-BLAST REQUIREMENTS 2020

6. The requesting member has the choice of which groups to send the e-blast. Our various membership levels are Decorator, Associate, Business, Retiree, Student, and Friend/VIP. We have a Web Opt-In list that can be chosen as well. It is up to the requestor to decide which list(s) 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.org

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.

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

SET DECORATORS SOCIETY OF AMERICA
7100 Tujunga Ave. Suite A
North Hollywood, CA 91605
P. 818.255.2425 F. 818.982.8597
SDSA@SetDecorators.org