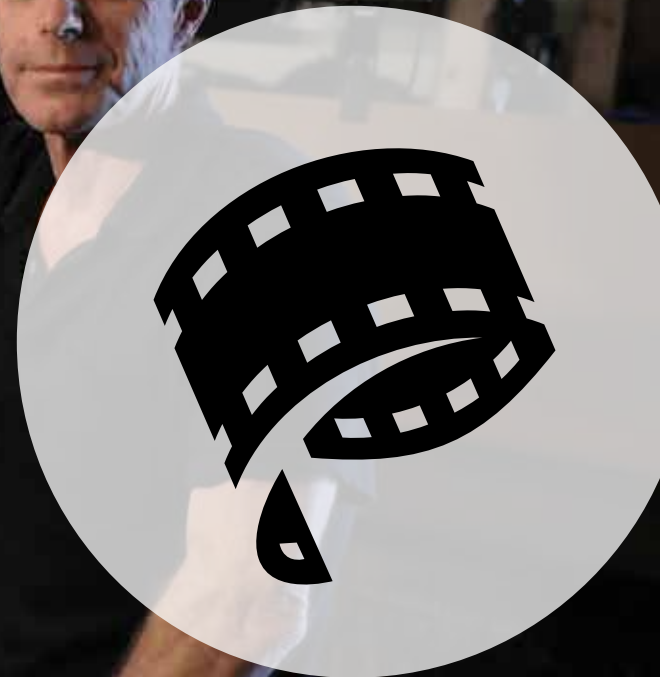




THE SOCIETY OF COMPOSERS & LYRICISTS

ADVERTISING & MARKETING MEDIA KIT





THE SOCIETY OF COMPOSERS & LYRICISTS

The Society of Composers & Lyricists (SCL) is the premier association for composers, lyricists, and songwriters working in motion pictures, television, and multimedia.

REPRESENTS

COMPOSERS

LYRICISTS

MUSIC EDITORS

MUSIC SUPERVISORS

ORCHESTRATORS

ARRANGERS

SESSION MUSICIANS



HOW YOU CAN ENGAGE

AWARDS SEASON

THE SCL membership contains 100% of the voters for the SCL Awards, and a large portion of the Music Branch voters for other industry awards like the Academy Awards and Emmy Awards. 'For Your Consideration' advertising in their official member-only media provides the most direct, effective method of influencing the vote for your contenders during awards season balloting.

YEAR ROUND FILM & TELEVISION PRODUCTION

The members of the SCL are entirely responsible for all decisions under the Music Branch on a film or television production. Tens of thousands of purchase and rental decisions are made by this membership year round, for thousands of productions worldwide. Their choices on screen also influence millions of consumers around the globe. SEE LINKS BELOW

ADVERTISING >
EVENTS >

ADVERTISING | MAGAZINE

THE SCORE

The Score is the official print and digital member magazine of The Society of Composers & Lyricists (SCL), with premium editorial curated specifically for their craft. This premier ad vehicle is guaranteed to deliver your message to 100% of this exclusive membership with additional reach to the industry.

CIRCULATION: **2,160**
EDITOR: **RAJASRI MALLIKARJUNA**
PUBLISHER: **INGLEDODD MEDIA**
FOUNDED: **2004**
FREQUENCY: **QUARTERLY**

DISTRIBUTION CHANNELS

Mail: Direct to all 2,045 SCL Members including some additional industry professionals.

Email: Interactive digital/mobile version

Web: Posted at the organization’s Website – available in perpetuity

2021 PUBLICATION SCHEDULE

	SPACE RESERVATION	ART DEADLINE	MAILING DATE	EMAIL DATE
Fall 2021	Nov 11	Nov 19	Nov 29	Nov 29
Winter 2022	Jan 4	Jan 5	Jan 14	Jan 14
Spring 2022	May 13	May 20	June 3	June 3



ERS:
ing for
al Justice

Advocating on
the World Stage
AV MUSIC
CREATORS' RIGHTS
A Conversation with
RUPERT GREGSON-WILLIAMS
Crossing the Musical Divide
CHAD CANNON

- The Score is published and emailed quarterly
- Premium Positions are available on a first-come, first-served basis
- Mailing dates are subject to slight variations

ADVERTISING | MAGAZINE

THE SCORE/DIGITAL

The digital/mobile version of *The Score* enables you to dynamically engage members with embedded interactive content like quick-launch Videos, Slide Shows and Hyperlinks, directly from within your display ad with a simple tap.

EMBEDDED VIDEO



<http://amazon/l/myourwoman/>

EMBEDDED SLIDE SHOW



<http://amazon/theboys/>



- Existing display ad in printed magazine required to appear in digital/mobile version
- Mid-cycle changes to embedded interactive content is allowed (surcharges apply)

ARTWORK SPECIFICATIONS

AD DIMENSIONS

Gatefold 3-Page	Page 1: 8.125" w x 10.875" h	Page 2: 8.125" w x 10.875" h
	Page 3: 8.25" w x 10.875" h	Plus bleed on all sides that apply
2-Page Spread	Non-bleed: 15.75" w x 9.875" h	Bleed: 17" w x 11.125" h
Full Page	Non-bleed: 7.25" w x 9.875" h	Bleed: 8.625" w x 11.125" h
2/3 Page Vertical	Non-bleed: 4.875" w x 9.875" h	
1/2 Page Horizontal	Non-bleed: 7.25" 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	
1/3 Page Vertical	Non-bleed: 2.25" w x 9.875" h	
1/3 Page Square	Non-bleed: 4.875" w x 4.875" h	
1/4 Page Vertical	Non-bleed: 3.50" w x 4.875" h	
3/4 Page Back Cover	Non-bleed: 7.875" w x 7.50" h	Bleed: 8.625" w x 8" h

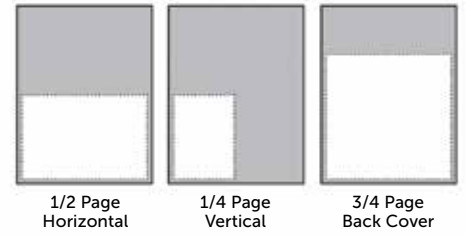
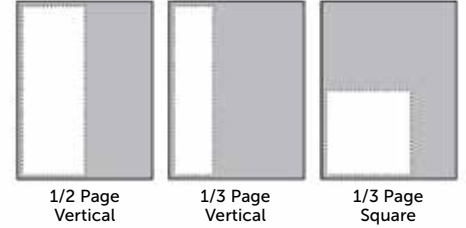
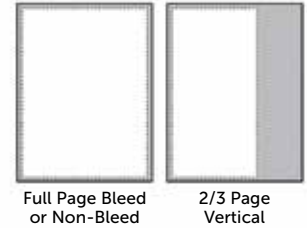
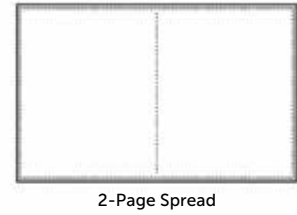
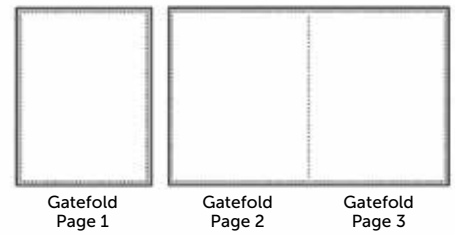
Ads that don't meet the requirements and sizes of this spec sheet will have to be altered to fit our specifications. We do not assume responsibility for such alterations.

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: (must be Mac-readable) InDesign, Hi-res PDF (Acrobat PDFx/1-a preferred), Illustrator EPS (Convert fonts to outlines) and Photoshop JPEG (300 dpi).

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

- **Colors:** All images and colors must be CMYK process colors or grayscale
- **Resolution:** 300 dpi for CMYK or grayscale, 1200 for line art. No spot colors or RGB
- **Fonts:** All fonts used to create PDFs must be embedded or converted to outlines
Choose bold, italic, and other styles from the font menu. DO NOT use truetype fonts
- All files must be linked, flattened with no transparencies
- ALL ad files MUST contain the ADVERTISER'S NAME



INTERACTIVE SPECIFICATIONS

VIDEO

Format: MP4

Dimensions: 960 px x 720 px (4:3 Standard) | 960 px x 540 px (16:9 Widescreen)

Frame rate: 15-24 fps

Length: 15-30 secs

SLIDE SHOW | UP TO 15 IMAGES

Format: JPG, Static Gif or PNG

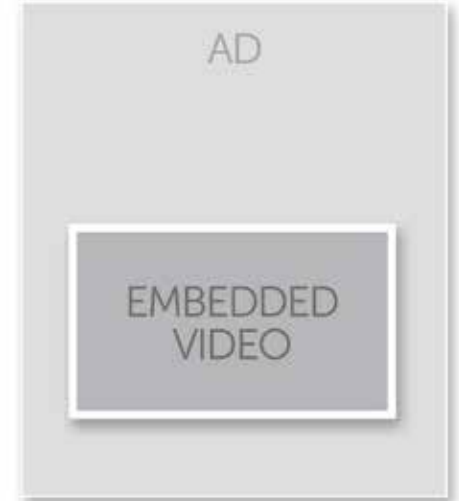
Dimensions: 960 px width; 72 dpi; RGB

Audio: MP3

FILE DELIVERY

Electronic Files Only (in order of preference):

- **Via IngleDodd FTP server:** Host: www.ingledoddmedia.net
Username: adart | Password: adart1
Place your ad in the adg/adg folder (fax proof to 310.207.2110)
 - **Via Email** (files must be under 5MB): artwork@ingledodd.com
(fax proof to 310.207.2110)
 - **Via Mail CD or DVD** (include color proof): IngleDodd Media,
Attn: Production Dept. 11661 San Vicente Blvd., Suite 709 | Los Angeles, CA 90049
-



MARKETING

MAGAZINE INSERTS & OUTSERTS

Let *The Score* be the 'Trojan Horse' for your self-produced promotional material, delivering it directly into the hands of every member within a vehicle they want and expect. More impactful than traditional direct mail, this method is impossible to miss.

BASIC INSERT OPTIONS

Blown-In: A pre-printed, single card or flyer loosely inserted between the pages of the issue

Stitched-In or Bound-In: Attached in the binding of the publication (either by staple or glue), this can be a card, single-page or multi-page gatefold advertisement

DVD or Booklet: Items that cannot be Blown-in or Stitched-in/Bound-in must accompany the publication via a polybag or plastic wrap around the publication

RATES: Final cost is assessed pre-project, based on the physical properties of the piece, the method of insertion or wrapping, and any increases in handling and postage that it may create. Please contact our office to discuss your needs and obtain a specific quote.

ART PRODUCTION: If you do not have a pre-printed piece, we can provide production and printing services for you. All production services are quoted on a case-by-case basis. Please contact us to discuss your options.



DIRECT MAIL MARKETING

Distribution: Using the organization's current member mailing list, your promotional material is mailed directly to the homes and offices of every single SCL member.

BASIC DIRECT MAIL OPTIONS

Pre-Printed Letter/Flyer: Your pre-printed message enclosed and mailed in a #10 Envelope

4x6 Postcard: Your message printed as a 4" x 6" Business Reply Postcard

DVD Mailer: Your information or demo formatted as a DVD mailer

Booklet or Catalog: Your information in a multi-page format

RATES: Direct Mail prices are calculated using the following three elements: Mailing List Access Fee (flat fee for one-time mailing), Handling Fees (i.e. address labeling or any special printing/packaging/processing), and USPS Postage (based on current USPS rates).

- All Direct Mail is sent through third-party mailing houses that have an NDA on file with the organization. No member addresses are released to the advertiser
- Prices are quoted on a case-by-case basis and will vary based on the physical properties (weight and shape) of the piece, method of labeling, postage and any additional handling charges
- Sample of piece or creative comp must be supplied in advance for approval





DIGITAL MEDIA

THE SOCIETY OF COMPOSERS & LYRICISTS WEB ADS

SCL members rely on their official website for news and information about their careers, their organization, and their craft. Banner advertising allows your message to be seen repeatedly in the one online environment they most reliably visit: thescl.org

AVAILABILITY:
HOME PAGE
NEWS PAGE
CALENDAR
MEMBERSHIP PAGE

DIGITAL AD SPECS

Format: Static JPEG, GIF or PNG images. (No animation, flash or rich media)

Dimensions: 728 px x 90 px, 320 px x 250 px**, 300 px x 50 px

Ad Serving: Internal only, no third-party serving or tags. Maximum five ad images served per ad unit (additional fees apply). No weighted rotation.

**Size available on Home and News sections only

FILE DELIVERY

- **Via IngleDodd FTP server:** Host: ingledoddmedia.net
Username: adart | Password: adart1
Place your ad in the adg/adg.org folder
- **Via Email** (files must be under 5MB): artwork@ingledodd.com



EMAIL BLASTS

Distribution: **Entire SCL membership via their internal email server, resulting in superior 25%–30% avg open rates.**

EBLAST SPECS

Format: Hi-Res JPEG (300 dpi)

Max Width: 800 pixels (Images will be resized to fit that width)

Max Height: 1100 pixels (Max Height must be viewable in a single-page portrait format)

File Size: Less than 5MB

CLICK-THRU URL: Please include a desired URL where viewers will be directed when they click on the image in the email. You may also include a short blurb for below the image that contains that link (“For more images of our work, visit [HERE...](#)”) Keep in mind there can only be one link within the entire email, so choose wisely! (Constant Contact limitation).

EBLAST TIMELINE: Eblast will be sent ASAP: defined as: within 2 business days upon content receipt unless a desired delivery date is requested, where the content will be scheduled for delivery. Please allow several days for content approval process (in case of requested edits). 5 business days cushion is extra-safe.

FILE DELIVERY

- **Via Email** (files must be under 5MB): artwork@ingledodd.com
-



EVENTS



GOLD STANDARD EVENTS | THE SOCIETY OF COMPOSERS & LYRICISTS

3RD ANNUAL SCL AWARDS (THE SOCIETY OF COMPOSERS & LYRICISTS AWARDS)

The organization's largest and most prestigious event of the year, The Society of Composers & Lyricists Awards is the premier awards show for honoring the work of members of the SCL.

EARLY 2022

Composers, Songwriters, filmmakers, press, studio & network executives come together to celebrate the tastemakers of film & television.

[VIEW THE 3RD SCL AWARDS SPONSORSHIP DECK >](#)

Coming Soon. Ask your rep for details.



BEHIND THE SLATE SCREENING SERIES

Virtual FYC Screenings and Q&As | In Partnership
with The Society of Composers & Lyricists

IngleDodd Media will produce and host a Virtual Live Q&A or Panel Discussion in partnership with the organization. This first-of-its-kind support from the backing labor organization members provides the most meaningful and effective promotion possible. Online screenings can be linked for viewing prior or after Q&A or Panel Discussion.

Click [here](#) to see a video sample.

SPONSORSHIP BRANDING OPPORTUNITIES

- Logo Card at start and finish
- Exclusively Branded Teasers for each artist
- Logo Placement on the landing page
- Web Ad on the landing page

VIEW THE BTS SPONSORSHIP DECK [>](#)



GOLD STANDARD EVENTS | THE SOCIETY OF COMPOSERS & LYRICISTS

THE SOCIETY OF COMPOSERS & LYRICISTS CORPORATE & BRAND PARTNERSHIPS

For companies and brands that wish to have a greater level of supporting presence and interaction with the members of The Society of Composers & Lyricists, custom partnerships are available.

SCL CORPORATE & BRAND PARTNERSHIPS CAN INCLUDE COMBINATIONS OF THE FOLLOWING:

PRINT

The Score magazine

The SCL Awards Journal

Direct Mail to SCL membership

DIGITAL

www.thescl.org banner advertising

The Score digital/mobile enhancements

EBlasts to SCL membership

EVENTS

SCL Awards Show

BTS Screening Series

SCL Additional Member Events

**PLEASE CONTACT US TO DISCUSS YOUR OBJECTIVES
FOR A CUSTOMIZED PARTNERSHIP PROPOSAL**





EXCLUSIVE.
FOCUSED.
ACCESS.

