

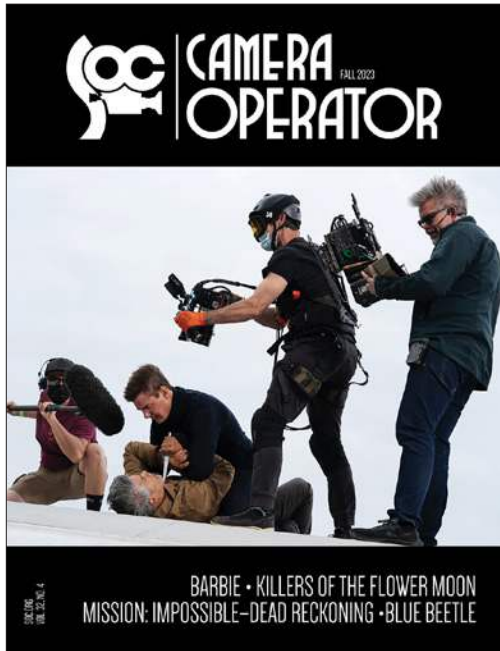
Society of Camera Operators

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 2025

ADVERTISING & SPONSORSHIP OPPORTUNITIES



CIRCULATION: *Camera Operator* magazine is distributed digitally in multiple forms. On the distribution date the magazine is distributed in a flip book format to all members and subscribers in addition to the Societies active social media channels. After the initial release dates each week after one editorial piece with advertisers logo and acknowledgment is release across each of these digital platforms. The flip book is also published in ISSUU, the largest online open publishing platform. Email distribution is 5000, Social Media with Instagram collective followers of 40,000 and on average 240,000 reached and 50,00 engagements (likes, shares and saves).

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 the only industry publication that serves the crew working in cinema, television, sports, non- scripted, live events - the production community.

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.





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.

DEADLINES	Space Reservation	Art Deadline	Publication Date
Awards / Winter 2025	December 11, 2024	December 20, 2024	January 3, 2025
Spring / Summer 2025	May 21	May 30	June 6
Summer / Fall 2025	July 30	August 8	August 15
Fall / Winter 2025	October 22	October 31	November 7

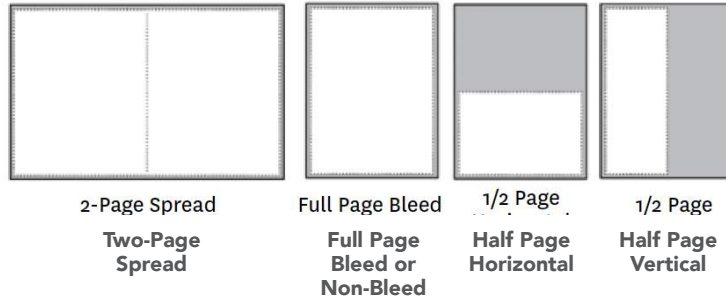
RATES	One Time
Two-Page Spread	\$7,000
Full Page	\$3,550
Half Page	\$2,150
Quarter Page	\$1,500

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.



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	

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 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	1-3x \$1,950 6-12x \$1,750
Skyscraper: 120px x 600px	1-3x \$1,750 6-12x \$1,500
Banner: 468px x 90px	1-3x \$1,500 6-12x \$1,250
Newsletter Content Syndication	\$2,500 per distribution. For multiple insertions, call for rates.
Dedicated eBlast	\$2,600 per blast
"For Your Consideration" eBlast	Call for pricing

NEWSLETTER SCHEDULE

Edition	Deployment Date
Winter 2025	March 20
Spring 2025	May 1
Summer 2025	June 26
Fall 2025	September 4
Winter 2025	November 6

Dates are subject to slight variations