

# SDSA

**SET DECORATORS SOCIETY OF AMERICA**

**AN INTERNATIONAL ORGANIZATION**

## Media Kit



# Advertise With Us

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The SDSA brings the entertainment industry's decor/design community together. SDSA Members and readership of the SDSA website, its magazine SET DECOR and social media sites 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 is the official publication of the SDSA. Celebrating the work member Set Decorators, its editorial sections *Film Decor*, *Television Decor*, *Director's 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®, Emmys® and SDSA Awards.

The SDSA has seen explosive growth with our beautifully redesigned website, now delivering over 100,000 plus impressions per month along with our social media outreach of 16,000 plus giving media buyer extensive reach to the SDSA community.

We have a full suite of digital marketing offerings that our ad representatives would be happy to assist your media buying efforts with. Their contact information can be found

## CONTACT US

### JoAnn Vara

SDSA Business Member Sales  
jvarasales@setdecorators.org  
917.742.7777

### Jeff Victor

SDSA General / FYC Sales  
jvictor@techwoodmedia.com  
310.214.3166



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# Business Member Advertising Rates

Reach key industry professionals directly through SDSA publishing channels including Set Decorators, Production Designers and Art Directors

**SDSA & SETDECOR WEBSITE**

**Pricing available upon request**

**setdecorators.org**

STANDARD	PREMIUM	CUSTOM
<p>Includes 3 ad sizes: 728x90 • 300x600 • 300x250 up to 3 creatives/ ad sizes <b>per month/ 1 year contract</b></p> <p>Individual (1 employee) Small Business (2-10 employees) Intermediate Business (11-20 employees) Production Company (21-100+ employees) Corporate Business                      Custom</p>	<p>per month</p> <p><b>Production Company</b> (21-100+ employees)</p> <p>includes everything in the Standard Plan</p> <p>Also Premium positioning (the first ad on every page)</p> <p>Billboard ad size 970x250</p>	<p>Contact US pricing upon request</p> <p>Includes Premium positioning (first ad on every page)</p> <p>Billboard ad size 970x250</p>

**All ads are delivered run of site**

PROMOTIONAL EMAIL	THE BUZZ NEWSLETTER	SOCIAL MEDIA
Dedicated E-Blast	Banner 600x75  Lights Camera Action 300x250	Image or video +caption insta Story
CONTENT SYNDICATION	INSIDE THE SET	CONTACT
SDSA Newsletter and or website	Sponsor Logo  Branded Content	<b>JOANN VARA</b> SDSA Business Member Advertising Sales jvsdsasales@gmail.com 917.742.7777



# For Your Consideration Advertising Rates

Reach key industry professionals directly through SDSA publishing channels including Set Decorators, Production Designers and Art Directors

**SDSA & SETDECOR WEBSITE**

Pricing available upon request

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

STANDARD	PROFESSIONAL	CUSTOM
<p><b>per month/ 1 year contract</b>            Includes 3 ad sizes:            728x90 • 300x600 • 300x250            up to 3 creatives/ ad sizes            Up to 3 titles</p>	<p><b>per month</b>             includes everything            in the Standard Plan             Also Premium positioning            (the first ad on every page)             Billboard ad size 970x250</p>	<p>Contact US            pricing upon request             Includes Premium positioning            (first ad on every page)             Billboard ad size 970x250             More than 3 titles</p>

All ads are delivered run of site

PROMOTIONAL EMAIL	THE BUZZ NEWSLETTER	SOCIAL MEDIA
Dedicated E-Blast	Banner 600x75  Lights Camera Action 300x250	Image or video +caption
CONTENT SYNDICATION	INSIDE THE SET	CONTACT
SDSA Newsletter and or website	Sponsor Logo  Branded Content	<p><b>JEFF VICTOR</b>            For Your Consideration            Advertising Sales  <a href="mailto:jvictor@techwoodmedia.com">jvictor@techwoodmedia.com</a>            310.241.3166</p>

# Advertise With Us

## SUBMISSION LEAD TIME

Artwork must be received five (5) business days prior to campaign start.

## SEND ART TO

Advertising@SetDecorators.org

## GENERAL

All Ad sizes in pixels width x height.  
Acceptable file formats: JPG, PNG, GIF & HTML 5.  
All creative with white background must have non-white border.  
ALL CREATIVES MUST BE UNDER 1MB (1,000,000 Bytes).

## SDSA & SETDECOR Websites

### CREATIVE SIZE

Leaderboard	728x90
Medium Rectangle	300x250
Half Page	300x600
Billboard	300x600

## PROMOTIONAL EMAIL (E-blast)

Maximum image width 600 pixels.  
No Height limit.  
Accept Mailchimp templates & HTML.  
MUST PROVIDE PLAIN TEXT ONLY VERSION.  
Provide destination URL for image emails.  
Subject line less than 32 characters.  
Tag are welcome.  
*One free promotional e-blast per business member per year.*

## SETDECOR Articles

E-blast | 300x250  
Logo for Social Media | 1080x1080

## THE BUZZ Newsletter

Banner | 600x75  
Block Ad | 300x250



## SOCIAL MEDIA Program

Feed / Timeline | 1080x1080  
Facebook/ Insta Stories | 1080x1920  
*One free Social Media post on Facebook / Instagram as well as Instagram stories per business member per year.*

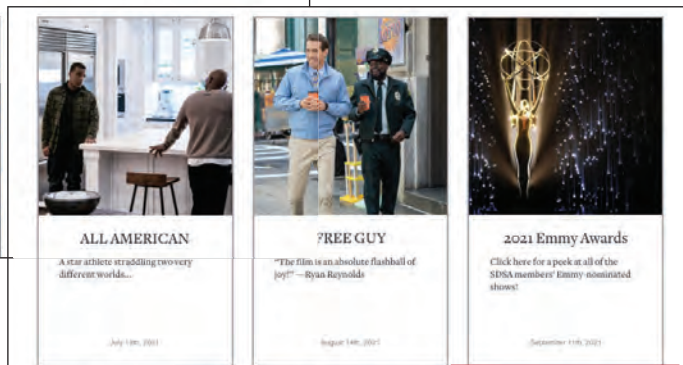
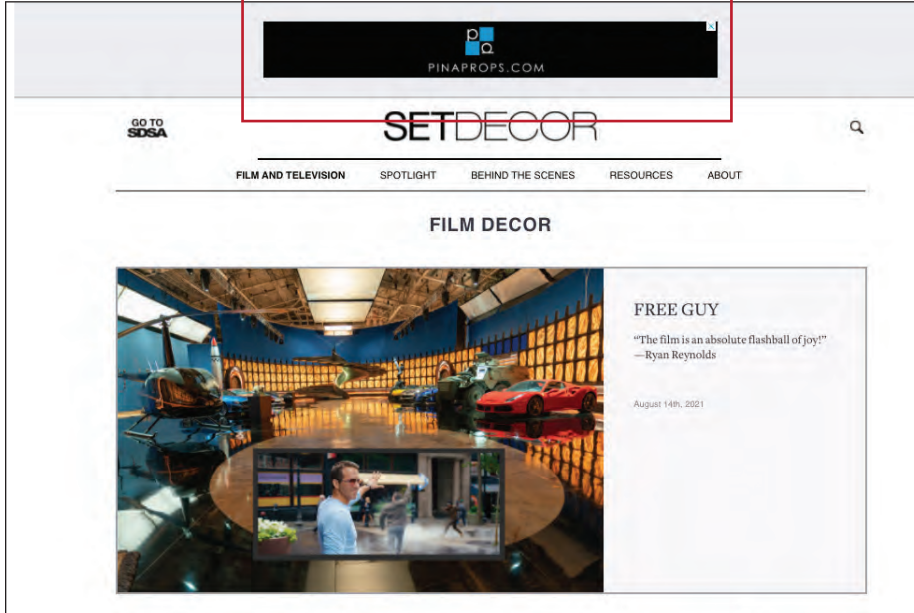
## INSIDE THE SET videos

Sponsor logo | 1080x1080 .png format preferred.

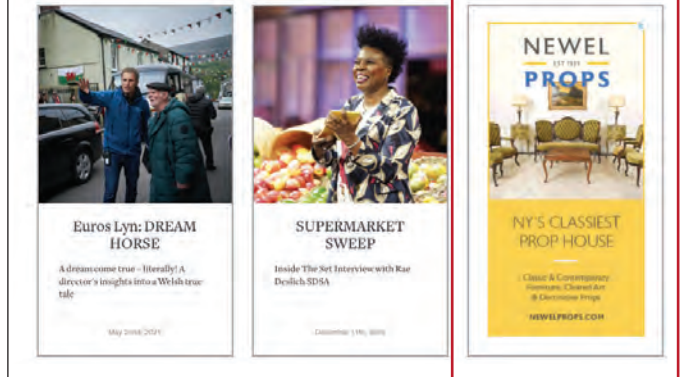
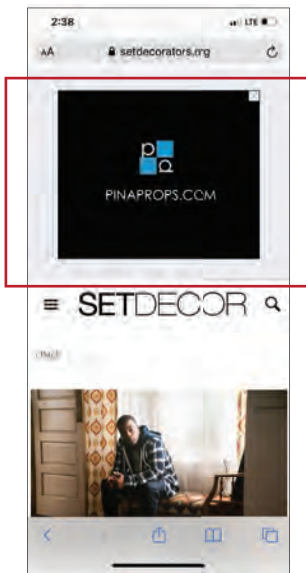


# SDSA & SETDECOR Websites

Leaderboard | 728x90



Medium Rectangle | 300x250



Six Pack Ad | 300x600

# PROMOTIONAL EMAIL (E-blast)

Now in  
**SET DECOR**  
WANDAVISION



Paul Bettany, Elizabeth Olsen. Photo courtesy of Marvel Studios. ©Marvel Studios 2020. All Rights Reserved.

[WANDAVISION](#)

The sets are essential to the awe and mystery of the hit miniseries!

Go to [SETDECOR](#) Online!



E-blast | 300x250

## THE BUZZ NEWSLETTER

Bannert | 600x75



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THE  
**BUZZ**  
SDSA NEWS  
SEP 2021  
ISSUE 16

In this issue:  
Members in the News, Set Decoration Podcasts and John Sparano in the Set Decorator Spotlight

Lensing and P

[SETDECOR](#) offers a glimpse of each of the SDSA members' nominated shows

Creative Arts Emmy Award winners are listed as compiled by the independent accounting firm of Ernst & Young LLP



**SAVE THE DATE**

SDSA General Membership Meeting  
Thursday, October 21, 2021  
Hosted by  
Danner Cadaver

Block Ad | 300x250

