

FY 2020-2021
media
kit



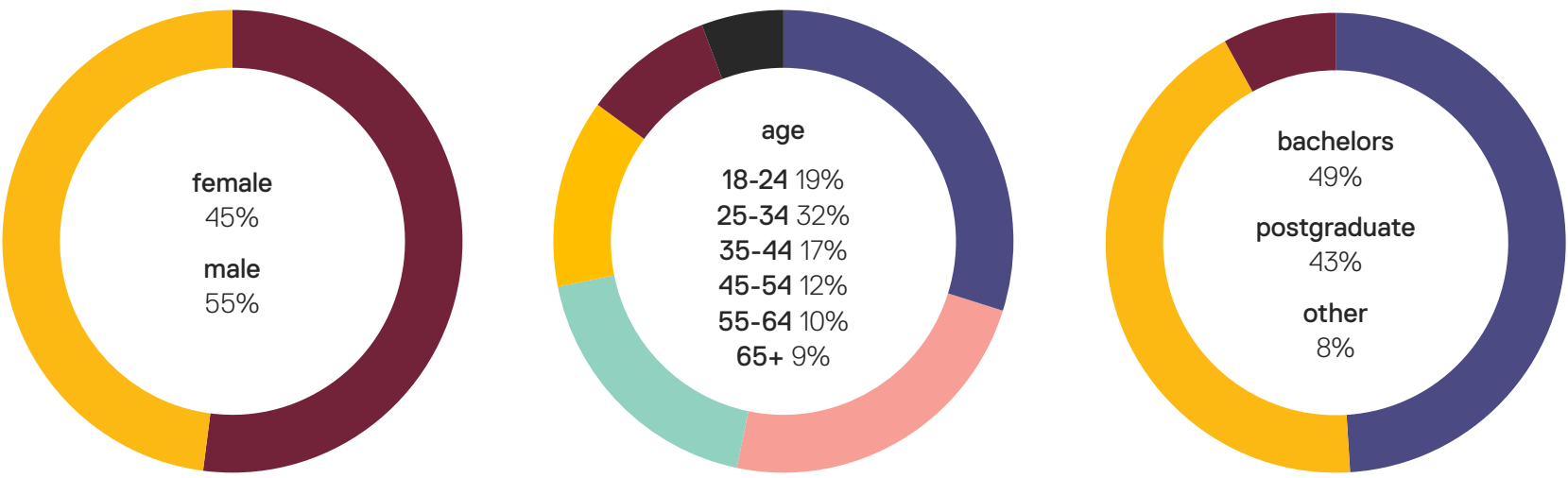
**we support the vital work
of documentary storytellers
and champions a thriving and
inclusive documentary culture**



reach and engagement

email subscribers 35,000	<i>documentary</i> magazine circulation per issue 6,000	documentary.org visitors 65% United States 5% United Kingdom 4% Canada 3% India 2% Australia 2% France 1% Germany 1% Netherlands 1% Spain 1% Philippines	documentary.org average monthly unique visitors 45,748
twitter followers 34,000	average active members 3,000		documentary.org average monthly pageviews 100,375
facebook followers 33,500	annual grant applicants 917		
linkedin members 16,000	active fiscally-sponsored projects 485		
events attendance 6,500 annually			

audience demographics



documentary magazine

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

- OVID.tv
- School of Visual Arts
- Showtime
- Southwestern Law School
- SXSW
- Tennis Channel
- Topic Studios
- UNAFF
- University of California, Santa Cruz
- Vision Maker Media
- Writers Guild of America West



magazine ad rates & specs

black & white ad	price
full page	\$ 850
half page	\$ 650
one-third	\$ 500
color ad	price
back cover	\$ 3,000
inside front cover	\$ 2,700
inside back cover	\$ 2,400
full page	\$ 2,300
half page	\$ 1,500
one-third	\$ 900

advertisement sizes

full page

live area:

7.5"w x 9.838"h

trim size:

8.5"w x 10.938"h

bleed:

8.625"w x 11.188"h

half-page

7"w x 4.625"h

one-third page

4.5"w x 4.625"h

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

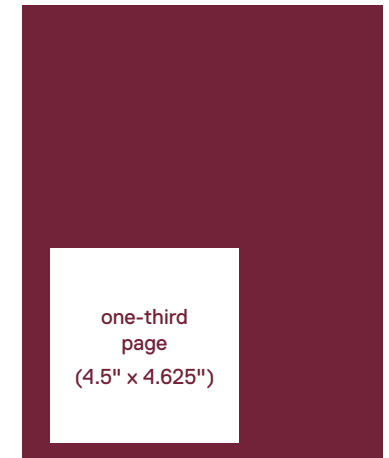
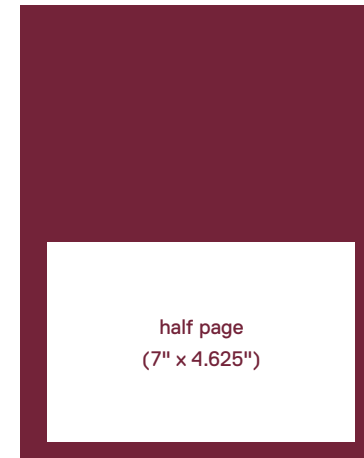
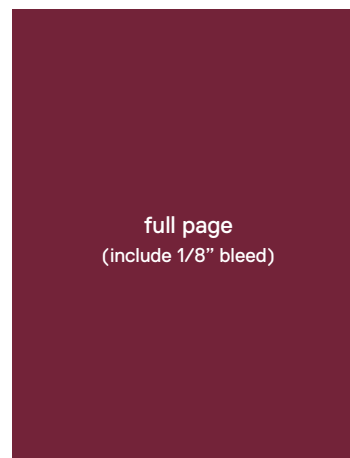
Deadline: 2/12/2021

Summer Issue

Theme: Branding

Reserve: 6/11/2021

Deadline : 6/16/2021



documentary.org

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.

ad unit	size	price
interstitial 15 sec max display time	640 x 480px	\$2,500 5,000 impressions
interstitial mobile 15 sec max display time	320 x 240px	Included with Interstitial
leaderboard	728 x 90px	\$1,500 10,000 impressions
island above fold	300 x 250px	\$600 15,000 impressions
island below fold	300 x 250px	\$500 15,000 impressions

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

The screenshot shows the homepage of documentary.org. At the top, there's a navigation bar with links like 'The IDA', 'Resources', 'Funding', 'Advocacy', 'IDA Awards', 'Screenings', and 'Documentary Magazine'. Below this is a large header area with the word 'documentary' in a large font, and buttons for 'Current', 'Explore', and 'Issues'. A search bar is located in the top right corner. The main content area features an article titled 'New Disrupters and New Platforms Were Hot Topics at Realscreen' by Lauren Cardillo. To the right of the article, there are several banner ad placements: a large teal 'leaderboard (728 x 90px)' banner, a teal 'island (300 x 250px)' banner, and a large teal 'interstitial (640 x 480px)' banner. There are also smaller banners for 'hotdocs' and 'OUR HERE'.

targeted emails

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.

ad placement	subscribers	price
above fold 2nd column	25,500	\$ 1,200
below fold	25,500	\$ 800

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

submission guidelines

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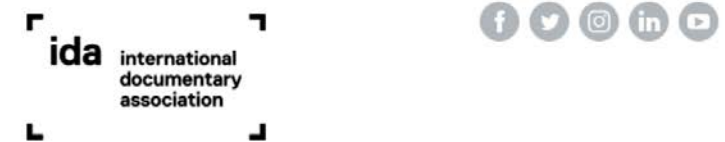
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IDA Weekly Digest

News, updates and opportunities from the International Documentary Association

275 x 275px
maximum

For Your Consideration
DARK MONEY—
Directed by Kimberly
Reed
Returns to Theaters in New
York and Los Angeles

Called “**Thrilling and explosive**” (Awards Daily) and “**Indispensable and riveting**” (NPR), *Dark Money* examines one of the greatest threats to American democracy: the influence of untraceable corporate money on our elections and elected officials. Nominated for Best Documentary by the IDA and for four Critic’s Choice Documentary Awards, *Dark Money* returns to IFC Center beginning this Friday in NYC and Laemmle Royal this weekend in LA.

SEE THE FILM

The image shows two laurel wreath awards: one from the Tribeca Film Festival 2018 and another from AFI DOCS 2018.
CHARM CITY
A silhouette of a group of people of various ages and ethnicities walking together.
For Your Consideration
CHARM CITY—
Directed by Marilyn
Ness

Charm City is an intimate cinema verité portrait of those surviving in, and fighting for, the vibrant city they call home. Directed by renowned documentary producer Marilyn Ness (Cameraperson; Trapped; E-Team). The film was a **New York Times Critics Pick** and called “**A beautifully poignant documentary. Ness lets each storyline breathe with the most delicate, gentle touch**” and “**Moving! With echoes of the seminal HBO series The Wire.**” (San Francisco Chronicle).

SEE THE FILM

- Sponsored Content -

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.

region list	subscribers	price
all	25,500	\$ 4,000
southern california	10,500	\$ 2,000
east coast	6,700	\$ 2,000
northern california	2,800	\$ 1,000

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



"★★★★★"

San Francisco Chronicle / Walter Addiego

"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 / Ty Burr

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MRR.

2020

MY RØDE REEL IS BACK!


\$1 MILLION

IN CASH TO BE WON

RØDE Microphones has announced the return of My RØDE Reel, the World's Largest Short Film Competition. This year it's bigger than ever, with a monumental **\$1 million in cash** to be won – plus heaps of awesome gear and filmmaking prizes – to help kickstart your filmmaking journey, fund your next project, or give your career the boost it needs.

That's right. One. Million. Dollars!

Find Out More



HOW TO ENTER

To go in the running to win, submit a 3-minute short film, plus a behind-the-scenes film featuring a RØDE product. The brief is completely open – use the prize categories to inspire the direction of your film and make something incredible.

*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 in-lined, no CSS style sheets permitted.

The maximum HTML eblast size is 700 x 2000px.

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

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