

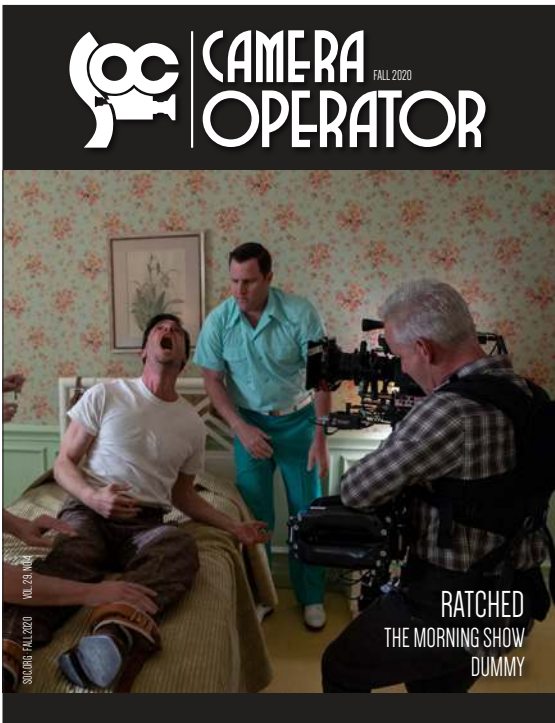
Society of Camera Operators

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 2021

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

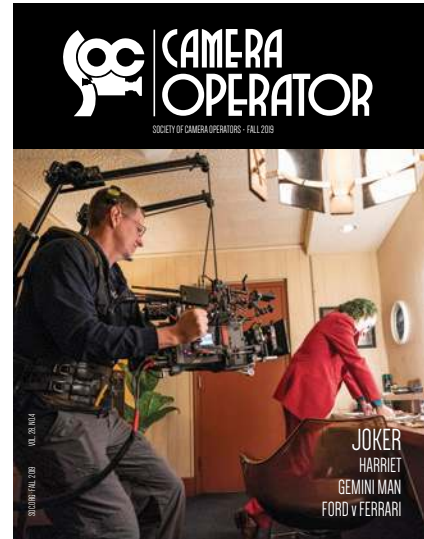
READERSHIP: SOC membership, Camera Operators in cinema, television and digital media. Cinematographers, DP's, Gaffers, Grips, Production Managers, DITs, and production crew members.

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.

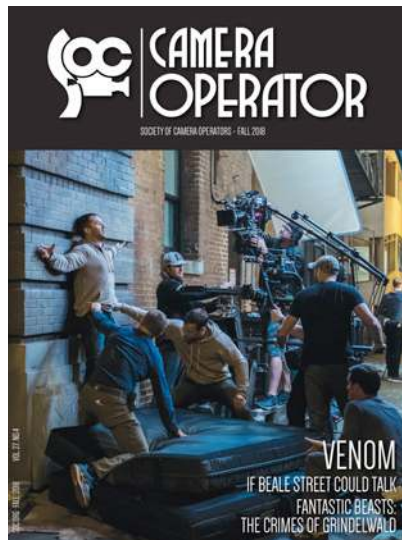
Each issue features in-depth articles written by operators for operators told in the first-person perspective from the sets of prominent feature films, television and new media. This is a one of a kind publication within the entertainment and media industry. The hands on, in person approach to the magazine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

Stories have covered high-profile productions such as *Joker and the Motherless Brooklyn, The Mandalorian, The Marvelous Mrs. Maisel, Ratched*...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.



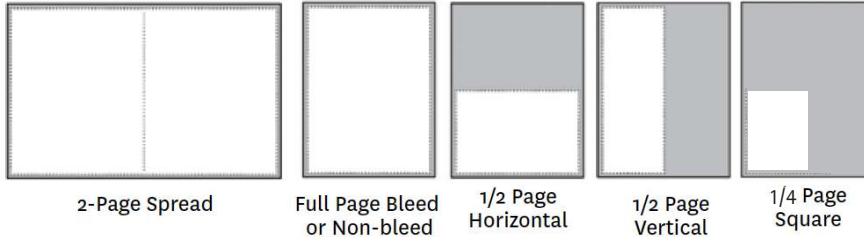
Deadlines	Space Reservation	Art Deadline	Mailing Date
Winter 2021	February 5	February 10	February 22
Spring 2021	March 25	March 31	April 12
Summer 2021	July 9	July 14	July 26
Fall 2021	October 15	October 20	November 1

* Mailing dates are subject to slight variations





AD SIZES AVAILABLE



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.

AD SIZES AVAILABLE ON SOC.ORG

The screenshot shows the website header with the logo and navigation menu. Below the header is a large banner for the 'Summer Issue' with a 'Billboard' ad overlay. The billboard text reads: 'Billboard', '1400px W x 445px H', '72dpi, max size 350k', and 'delivered as .jpg, no animation'. Below the banner are three smaller ad placements: 1) 'SMALL CHUBBY' (300px W x 250px H, 72dpi, max size 100k) and 'LARGE CHUBBY' (300px W x 600px H, 72dpi, max size 175k) both delivered as .jpg or .gif. 2) A 'Technical Achievement Awards Demo Day' article featuring a trophy image. 3) A 'Meet HELO' product advertisement for a device that streams, records, and delivers H.264 video.

Contact us for pricing.

NEWSLETTER SPECS

Newsletter - August 2019



Society of Camera Operators Member Newsletter

The Society of Camera Operators (SOC) advances the art, craft, and creative contributions of the Camera Operator.

620px W x 90px H

120px W
x
600px H

Lead Article Headline




Consider highlighting products or services, sales or promotions, personal bios, and more. Use images that complement your message, and link your images to supporting resources.

Consider highlighting products or services, sales or promotions, personal bios, and more. Use images that complement your message, and link your images to supporting resources.

468px W x 90px H

Content Syndication Headline

Place article copy here. Be sure to make the articles short and concise as people tend not to read much more than a couple of paragraphs. Place article copy here.

Text Link


NEWSLETTER

Edition	Deployment Date
Winter 2021	January 21
Early Spring 2021	March 18
Late Spring 2021	May 20
Summer 2021	July 15
Early Fall 2021	September 23
Late Fall 2021	November 18

** Dates are subject to slight variations*

Contact us for pricing.



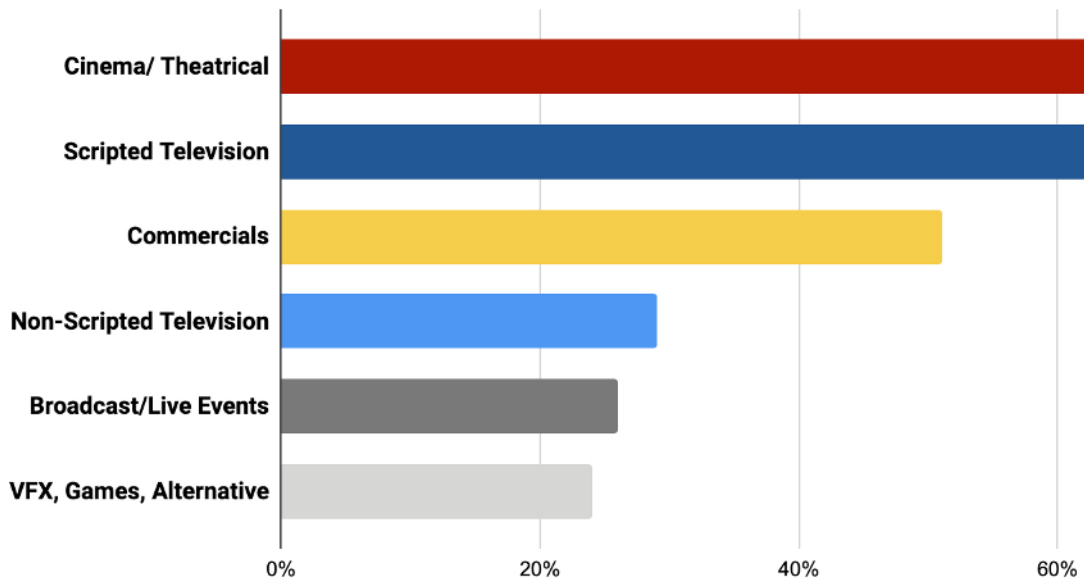
Society of Camera Operators

SPONSORSHIP & MEMBERSHIP

HOST EDUCATIONAL AND INFORMATIONAL VIRTUAL AND IN PERSON EVENTS

Reach the SOC membership through events. Over 70% of the membership is an owner operator and work on multiple types of projects. Host or sponsor a virtual or in person event announcing a new product, hosting a membership meeting or presenting a panel discussion. The Society offers many ways to engage the membership. To learn more about upcoming opportunities and costs email membership@soc.org.

Our members work on the following types of projects:



CORPORATE MEMBERSHIP

The Society of Camera Operators offers two types of Corporate Memberships; the Community level and the Patron level. The Community level is offered with basic membership benefits and the Patron level includes more in-depth engagement with the members, product reviews, and member product partnerships.

For further details visit soc.org/corporate-member-resources.