

Society of Camera Operators

The Society of Camera Operators (SOC) is an internationally recognized professional honorary society advancing the art, craft, and creative contribution of the camera operator and crew. Camera Operator is the Official publication supporting the mission and focus of the SOC.



MEDIA KIT 2018/2019
ADVERTISING & SPONSORSHIP OPPORTUNITIES



CIRCULATION: Bonus distribution print and digital at NAB, CineGear, NAB NY, IBC, numerous film schools and international festivals.

MANAGING EDITOR: Kate McCallum

FOUNDED: 1991

FREQUENCY: Quarterly

PROFESSIONAL ASSOCIATION:
Society of Camera Operators

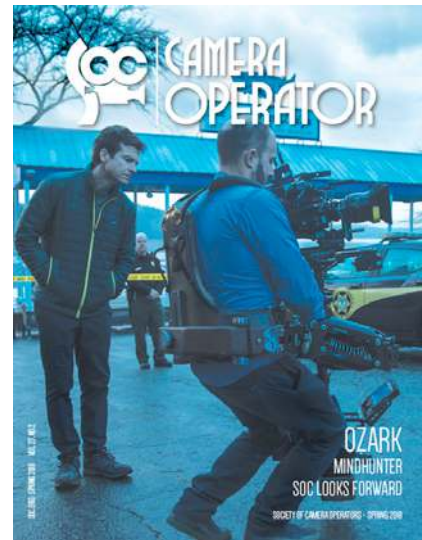
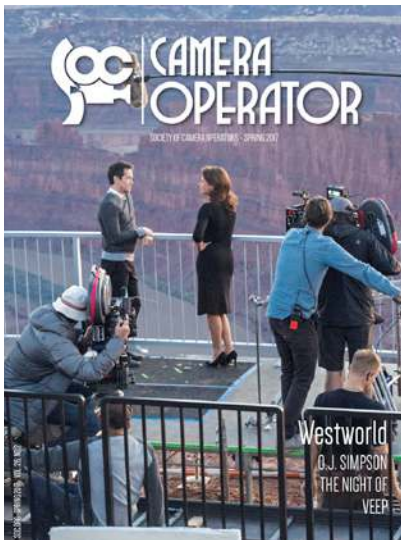
READERSHIP: SOC membership, Camera Operators in cinema, television and digital media. Cinematographers, DP's, Gaffers, Grips, Production Managers, DITs, and production crew members.

Camera Operator is the official magazine of the Society of Camera Operators (SOC) and is distributed to the international membership in addition to a large subscription base. **Camera Operator** is the only industry publication that serves the crew working in cinema, television, sports, non-scripted, live events and digital production. The **Camera Operator** digital addition is distributed through SOC.org and ISSUU online platform.

The readership of **Camera Operator** are the end-users, buyers and influencers of all production technology. The SOC's influence within the production community benefits the advertisers of **Camera Operator** in addition to marketing to the broader readership that aspires to become SOC members. **Camera Operator** is considered a must keep and reference magazine.

Each issue features in-depth articles written by operators for operators told in the first-person perspective from the sets of prominent feature films, television and new media. This is a one of a kind publication within the entertainment and media industry. The hands on, in person approach to the magazine gives the reader a unique a valuable perspective.

Stories have covered high-profile productions such as *Ant Man and the Wasp*, *Ozark*, *The Shape of Water*, *Game of Thrones*...and the list goes on and on. Also offered are columns focusing on the partnership the operator has on set with producers, directors and DPs, in addition to product and technology insights.



Deadlines	Space Reservation	Art Deadline	Mailing Date
Fall 2018	October 13	October 18	November 6
Winter 2019	January 25	February 1	February 23
Spring 2019	April 5	April 19	May 13
Summer 2019	July 19	July 26	August 19
Fall 2019	September 13	September 20	October 14
Winter 2020	January 24	January 31	February 24
Spring 2020	April 3	April 17	May 11

** Mailing dates are subject to slight variations*

Editorial

Features: Cover story and top feature film & TV articles

Departments: Establishing Shot, Tech Talk, Smooth Operator, Insights, Social SOC

FALL 2018 / 2019

Focus On: Awards Overview

WINTER 2019 / 2020

Focus On: SOC Tech Awardee (Tech Talk)

SPRING 2018

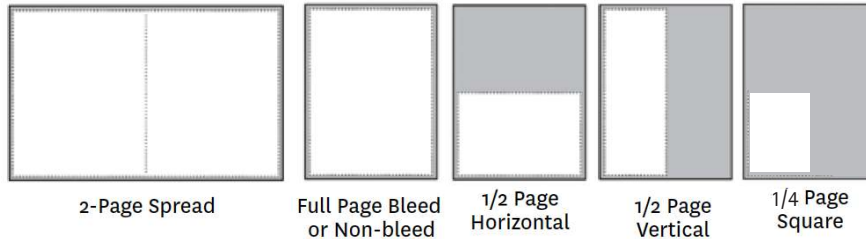
Focus On: SOC Awards Review: Honorees & Nominees

SUMMER 2018

Focus On: On-set Tech and Lighting



AD SIZES AVAILABLE



2-Page Spread

Full Page Bleed
or Non-bleed

1/2 Page
Horizontal

1/2 Page
Vertical

1/4 Page
Square

AD DIMENSIONS

2-Page Spread	Non-bleed: 15.75"w x 9.875"h	Bleed: 17"w x 11.125"h
Full Page	Non-bleed: 7.50"w x 9.875"h	Bleed: 8.625"w x 11.125"h
1/2 Page Horizontal	Non-bleed: 7.50"w x 4.875"h	Bleed: 8.625"w x 5.625"h
1/2 Page Vertical	Non-bleed: 3.50"w x 9.875"h	
1/4 Page	Non-bleed: 3.525"w x 4.875"h	

Any ad that does not meet the requirements and sizes of this spec sheet will have to be altered to fit our specifications. We do not assume responsibility for such alterations.

MAGAZINE TRIM: 8.375"w x 10.875"h. Bleed: add 1/8" all around. Keep vital images at least 1/4" from trim. 2-page spread keep text 1/8" away from gutter on both sides.

FILE FORMATS: Only the following formats are accepted and must be Mac-readable:

- Hi-res PDF (Create to Acrobat 4 PDFx/1-a specifications)
- Illustrator EPS (fonts must be converted to outlines)
- Photoshop EPS (300 dpi)

FILE REQUIREMENTS: Digital files must be 100% magazine ad size (see dimensions above)

- Colors: All images and colors must be converted to CMYK process colors or grayscale
- Resolution: 300 dpi for CMYK or grayscale, no spot colors or RGB
- Fonts: All fonts used to create PDFs must be embedded or converted to outlines
- All files, must be linked, flattened with no transparencies
- ALL ad files MUST contain the ADVERTISER'S NAME

FILE DELIVERY: Electronic Files Only (in order of preference):

- Via Email (files must be under 5MB): derek@soc.org
- Files over 5MB should be delivered via an online file delivery system such as DropBox, WeTransfer, or Hightail.

PRINT RATES

	1x
2-Page Spread	\$7,000
Full Page	\$3,550
1/2 Page	\$2,150
1/4 Page	\$1,500

Premium pricing available on request
(1st-5th RHP & COVERS 2-4)



- Premium positions are on a first come first serve basis
- Annual packages available including digital
- All rates shown are net per issue. Rates subject to change without notice
- 20% additional charge for all guaranteed positioning
- Frequency discounts require a consecutive-issue contract with all ads run within a one-year period
- Rates do not include ad design. If needed, please ask about our design services
- Unless credit terms are established, payment is due prior to publication
- All ad copy and content are subject to SOC approval

NEWSLETTER SPECS



DEDICATED E-BLAST SPECS

GENERAL SPECIFICATIONS

- Maximum width: 600 px
- Recommended length: 600 to 800px
- Maximum collective images size: 300 kb
- SOC header and footer will be added

Not allowed:

- No background images or transparent images
- No sound
- No Flash
- No JavaScript
- No animation

SUBMISSION PROCEDURES

Deliver these items five (5) business days before deployment date. Please submit FINAL artwork/material. *Advertisers are responsible for the proper format and optimization of the materials they submit.

If submitting an HTML file, send the following:

- HTML file
- Screenshot of PDF for proofing
- Zipped folder containing all images (required). All images must be jpg, gif or png format and housed on SOC servers for proper delivery.
- Email Subject line: Maximum 40 characters including spaces.
- Test Seed list – A list of email addresses to review the test email.

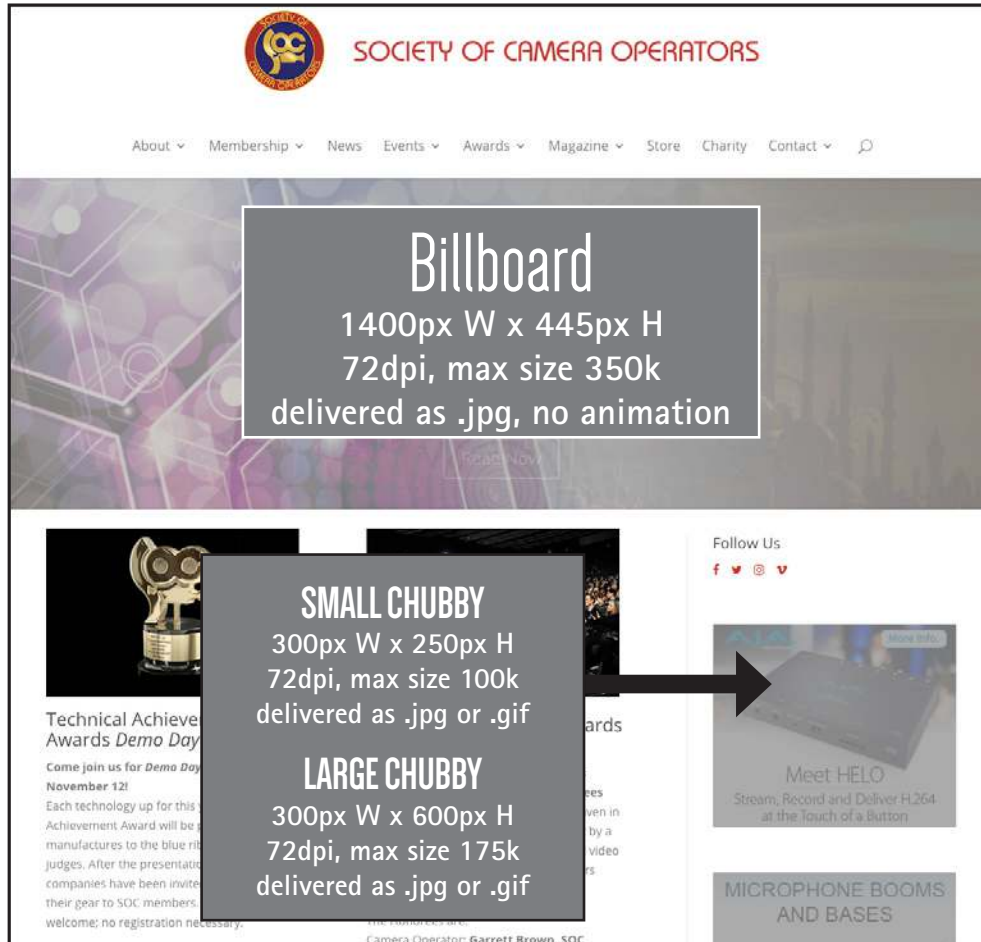
If you would like SOC to build your eBlast– send the following:

- Word document, ULR link or text in the body of an email
- Screenshot of PDF for proofing
- Zipped folder containing all images (required). All images must be jpg, gif or png format and housed on SOC servers for proper delivery.
- Instructions for image or text links.
- Email Subject line: Maximum 40 characters including spaces.
- Test Seed list – A list of email addresses to review the test email.

Deadlines	Artwork Due	Deployment Date
Winter 2019	January 9	January 16
Spring 2019	March 13	March 20
Late Spring 2019	April 24	May 1
Summer 2019	July 10	July 17
Fall 2019	September 11	September 18
Late Fall 2019	November 6	November 13

** Dates are subject to slight variations*

AD SIZES AVAILABLE ON SOC.ORG



DIGITAL REAL ESTATE AVAILABLE

	1x (monthly)
Homepage Takeover	\$8,500 (includes billboard, large chubby, small chubby - 100%SOV)
Website Billboard	\$2,500
Website Small Chubby	\$925
Website Large Chubby	\$1,425
eNewsletter Leaderboard	\$750
Dedicated eBlast	\$1,000



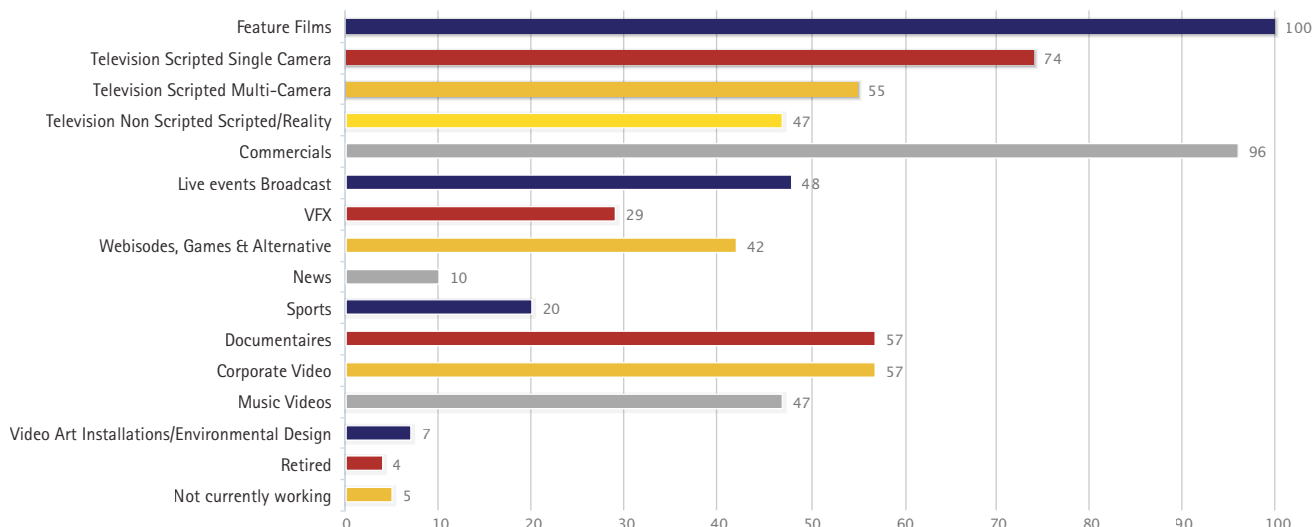
Society of Camera Operators

SPONSORED EDUCATIONAL EVENTS

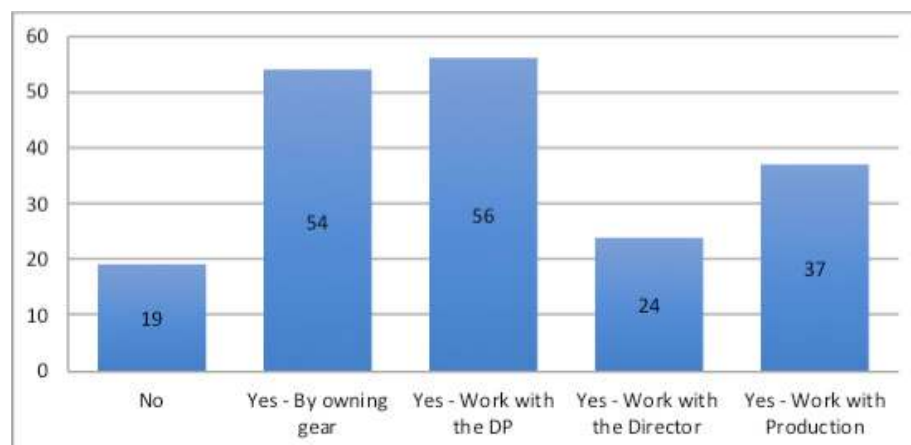
As a Corporate member of the Society of Camera Operators (SOC), you can present a custom product or topic specific educational event for all members, active, students, educator and associate.

In the SOC's recent survey over 75% of members influence the gear used on a production either through owning the gear, working with the DP, Director, or production team in the selection of the equipment used. Additionally, 100% of members feel that education and information is a key factor of their membership and have indicated they are interested in attending more seminars in the future.

Our members work on the following types of projects:



Do you have influence regarding the gear and technology used on a production?



The Society offer unique opportunities to engage the membership through education, hosting events and podcasts. Additionally, annual packages that include focus groups, events, educational offerings and advertorials.