we support the vital work of documentary storytellers and champions a thriving and inclusive documentary culture
reach and engagement

- **email subscribers**: 35,000
- **twitter followers**: 34,000
- **facebook followers**: 33,500
- **linkedin members**: 16,000
- **events attendance**: 6,500 annually

**documentary magazine**

- **circulation per issue**: 6,000
- **average active members**: 3,000
- **annual grant applicants**: 917
- **active fiscally-sponsored projects**: 485

**documentary.org visitors**

- **United States**: 65%
- **United Kingdom**: 5%
- **Canada**: 4%
- **India**: 3%
- **Australia**: 2%
- **France**: 2%
- **Germany**: 1%
- **Netherlands**: 1%
- **Spain**: 1%
- **Philippines**: 1%

**documentary.org average monthly unique visitors**: 45,748
**documentary.org average monthly pageviews**: 100,375

audience demographics

- **female**: 45%
- **male**: 55%

**age**

- **18-24**: 19%
- **25-34**: 32%
- **35-44**: 17%
- **45-54**: 12%
- **55-64**: 10%
- **65+**: 9%

**bachelors**: 49%
**postgraduate**: 43%
**other**: 8%
Documentary magazine is IDA’s quarterly publication and the only US publication dedicated solely to documentaries. The magazine, along with the steady stream of editorial content on documentary.org, attract an international readership that includes over 20,000 filmmakers, producers, distributors, exhibitors, commissioning editors, funders, educators and students, and fans of nonfiction. Circulation includes members of IDA; over 200 university, institution and public libraries; and bookstore and newsstand sales in Los Angeles, New York and major cities throughout the US and Canada.

festival and conference distribution

Due to the uncertainties around coronavirus, we are unable to confirm Documentary’s film industry circulation this fiscal year. Please contact us for more up-to-date information before each issue.

recent advertisers

- A&E IndieFilms
- ABCNews VideoSource
- Amazon Studios
- Austin Film Festival
- Berkeley Sound Artists
- CNN Collection
- Dixie State University, College of the Arts
- Focus Features
- Fox Searchlight
- Getty Images
- Icarus Films
- IMAX
- National Geographic Documentary Films
- Netflix
- Participant Media
### Advertisement Sizes

<table>
<thead>
<tr>
<th>Advertisement Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black &amp; White Ad</strong></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$850</td>
</tr>
<tr>
<td>Half Page</td>
<td>$650</td>
</tr>
<tr>
<td>One-Third Page</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Color Ad</strong></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,700</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,400</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,300</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,500</td>
</tr>
<tr>
<td>One-Third Page</td>
<td>$900</td>
</tr>
</tbody>
</table>

### Artwork Submission

We accept files in the following formats:

- Photoshop (EPS, TIF, JPEG at 300dpi or higher)
- Illustrator EPS files with linked images and fonts outlined
- PDF files must be press ready with crop marks

No graphic design services offered at IDA.

### Advertising Deadlines

- **Fall Issue**
  - Theme: Access, Power, and Possibilities
  - Reserve: 8/17/2020
  - Deadline: 8/24/2020

- **Winter Issue**
  - Theme: The Future
  - Reserve: 11/30/2020
  - Deadline: 12/4/2020

- **Spring Issue**
  - Theme: Beyond Diversity, Equity, and Inclusion
  - Reserve: 2/8/2021
  - Deadline: 2/12/2021

- **Summer Issue**
  - Theme: Branding
  - Reserve: 6/11/2021
  - Deadline: 6/16/2021
Web banner advertising on documentary.org is an effective way to promote upcoming films, film services, events and products. All banner sizes are available on Documentary magazine pages, including all features, online features and columns. Banners are also served on News and Blogs, screening programs landing pages and events, as well as IDA Documentary Awards sections. These pages account for 45% of website pageviews.

<table>
<thead>
<tr>
<th>ad unit</th>
<th>size</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>interstitial</td>
<td>640 x 480px</td>
<td>$2,500</td>
</tr>
<tr>
<td>15 sec max display time</td>
<td>5,000 impressions</td>
<td></td>
</tr>
<tr>
<td>interstitial mobile</td>
<td>320 x 240px</td>
<td>Included with Interstitial</td>
</tr>
<tr>
<td>15 sec max display time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>leaderboard</td>
<td>728 x 90px</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10,000 impressions</td>
</tr>
<tr>
<td>island above fold</td>
<td>300 x 250px</td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15,000 impressions</td>
</tr>
<tr>
<td>island below fold</td>
<td>300 x 250px</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15,000 impressions</td>
</tr>
</tbody>
</table>

Submission guidelines

- materials due
  3 business days prior to campaign start date

- artwork
  Leaderboard & island banner file size less than 100k
  Interstitial banner file size less than 200k
  All banners must be in JPG, PNG, GIF animated / non-animated format, or client-served third party HTML/JS tags
  Video & Flash not accepted
Weekly Digests are sent to our subscribers every Tuesday. A sponsored inclusion in IDA's Weekly Digest newsletter is a budget-friendly option for filmmakers and advertisers needing to promote upcoming screenings and product discounts.

### Weekly Digest Ad

Weekly Digests are sent to our subscribers every Tuesday. A sponsored inclusion in IDA's Weekly Digest newsletter is a budget-friendly option for filmmakers and advertisers needing to promote upcoming screenings and product discounts.

### Submission Guidelines

<table>
<thead>
<tr>
<th>ad placement</th>
<th>subscribers</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>above fold</td>
<td>25,500</td>
<td>$1,200</td>
</tr>
<tr>
<td>2nd column</td>
<td></td>
<td></td>
</tr>
<tr>
<td>below fold</td>
<td>25,500</td>
<td>$800</td>
</tr>
</tbody>
</table>

- **materials due**: 3 business days prior to digest date
- **image**: 275 x 275px maximum
  - PNG-8 format
  - square or horizontal orientation
- **pre-headline**: 55 characters maximum
- **main headline**: 8 words maximum
- **sub-headline**: 12 words maximum (used for date, time, and venue info)
- **body text**: 75 words maximum (2 links can be included in body text)
- **primary link**: 1 URL that is used for the image and the button below the body text

Weekly drafts are not sent for review. Please check the copy and image prior to submission.
dedicated eblast

IDA's Sponsored eblasts reach over 25,000 engaged documentary filmmakers. With an average of 18-23% open rate, distributors and publicists consistently choose IDA's effective targeted emails to conduct their films' For Your Consideration campaigns.

<table>
<thead>
<tr>
<th>region list</th>
<th>subscribers</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>all</td>
<td>25,500</td>
<td>$4,000</td>
</tr>
<tr>
<td>southern california</td>
<td>10,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>east coast</td>
<td>6,700</td>
<td>$2,000</td>
</tr>
<tr>
<td>northern california</td>
<td>2,800</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

submission guidelines

Every dedicated eblast must have a unique subject line and content. Key image(s) may be repeated.

materials due

4 business day turnaround time from E-blast send date. All assets must be submitted with the completed eblast form. *A 10% rush fee will be applied for artwork delivered 48 hours or less to the scheduled eblast date.*

Dedicated eblasts must be approved by the end of business day before the scheduled eblast date.

subject-line
75 characters maximum

image(s)
Limit 2 per eblast* (company logo and title treatment excluding) in PNG-8 format 700 x 925px maximum

body text
500 words maximum, excluding URL links

SPONSORED
A Sponsored Message from Supporters of the International Documentary Association
Support from our sponsors & advertisers helps fund IDA programs, events, services, and advocacy efforts.

POPE FRANCIS
A MAN OF HIS WORD

"Fascinating and moving"
The New York Times / Glenn Kenny

"The most moving symbolic act of common humanity you will see all year"
The Boston Globe / TV Rund
We create customized advertising and sponsorship campaigns to meet your marketing goals.

**Payment Guidelines**

Payment is due **30 days** from invoice date. Late payment will result in a monthly finance charge of 1.5% until payment is received.

Client will pay by ACH or credit card. Checks are not accepted.

If Client is not in good standing, IDA will require advance payment.

Contact us:

(213) 232-1660 ext 203
advertising@documentary.org

*More than 2 images are only allowed if eblast content is designed and delivered as an HTML file. All images must be third-party served with Web safe fonts only.

All styles must be inline, no CSS style sheets permitted.

The maximum HTML eblast size is 700 x 2000px.

1x1 tracking image tag is accepted for dedicated HTML eblasts.