



LOS ANGELES



ATLANTA



LAS VEGAS



NEW ORLEANS



NEW YORK

creative handbook

PRODUCTION RESOURCES

MEDIA KIT

**FAMILY OF
PRODUCTS**

**A COMPLETE
MARKETING PLAN**



HANDBOOK

Film, Television
& Event Planning
Production
Directory

WEBSITE

Productions Can
Quickly Find Services
& Service Providers

EMAIL MARKETING

Bi-Monthly Press
Releases of the
Hottest Products,
Services, Events
& Industry News

MOBILE ACCESS

An Easily Searchable
Directory of the Industry's
Top Suppliers

OUR AUDIENCE

USED DAILY BY

- TV STUDIOS + NETWORKS
- FEATURE FILMS
- NEW MEDIA
- COMMERCIALS
- MUSIC VIDEOS
- EVENTS + LIVE SHOWS

USED DAILY FOR

- FILM COMMISSIONS
- FILM INCENTIVES
- LOCATIONS + STAGES
- CAMERA EQUIPMENT
- LIGHTING EQUIPMENT
- TRANSPORTATION
- COSTUMES
- PROPS + SETS
- POST PRODUCTION

OUR PARTNERS



THE HANDBOOK

**THOUSANDS
HAND-DELIVERED
FREE EVERY YEAR**



IN-PERSON DISTRIBUTION

The Creative Handbook is printed annually and personally delivered or mailed to working entertainment industry professionals. Your information will be shared with busy, active production decision makers.

ALWAYS FREE

Over 30 years delivering the handbook free-of-charge.



THE WEBSITE

**BE THERE
WHEN THEY
ARE LOOKING**



CONSISTENT HIGH TRAFFIC

Our online advertising offers targeted marketing. Our website is optimally designed to ensure your message receives a high quality & quantity of impressions that will exceed your expectations.

NO WASTED TIME ON GOOGLE

Search engines can be an inefficient waste of valuable time. Our listings give a complete company snapshot that saves you from navigating through countless websites. Quick links are provided for further exploration & social sharing tools help you stay connected.

creative handbook
industry news

f t y i

ABOUT US CONTACT US DATE

PREMIERE SPONSOR HEADLINE

FEATURED NEWS IMAGE	FEATURED NEWS IMAGE
FEATURED NEWS TITLE	FEATURED NEWS TITLE
FEATURED NEWS IMAGE	FEATURED NEWS IMAGE
FEATURED NEWS TITLE	FEATURED NEWS TITLE

PREMIERE SPONSOR ARTICLE

EVENT HEADLINERS

EVENT HEADLINERS

EVENT HEADLINERS

EVENT HEADLINERS

f t y i

EMAIL MARKETING

HIGH VISIBILITY SENT TWICE A MONTH

REACH THOUSANDS OF INDUSTRY LEADERS

LET EVERYONE KNOW YOUR LATEST HAPPENINGS, PRODUCTS & SERVICES

THE FASTEST WAY TO GET YOUR MESSAGE DELIVERED



STRONG HEADLINE | COMPANY LOGO | CURRENT MESSAGE

PRINT RATES

Bold Listing (book only - 10 words)	\$595
Extended Bold & Web Listing (20-30 words)	\$795
Quarter Page Color	\$2,955
Half Page Color	\$4,155
Full Page Color	\$5,585
Tabs	\$8,985
Inside Front Cover	\$11,185
Inside Back Cover	\$10,185
Back Cover	\$17,885
Insert (client submits insert pages)	\$8,985

10% SURCHARGE FOR PREMIUM POSITIONS

WEB RATES

Impact Listing (web only)	\$595
Impact Page (Impact Listing & Pictures)	\$1,095
Extended Bold & Web Listing (20-30 words)	\$795

CATEGORY Sponsor (impact listing included)

Button	\$1,995
Lower Banner	\$2,495
Headline	\$2,695
Power Box	\$2,695

TAB Sponsor

Button	\$2,895
Headline	
Power Box	\$4,100
	\$4,100

HOME PAGE Sponsor

Button	\$6,295
Headline	\$9,995
Power Box	\$9,295

Video Showcase	\$3,500
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MOBILE PHONE

Home Rates	\$6,895
Tab Sponsor	\$3,955
Category Sponsor	\$3,495
Premium	\$9,995

PRINT MECHANICALS

THE CREATIVE HANDBOOK



(1) QUARTER PAGE

2.25" (w) x 3.75" (h) NO BLEED

(2) HALF PAGE

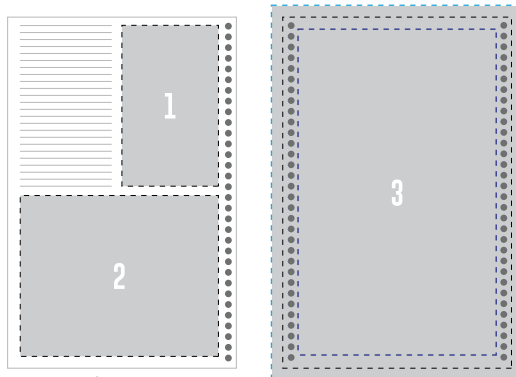
4.625" (w) x 3.75" (h) NO BLEED

(3) FULL PAGE

LIVE: 4.625" (w) x 7.625" (h)

TRIM: 5.375" (w) x 8.25" (h)

BLEED: 5.875" (w) x 8.75" (h)



• COIL BINDING SLOTS

CMYK COLOR SPACE | 300 DPI | SAVED AS .TIF OR .PDF

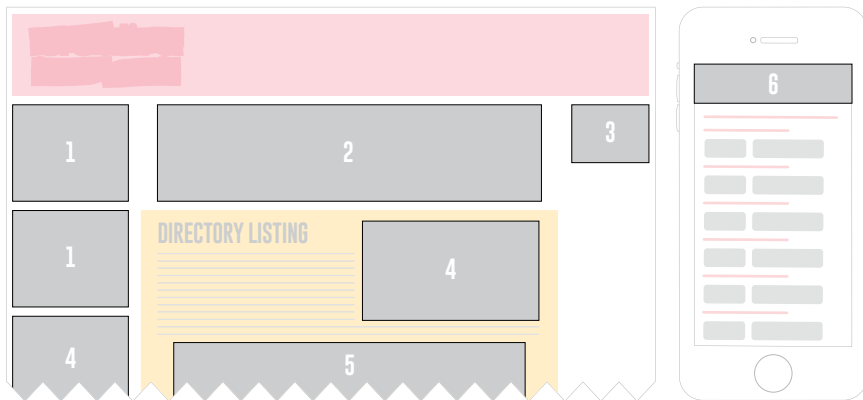
FULL PAGE ADS: SET DOCUMENT SIZE TO *BLEED*

KEEP ALL TEXT WITHIN *LIVE AREA* DIMENSIONS

DO NOT INCLUDE ANY PRINTER'S MARKS (CROPS, REGISTRATION, COLOR BARS, ETC.)

WEB MECHANICALS

CREATIVEHANDBOOK.COM



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|-----|----------------|---|
| (1) | POWER BOX | 180PX (W) X 150PX (H) |
| (2) | HEADLINE | 600PX (W) X 150PX (H) |
| (3) | BUTTON | 120PX (W) X 90PX (H) |
| (4) | SIDEBAR | 120PX (W) X 600PX (H) |
| (5) | VIDEO SHOWCASE | UP TO 3 MINUTES OF YOUTUBE VIDEO |
| (6) | IMPACT PAGE | 515PX (W) X UP TO 900PX (H) (.JPG ONLY) |
| (7) | MOBILE | 600PX (W) X 150PX (H) |

RGB COLOR SPACE | 3MB MAXIMUM FILE SIZE | ANIMATED LOOPS | .GIF & .JPG FILES ONLY | 72 DPI

CONTACT OUR ART DEPARTMENT FOR ASSISTANCE WITH NEW ARTWORK
OR WITH REQUESTS FOR REVISIONS TO EXISTING ARTWORK.

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