

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 2023
ADVERTISING & SPONSORSHIP OPPORTUNITIES



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

FOUNDED: 1991

FREQUENCY: Quarterly

READERSHIP: SOC membership, camera operators in cinema, television, and digital media. Cinematographers, DPs, gaffers, grips, production managers, DITs, and production crew members.

Camera Operator is the official multimedia magazine of the Society of Camera Operators 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 multimedia format allows **Camera Operator** readers to consume the magazine on the well-known digital publishing platform of ISSUU in a “flip book” format with full articles, behind-the-scenes images, supporting video interviews, and related operator content available on SOC.org. Additionally, weekly emails and social media posts focus on individual articles and supporting video interviews.

The readers 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.

Stories have covered high-profile productions such as *Joker*, *News of the World*, *The Power of the Dog*, *The Mandalorian*, *The Marvelous Mrs. Maisel*, *Ma Rainey’s Black Bottom*, *The Last Duel* . . . 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	Publication Date
Winter 2023	February 15	February 24	March 3
Spring 2023	April 19	April 28	May 5
Summer 2023	July 5	July 14	July 21
Fall 2023	November 1	November 10	November 17

RATES

	One Time
Two-Page Spread	Pricing upon request
Full Page	Pricing upon request
Half Page	Pricing upon request
Quarter Page	Pricing upon request

NOTES

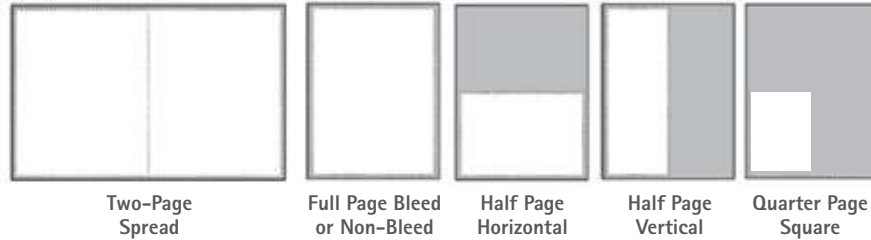
- Premium positions are available for 1st-5th right-hand pages and inside front cover, inside back cover, and back cover on a first-come, first-served basis. Premium pricing available upon request.
- Rates are net per issue and are subject to change without notice.
- Frequency discounts require a consecutive-issue contract with all ads run within a one-year period.
- Rates do not include ad design. If needed, please ask about our design services.
- All ad copy and content are subject to SOC approval.

MULTIMEDIA ADDED BENEFITS

This is a unique opportunity for **Camera Operator** advertisers to connect directly with the SOC community. All advertisers are encouraged to include a URL or video link in their advertisement, and the link will be live in the online publication and emails. As a **NEW** benefit, advertisers will be included in the weekly article emails and social media posts, providing increased visibility for our advertisers and their products and services.



AD SIZES AVAILABLE



AD DIMENSIONS

Two-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
Half Page Horizontal	Non-Bleed: 7.50"w x 4.875"h	Bleed: 8.625"w x 5.625"h
Half Page Vertical	Non-Bleed: 3.50"w x 9.875"h	
Quarter Page	Non-bleed: 3.525"w x 4.875"h	

AD SPECIFICATIONS

Any ad that does not meet the requirements and sizes in 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. For bleed, add 1/8" all around. Keep vital images at least 1/4" from trim. For a two-page spread, keep text 1/8" away from gutter on both sides.

FILE FORMATS: Only the following file formats are accepted and they 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) sent to socoffice@soc.org
- Files over 5MB should be delivered via an online file delivery system such as Dropbox, WeTransfer, or Hightail

SOC.ORG AD SIZES



Billboard
1400px W x 445px H
72dpi, max size 350k
delivered as .jpg, no animation

SMALL CHUBBY
300px W x 250px H
72dpi, max size 100k
delivered as .jpg or .gif

LARGE CHUBBY
300px W x 600px H
72dpi, max size 175k
delivered as .jpg or .gif

DIGITAL REAL ESTATE AVAILABLE

Homepage Takeover	Pricing upon request; includes billboard, large chubby, small chubby—100% SOV
Website Billboard	Pricing upon request
Website Small Chubby	Pricing upon request
Website Large Chubby	Pricing upon request

SOC 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

Lead Article Headline



120px W x 600px H

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](#)

DIGITAL REAL ESTATE AVAILABLE

Leaderboard:
620px x 90px

Pricing upon request

Skyscraper:
120px x 600px

Pricing upon request

Banner:
468px x 90px

Pricing upon request

**Newsletter Content
Syndication**

Pricing upon request

Dedicated eBlast

Pricing upon request

**"For Your Consideration"
eBlast**

Pricing upon request

NEWSLETTER SCHEDULE

Edition	Deployment Date
Winter 2022	January 26
Spring 2023	April 21
Summer 2023	June 8
Fall 2023	September 14
Winter 2023	December 7

Dates are subject to slight variations