

# SETDECOR Online

General

2012 Online Sponsorships

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

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





# Set Decorators

*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. 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.



# SDSA & SETDECOR Online

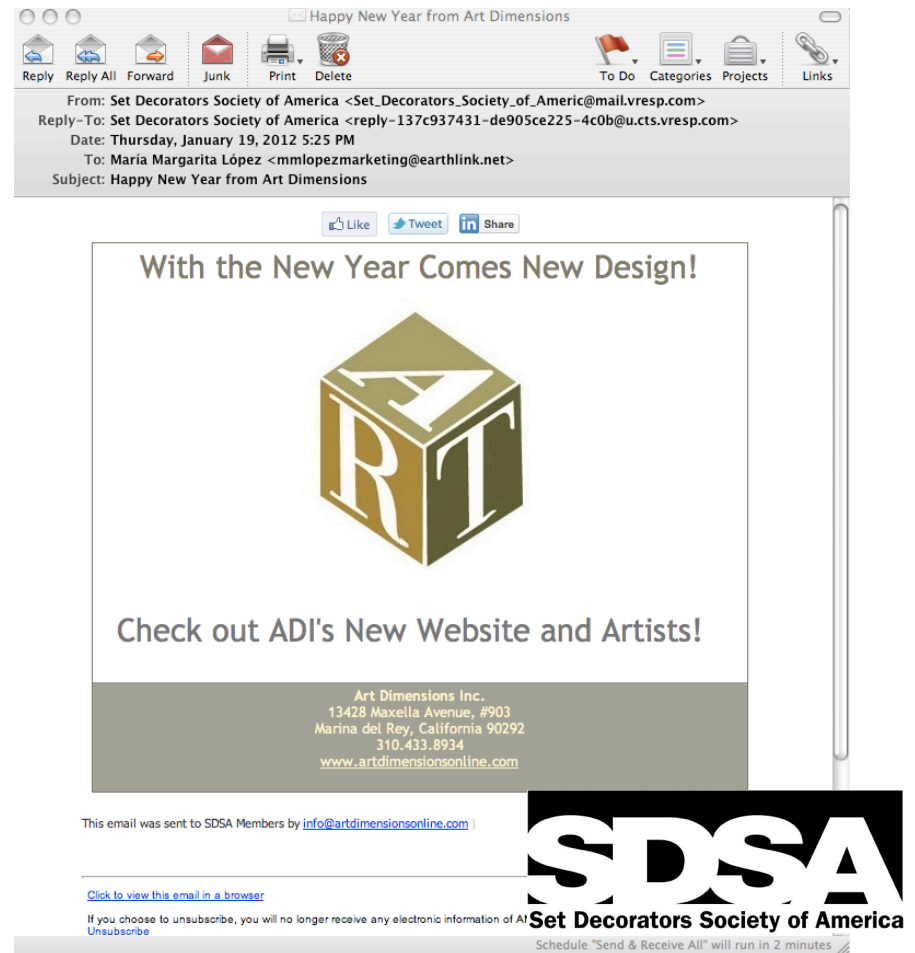
The **SDSA** Online is a trusted source for **SDSA** news, events and information among set decorators and the design community. Wherever a job takes them, it keeps members in the loop. It is also a valuable resource to locate industry-friendly vendors who provide the exact items decorators look for.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



# Outreach Options

- **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 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



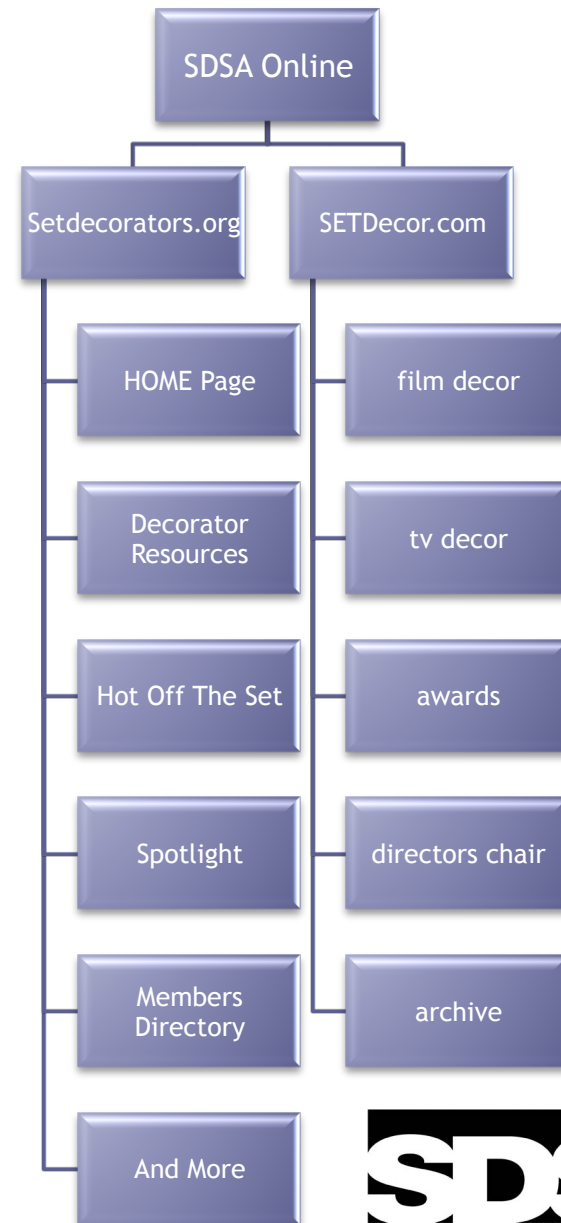
# Outreach Options

- Newsletter - \$500/send
  - The SDSA's monthly 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 1<sup>st</sup> or 2<sup>nd</sup> week of the month*
    - *Call for exact publishing and Art Due dates*



# Outreach Options

- Online Ad Placement
  - Sponsor online content and be visible to SDSA readers.
  - Content includes news, features and resources.
  - Five standard ad sizes available for run of site placement.
    - Tower (**133w x 179h**)
    - Box (**250 x 300**)
    - Standard Skyscraper (**120 x 600**)
    - SDSA Skyscraper (**160 x 600**)
    - Banner (**728 x 90**)
  - Additional charges apply for guaranteed premium placement.



# Outreach Options - Premiums

- 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

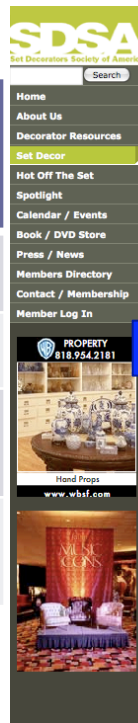
The screenshot shows the SDSA website home page. At the top, there is a blue banner for 'UNIVERSAL STUDIOS PROPERTY'. Below it, a navigation menu includes 'About Us', 'Decorator Resources', 'Set Decor', 'Hot Off The Set', 'Spotlight', 'Calendar / Events', 'Book / DVD Store', 'Press / News', 'Members Directory', 'Contact / Membership', and 'Member Log In'. The main content area features a large image of a set decorated for a bar, with a 'Banner Ad' callout pointing to a blue box containing the text 'Banner Ad ^'. To the right, there is a vertical sidebar with 'NBC UNIVERSAL Staff and Moulding Shops' contact information. At the bottom, there is a grid of featured articles and a large 'SDSA Set Decorators Society of America' logo. A 'Standard Skyscraper' callout points to a large ad space on the right side of the page.

\*Guaranteed 1<sup>st</sup> position placement is 10% additional charge

# Outreach Options - Premiums

- 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

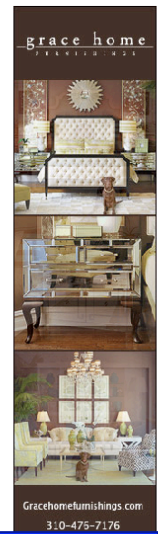


SETDECOR ONLINE



hot  
films!  
hot tv!  
hot  
sets!

Check out  
amazing sets  
in **film decor**  
and  
**television  
decor!**



SDSA ^  
Skyscraper



\*Guaranteed 1<sup>st</sup> position placement is 10% additional charge



# Outreach Options - 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

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

\*Guaranteed 1<sup>st</sup> position placement is 10% additional charge



# Outreach Options – Run of Site

- **Run of Site** – ad placed at SDSA discretion, no guaranteed premiums

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

- About Us
- Decorator Resources
- Set Decor
- Hot Off The Set
- Spotlight
- Calendar / Events
- Book / DVD Store
- Press / News
- Members Directory
- Contact / Membership
- Member Log In

The screenshot shows the SETDECOR website interface. At the top, there's a search bar and navigation tabs for 'film decor', 'television decor', 'awards', 'director's chair', and 'archive'. A sidebar on the left contains a menu with items like 'Home', 'About Us', 'Decorator Resources', 'Set Decor', 'Hot Off The Set', 'Spotlight', 'Calendar / Events', 'Book / DVD Store', 'Press / News', 'Members Directory', 'Contact / Membership', and 'Member Log In'. The main content area features a 'television decor' section with a sub-section 'gcb' (Larger than life...Dallas high society, style that's Texas-big...ultra-fabulous sets!), a 'justified' section (The wild, wild west of Appalachia...depicting modern times in the hollers of coal-mining country...generations of secrets and feuds...), a 'television of 2011 - SDSA Members' section (The incredible diversity and breadth of set decoration is represented in the SDSA members' catalogue of television programs. View a complete list of SDSA member television credits 2011 (PDF)), and a 'modern family' section (Hit comedy showcases the homes & lives of a very modern extended family!). There are also promotional banners for 'Blueprint On Set!' and 'television of 2011 - SDSA Members'.



# Outreach Options

- Decorator Resources –
  - Target influential buyers
  - Searched daily by Set Decorators & SDSA readers
  - Over 90 targeted categories
  - Size available: 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

To print a complete copy of the business members with phone numbers and addresses, click on this PDF: [SDSA Business Members](#)

ALLEY & STREET DRESSING  
APPLIANCES  
ARCHITECTURAL SALVAGE

ART DECO FURNITURE & DRESSING

ARTWORK & ARTISTS  
 AUTOPSY & MORGUE  
 AVIATION, AIRPLANE & AIRPORT  
 AWARDS & TROPHIES  
 BALLOON DECOR  
 BAR DRESSING & SIGNAGE  
 BOOKSELLERS  
 CARNIVAL & AMUSEMENTS  
 CARPET  
 CASINO & ARCADE  
 CHRISTMAS PROPS & DRESSING  
 CLEARED ARTWORK, PHOTOGRAPHY, & SERVICE  
 COMMERCIAL & INDUSTRIAL  
 DECORATIVE ARTS  
 DRAPERY MANUFACTURING  
 ESTATE LIQUIDATORS  
 FABRICS & TEXTILES  
 FAKE BOOKS  
 FANS & HEATERS  
 FINE ARTISTS  
 FLOOR COVERINGS  
 FLORAL DESIGN  
 FRAMING SERVICES  
 FUNERAL, CASKETS, & CEMETERY DRESSING  
 FURNITURE - CASE GOODS  
 FURNITURE - CONTEMPORARY & MODERN  
 FURNITURE - CONTRACT

FURNITURE - DESIGNER  
 FURNITURE - EUROPEAN  
 FURNITURE - MANUFACTURING  
 FURNITURE - OFFICE  
 FURNITURE - OUTDOOR  
 FURNITURE - RETAIL  
 FUTURISTIC DRESSING  
 GAS STATION & GARAGE  
 GIFTS  
 GLASS, MIRRORS, AND PLASTICS  
 GRAPHICS  
 GREENS & FOLIAGE  
 HOSPITAL & ER DRESSING  
 INTERIOR DESIGN  
 JEWELRY - CUSTOM  
 KITCHEN & BATH  
 LIGHTING & LAMP SHADES  
 LINENS & BEDDING  
 LINOLEUM  
 MANNEQUINS & FORMS  
 MEDICAL PROPS & DRESSING  
 NAUTICAL & MARINE DRESSING  
 NEON SIGNS & FABRICATION  
 OFFICE & CONTRACT  
 PAPERWORK - CUSTOM & RENTAL  
 PARTY & EVENT PLANNING, SALES/RENTAL  
 PHOTOGRAPHY  
 PHOTOGRAPHY - SET STILL  
 PIANOS / INSTRUMENT PURCHASE & RENTAL  
 PILLOWS AND TEXTILES  
 PLUMBING & HEATING  
 PRINTING SERVICES

PRISON PROPS  
 PRODUCT PLACEMENT  
 PROP HOUSES  
 PROP MANUFACTURING  
 RELIGIOUS DRESSING  
 RESEARCH  
 RESTAURANT, CAFE & DINER  
 RUGS & CARPETS  
 SCHOOL & PLAYGROUND DRESSING  
 SCIENTIFIC & LAB PROPS  
 SET DESIGN  
 SIGNAGE  
 SLIPCOVERS  
 SOURCES FOR DECORATORS  
 SPECIALTY PROP HOUSES  
 TAPESTRIES & WALL HANGINGS  
 TAXIDERMY  
 TENTS - MILITARY & HISTORICAL  
 TENTS - MODERN & EVENT  
 THEATER PROPS  
 TOYS  
 TRADE FAIR ORGANIZERS  
 UNIONS  
 UPHOLSTERY & DRAPERY FABRIC  
 VICTORIANA  
 VINTAGE ITEMS  
 WALLCOVERINGS, PAINT & WALLPAPERS  
 WEAPONS & MILITARY HARDWARE  
 WESTERN DRESSING  
 WINDOW COVERINGS





## Online Demographics 2011

Unique Visitors/Month 4,736  
Page Views/Month 25,770  
Average Page Views 3.69  
Average Time on Site 2:41  
# Countries Reached 175

### EBLASTS

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

*Vertical Response, 2010*

# 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](mailto:sdsa@setdecorators.org)  
[www.setdecorators.org](http://www.setdecorators.org)

## **SET**DECOR Online Contact

EDITORIAL –  
Karen Burg, Editor-in-Chief  
[Karen\\_Burg@sbcglobal.net](mailto:Karen_Burg@sbcglobal.net)

SALES –  
María López  
Tel: 323 702 4355  
[advertising@setdecorators.org](mailto:advertising@setdecorators.org)

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

[www.setdecorators.org](http://www.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 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.  
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: 323 702 4355 or  
[advertising@setdecor.com](mailto:advertising@setdecor.com)  
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)

# SDSA & SETDECOR Online

## 2012 General Rates (per month)

Ad Size/ Per Month Frequency	1x	6x	12x
Tower Ad	\$440	\$350	\$250
Box Ad	\$525	\$500	\$475
Standard Skyscraper	\$510	\$485	\$460
SDSA Skyscraper	\$670	\$645	\$600
Banner Ad* (premium included)	\$1,000	\$800	\$700
**Decorator Resources	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.

**Ad Sales:** María López  
(323) 702-4355  
advertising@setdecor.com

