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

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDSA Membership:</td>
<td>339</td>
</tr>
<tr>
<td>Business Members:</td>
<td>230</td>
</tr>
<tr>
<td>Opt-In Newsletter Subscribers:</td>
<td>1,100</td>
</tr>
<tr>
<td>Social Media Followers:</td>
<td>15,500+</td>
</tr>
</tbody>
</table>

Online*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Uniques/Month:</td>
<td>3,269</td>
</tr>
<tr>
<td>Average Pageviews/Month:</td>
<td>13,796</td>
</tr>
<tr>
<td>Average Pages/Visit:</td>
<td>3.06</td>
</tr>
<tr>
<td>Average Time On Site:</td>
<td>2:21 min</td>
</tr>
</tbody>
</table>

*Google Analytics Jan-Dec 2019

Contacts

Gene Cane
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SDSA@SetDecorators.org
(818) 255-2425

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

Maria Margarita López
SDSA Online Sales
advertising@setdecorators.org
(323) 702-4355
SDSA Online offers digital solutions reaching set decorators plus art directors, production designers and other key industry professionals.

Reach Production Design Professionals via SDSA Online

**SDSA Online Rate Card - General**

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

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

**The BUZZ Newsletter**

Official SDSA E-Mail Newsletter 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

**Social Media: $600**
Over 15,000 Social Media Followers across Twitter Instagram, FB & Pinterest

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

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

CONTACT - Maria Margarita López
Advertising@setdecorators.org
(323) 702-4355

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

07/09/20
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 SDSAs social media platforms @OfficialISDSA.
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 SDSAs Online members and opt-in
readers via E-blasts and all social media platforms @OfficialISDSA

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

CONTACT:
María Margarita López
(323) 702-4355
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.
Mechanical & Rich Media Specifications
setdecorators.org | SETDECOR.com

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 Rectange - 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 unica 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-Blas 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 freestorm 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.
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. `<img src="http://www.mysite.com/logo_1.gif">` rather than `<img src="/logo_1.gif">`)

• 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.