we support the vital work of documentary storytellers and champion a thriving and inclusive documentary culture.
The International Documentary Association (IDA) is dedicated to the vision of a world where documentary creators flourish. Through our work, we connect audiences with the best of the form, provide resources, create community, and defend the rights and freedoms of documentary artists, activists, and journalists around the globe. We do this work because we believe that documentaries enrich and deepen our culture, fostering a more informed and connected world.
reach and engagement

- **members**: 2,700
- **events attendance**: 6,500 annually
- **sponsored projects**: 485
- **grant applicants**: 1,000 annually

**email subscribers**: 32,000
- Twitter followers: 32,000
- Facebook likes: 28,000
- LinkedIn members: 17,000

**documentary magazine**
- circulation per issue: 6,000

**documentary.org**
- 61% United States
- 6% United Kingdom
- 4% Canada
- 3% Australia
- 3% India
- 3% France
- 1% Germany
- 1% Netherlands
- 1% Spain
- 1% Philippines

**documentary.org monthly**
- unique visitors: 40,000 - 61,000
- pageviews: 76,000 - 137,000

audience demographics

- **female**: 52%
- **male**: 48%

**age**
- 18-24: 21%
- 25-34: 32%
- 35-44: 19%
- 45-54: 13%
- 55-64: 9%
- 65+: 6%

**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**

**Fall 2019**
- Austin Film Festival
- DOC NYC
- Doc Stories
- Double Exposure Investigative Film Festival and Symposium
- Hot Springs Documentary Film Festival
- IDFA (International Documentary Film Festival Amsterdam)
- UNAFF

**Winter 2020**
- Based on a True Story
- Big Sky Documentary Film Festival
- Sundance Film Festival
- True/False Film Fest

**Spring 2020**
- AFI Docs
- AmDocs (American Documentary Film Festival)
- Full Frame Documentary Festival
- Tribeca Film Festival
- San Francisco International Film Festival
- A&E Indie Films
- ABC News VideoSource
- Amazon Studios
- Berkeley Sound Artists
- CNN Collections
- FirstCom Music
- Focus Features
- Fox Searchlights
- Icarus Films
- National Geographics
- Netflix
- Northwestern University
- Participant Media
- School of Visual Arts
- Showtime
- SXSW
- Tennis Channel
- Topic Studios
- UNAFF
- University of California, Santa Cruz
magazine ad rates & specs

<table>
<thead>
<tr>
<th>black &amp; white ad</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>full page</td>
<td>$ 850</td>
</tr>
<tr>
<td>half page</td>
<td>$ 650</td>
</tr>
<tr>
<td>one-third</td>
<td>$ 500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>color ad</th>
<th>price</th>
</tr>
</thead>
<tbody>
<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</td>
<td>$ 900</td>
</tr>
</tbody>
</table>

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**
- Reserve: 8/09/2019
- Artwork: 8/16/2019

**Winter Issue**
- Reserve: 11/29/2019
- Artwork: 12/06/2019

**Spring Issue**
- Reserve: 2/21/2020
- Artwork: 2/28/2020

**Summer Issue**
- Reserve: 6/15/2020
- Artwork: 6/22/2020
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 50% of the 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></td>
<td>5,000 impressions</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>island above fold</td>
<td>300 x 250px</td>
<td>$600</td>
</tr>
<tr>
<td>island below fold</td>
<td>300 x 250px</td>
<td>$500</td>
</tr>
</tbody>
</table>

**Submission Guidelines**

**Materials Due**
3 days prior to posting

**Artwork**
Leaderboard & island banner file size less than 100k
Interstitial banner file size less than 300k
All banners must be in JPG, PNG, GIF animated / non-animated format, or client-served third party HTML/JS tags
Video & Flash not accepted
**targeted emails**

**weekly digest ad**

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.

<table>
<thead>
<tr>
<th>ad placement</th>
<th>subscribers</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>above fold</td>
<td>26,000</td>
<td>$1,200</td>
</tr>
<tr>
<td>2nd column</td>
<td></td>
<td></td>
</tr>
<tr>
<td>below fold</td>
<td>26,000</td>
<td>$800</td>
</tr>
</tbody>
</table>

**submission guidelines**

- **materials due**: 3 days prior to posting
- **image**: 275 x 275px maximum
  - PNG 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

*not required*
dedicated eblast

IDA's Sponsored eblasts reach over 26,000 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>26,000</td>
<td>$ 3,000</td>
</tr>
<tr>
<td>southern california</td>
<td>10,000</td>
<td>$ 1,600</td>
</tr>
<tr>
<td>east coast</td>
<td>6,000</td>
<td>$ 1,600</td>
</tr>
<tr>
<td>northern california</td>
<td>2,500</td>
<td>$ 850</td>
</tr>
</tbody>
</table>

submission guidelines

materials due
4 business day turnaround time from receipt of signed insertion order.
A 10% rush fee will apply for faster turn-around.

subject-line
75 characters maximum

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

body text
500 words maximum, excluding URL links
We create customized advertising and sponsorship campaigns to meet your marketing goals.

*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.