

The MPE Hand Guide

In January 1960 Motion Picture Enterprises, Inc. published the first *East Coast Hand Guide - Motion Picture and TV Service Directory*. Continuing over the next half century, to this day, MPE's now-titled *Motion Picture TV and Theatre Directory* is still going strong. With a circulation of over 82,500, published semi-annually in the Spring and Fall and online at MPE.NET, this handy yellow directory remains the industry standard, proudly serving the film, television/broadcast and live event industries for the past 51 years.

CONTACT

Lori Kornspun
Advertising Sales Director

lori@mpe.net

212-245-0969 Tel
212-245-0974 Fax

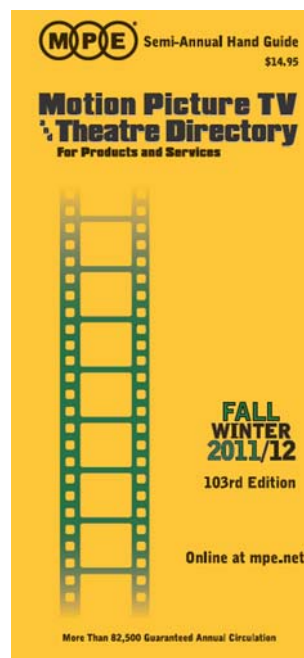
Motion Picture Enterprises Publications, Inc.
P.O. Box 276, Tarrytown, NY 10591

MOTION PICTURE TV and THEATRE DIRECTORY

Media Kit

SPRING SUMMER 2012

104th Edition



Publication Date:

March 2012

Closing Date:

Please Call

Artwork Due:

Please Call

MPE.NET

IN PRINT AND ONLINE

MOTION PICTURE TV and THEATRE DIRECTORY In Print and Online at MPE.NET

LISTING RATES

You don't have to decide between print and online anymore to reach your target market. When you place advertising with the *Motion Picture TV & Theatre Directory* the benefit is two-fold: your listing appears in the popular printed hand guide and in the online platform at mpe.net, an expanded resource where not only your listing information appears, but where you can also add news, information or special announcements 24/7, as often as you like.

Sample page from hand guide

CATEGORY HEADING

- 1 Company Name, Street Address, City, State, Zip 800-555-1212
- 2 Company Name, Street Address, City, State, Zip 800-555-1212
Fax: 888-555-2121, www.webaddress.com, email@address.com
- 3 **COMPANY NAME**
Street Address, City, State, Zip 800-555-1212
- 4 **COMPANY NAME**
Street Address, City, State, Zip 800-555-1212
Fax: 888-555-2121, www.webaddress.com, email@address.com
- 5 **COMPANY NAME**
Your message or Slogan printed here up to 65 characters and spaces
Street Address, City, State, Zip 800-555-1212
- 6 **COMPANY NAME**
Your message or Slogan printed here up to 65 characters and spaces
Street Address, City, State, Zip 800-555-1212
- 7 **COMPANY NAME**
Your message or Slogan printed here up to 65 characters and spaces
Street Address, City, State, Zip 800-555-1212
Fax: 888-555-2121, www.webaddress.com, email@address.com
- 8 **COMPANY NAME**
Your message or Slogan printed here up to 65 characters and spaces
Street Address, City, State, Zip 800-555-1212
Fax: 888-555-2121, www.webaddress.com, email@address.com
- 9 **COMPANY NAME**
Your message or Slogan printed here up to 65 characters and spaces
additional line of message or slogan printed here up to 65 characters
Street Address, City, State, Zip 800-555-1212
Fax: 888-555-2121, www.webaddress.com, email@address.com
- 10 **COMPANY NAME**
Your message or Slogan printed here up to 65 characters and spaces
additional line of message or slogan printed here up to 65 characters
Street Address, City, State, Zip 800-555-1212
Fax: 888-555-2121, www.webaddress.com, email@address.com

Motion Picture TV and Theatre Directory



To Advertise
please contact our
Advertising Sales Director
Lori Kornspun
212-245-0969
lori@mpe.net

One Line or Two Line Bold Listing, What is included: (1-3)

- One or two lines bold in your category in print
- One line in the Alphabetical Section in print
- 25 word company description online - 100% searchable
- Company page on mpe.net

Three Line Bold Listing, What is included: (4-10)

- Three lines in your category in print
- One line in the Alphabetical Section in print
- 50 word company description online - 100% searchable
- Company page on mpe.net

Online Company Page for all listing advertisers include:

- Company name, address, phone number, fax number
- Secondary phone number, email address
- Your company web address with link to your website
- Company description - 100% searchable & modifiable by advertiser
- 24/7 access via secure username and password
- All categories your company is listed under
- Ability to post the latest company news

2012 Rates - In Print and Online

Rates are per issue: Spring & Fall. Minimum 2 consecutive issues.

	First Category	Additional Print Category	Online Categories
One line listing	\$116.40	\$58.20	1 included
Two line bold listing	\$185.60	\$110.10	2 included
Three line bold listing	\$224.40	\$145.60	3 included
Add a line	\$38.80	\$19.40	
Add a border	\$47.20	(Available with 3 lines and up)	

All line listings include one free line in the Alphabetical Section.

MPE.NET - category search results

The screenshot shows the MPE.NET website interface. At the top, there's a navigation menu with links: Home, Products & Services Directory, Crew Directory, Events, Advertise, My Account, and Contact Us. Below the navigation, there's a header for 'Liman Video Rental - New York City - 212-594-0086' with contact details and a 24-hour emergency service notice. The main content area is titled 'HIGH DEFINITION PRODUCTION & POST' and lists several companies with their contact information:

Name	Location	Phone
Palco Media, Inc.	Watertown, MA	617-923-6646
Guardian Entertainment	New York, NY	212-727-4729
Proform Equipment Company	New York, NY	212-245-0969
Pyralis Video & Film	New York, NY	212-286-1802
Manga Media	New York, NY	212-548-7780

Below this list, there's a section for '12 advertiser ratings found:' and a table with columns for Name, Location, and Phone, listing more companies like AMS Production Group, Bluelight Entertainment, Inc., Chromastation, Devolo Video International, DG Fast Channel, etc.

MPE.NET - company page

The screenshot shows a company page on MPE.NET for 'Checkers Industrial Safety Products, Inc.'. The page includes the following information:

- Listing Details:** A link to 'All Listings' and a breadcrumb trail: 'cables & accessories > Checkers Industrial Safety Products, Inc.'
- Checkers Industrial Safety Products, Inc.:**
 - Address: 620 Compton Street, Broomfield, CO 80000
 - Website: http://www.cableprotector.com
 - Phone: 800-436-9336
 - Fax: 720-890-1191
 - Email: email@address.com
- Description:** Manufacturer of LINEBACKER® and GUARD DOG® Cable/Hose Protectors used to protect valuable cables from damage and abuse while providing a method of safe passage for vehicle and pedestrian traffic. CROSS-GUARD™ ADA Compliant Ramp and accessories are available.
- Listed under:** cables & accessories, manufacturers.
- Last modified:** 10/29/2009 4:00:00 PM
- News:** 10/29/2009 Product Update
- Navigation:** BACK TO RESULTS, SEARCH AGAIN

MOTION PICTURE TV and THEATRE DIRECTORY In Print and Online at MPE.NET

DISPLAY AD RATES

You don't have to decide between print and online anymore to reach your target market. When you place advertising with the *Motion Picture TV & Theatre Directory* the benefit is two-fold: your ad appears in the popular printed hand guide and in the online platform at mpe.net, an expanded resource where not only your advertisement appears, but where you can also add news, information or special announcements 24/7, as often as you like.

Sample page from hand guide

CATEGORY HEADING 4

Company Name

COMPANY LOGO

Company Name 1

Your Name, Owner
123 Main Avenue, City, State 12345
800.555.1212 ■ email@webaddress.com
www.webaddress.com

Your products or services, Product one, Product two, Product three, Service one, Service two, Service three

COMPANY LOGO

Company Name

Your Product and / or Services

- Product description one
- Product description two
- Product description three

2

Your Name, Owner
123 Main Avenue, City, State 12345
800.555.1212 ■ email@webaddress.com
www.webaddress.com

COMPANY LOGO

Company Name

Your Products

- Product description one
- Product description two
- Product description three

3

Your Services

- Service description one
- Service description two
- Service description three

Your Name, Owner
123 Main Avenue, City, State 12345
800.555.1212 ■ email@webaddress.com
www.webaddress.com

1 One Inch Display Ad, What is included:

- Advertisement is placed alphabetically in your category in print
- One line in the Alphabetical Section in print
- 50 word company description online - 100% searchable
- Your listing sorts at the top of the category search results in blue*

2 One-Third Page Display Ad, What is included:

- One line in your category in print
- One line in the Alphabetical Section in print
- 50 word company description - 100% searchable
- Your listing sorts at the top of the category search results in blue*
- Button Ad online **A** in your category

3 One-Half Page Display Ad, What is included:

- Two lines bold in your category in print
- One line in the Alphabetical Section in print
- 50 word company description online - 100% searchable
- Your listing sorts at the top of the category search results in blue*
- Tower Ad online **B** in your category

4 Full Page Display Ad, What is included:

- Two lines bold in your category in print
- Two lines bold in the Alphabetical Section in print
- 50 word company description online - 100% searchable
- Your listing sorts at the top of the category search results in blue*
- Banner Ad online **C** in your category
- Featured Listings rotates on home page & search results pages **D**

*Only 5 companies will display in blue at a time

Online Company Page for all display advertisers include:

- Company name, address, phone number, fax number
- Secondary phone number, email address, your display ad
- Your company web address with link to your website
- Company description 100% searchable & modifiable by advertiser
- All categories your company is listed under
- Ability to post the latest company news

2012 Rates - In Print and Online

Rates are per issue: Spring & Fall. Minimum 2 consecutive issues.

Ad Size	Ad Color	First Category	Additional Print Category	Online Categories
One Inch	b/w	\$475.60	\$327.60	3 included
1/3 Page	b/w	\$809.00	\$577.65	6 included
1/2 Page	b/w	\$1,198.60	\$869.85	6 included
Full Page	b/w	\$2,061.10	\$1,516.70	6 included
C2/Cover	color	\$4,652.30	n/a	6 included
C3/Cover	color	\$3,908.30	n/a	6 included
C4/Cover	color	\$5,821.00	n/a	6 included
Insert Card	color	\$3,894.00	n/a	6 included

Advertisements may be repeated in the Alphabetical Section for half price.

MPE.NET - category search results

The screenshot shows a search results page for 'HIGH DEFINITION PRODUCTION & POST'. At the top, there's a navigation bar with links like Home, Products & Services Directory, Crew Directory, Events, Advertise, My Account, and Contact Us. Below the navigation, a large black banner with a white letter 'C' is visible. The main content area lists several companies with their contact information:

Name	Location	Phone
Public Media, Inc.	Watertown, MA	617-923-6646
Guardian Entertainment	New York, NY	212-727-4729
Proview Equipment Company	New York, NY	212-245-9969
EdimLux Video & Film	New York, NY	212-286-1802
Mango Media	New York, NY	212-548-7780

Below this list, there are sections for '12 advertiser listings found:', '12 Next >', and 'FEATURED LISTINGS'. The featured listings include logos for 'D', 'LVR', and 'nep'. A 'SEARCH AGAIN' button is located at the bottom of the featured listings section.

MPE.NET - company page

The screenshot shows a company page for 'Checkers Industrial Safety Products, Inc.'. The page includes the following information:

- Listing Details:** All Listings • Cables & Accessories • Checkers Industrial Safety Products, Inc.
- Contact Information:**
 - phone: 800-438-9336
 - fax: 720-890-1191
 - email: [email advertisement](mailto:email@webaddress.com)
- Address:** 620 Compton Street, Broomfield, CO 80020
- Website:** <http://www.cableprotector.com>
- Product Description:** Manufacturer of LINEBACKER® and GUARD DOG® Cable/Hose Protectors used to protect valuable cables from damage and abuse while providing a method of safe passage for vehicle and pedestrian traffic. CROSS-GUARD™ ADA Compliant Ramp and accessories are available.
- Product Image:** A photograph of a 'GUARD DOG' cable protector, which is a heavy-duty orange and black device designed to protect cables from damage.
- Additional Info:**
 - list & order: cables & accessories, manufacturers.
 - Last modified: 10/20/2009 4:00:50 PM
 - News: 10/5/2009 Product Update

At the bottom of the page, there are buttons for 'BACK TO RESULTS' and 'SEARCH AGAIN'.

MOTION PICTURE TV and THEATRE DIRECTORY

In Print and Online at MPE.NET

CIRCULATION

More about the directory . . .

The *Motion Picture TV and Theatre Directory* has earned its reputation as an industry workhorse because it can be found on the desks of producers and technicians, creative and craftspeople alike. Why? Our unique circulation is the key: more than 82,500 copies are distributed nationally each year to the members of over 40 trade associations, unions, guilds, and professional organizations that are active in film, television/broadcast, video and live events, as well as to advertising agencies, pr firms, production companies, television stations, over 190 university film departments, government agencies, corporate communications offices, and prime purchasers of film, television and video equipment nationwide. In addition, MPE exhibits at a number of trade shows each year where we promote the directory and personally hand out copies to attendees.

The *Motion Picture TV & Theatre Directory's* distinguished circulation gives our advertisers a broad reach across the industry.



(ACE) American Cinema Editors, (AICE) Association of Independent Creative Editors-NY, (AICP) Association of Independent Commercial Producers, (AMPTP) Alliance of Motion Picture & Television Producers, IATSE Local 1, IATSE Local 52, IATSE Local 161, IATSE Local 190, IATSE Local 477, IATSE Local 478, IATSE Local 484, IATSE Local 487, IATSE Local 493, IATSE Local 600, IATSE Local 631, IATSE Local 700, IATSE Local 764, IATSE Local 798, IATSE Local 829, (IDA) International Documentary Association, (IFP) Independent Filmmaker Project, (IFTA) Independent Film & Television Alliance, (IRTS) International Radio & Television Society, (MCA-I) Media Communicators Association International, (MPSE) Motion Picture Sound Editors, (NALIP) National Association of Latino Independent Producers, NATAS Boston/New England, NATAS Michigan, NATAS Nashville/MidSouth, NATAS National Capital Chesapeake Bay, NATAS New York, NATAS San Francisco/Northern California, NATAS Pacific Southwest, NATAS Rocky Mountain Southwest, NATAS Seattle/Northwest, NATAS Suncoast, (NAPTE) National Association of Television Program Executives, (NYWIFT) New York Women in Film & Television, PLASA, (SMPTE) Society of Motion Picture Television Engineers, (VPA) Virginia Production Alliance, (WIFTA) Women in Film & Television Atlanta, (WIFV-Washington DC) Women in Film and Video

Guaranteed Annual Circulation of 82,500

THE END USER

Your company benefits from the directory's unique relationship with over 40 industry organizations, whose members are involved in film, broadcast/television, video, and event production & post production, distributing to individuals by name, reaching decision makers and prime purchasers of services and equipment nationwide, including:

- ★ Independent Filmmakers
- ★ Post Production Supervisors
- ★ Production Managers
- ★ Studio Managers
- ★ Systems Integrators
- ★ Broadcast & Cable TV Producers
- ★ Commercial Producers
- ★ Editors
- ★ Scenic Artists
- ★ DP's
- ★ Videographers
- ★ Event Producers

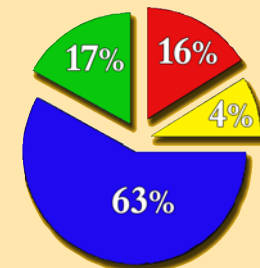
MPE.NET

www.mpe.net means a whole lot more... In addition to the 82,500 annual circulation, the effectiveness of your advertising is increased by the internet. All the information that is printed in the hand guide is presented online with your own company page. The company page allows for the following: company name, address, phone number, fax number, secondary phone number, email address, a display ad¹, company web address with clickable link to your website, a company description that is 100% searchable and modifiable by you, your categories, and added space to post the latest company news online through our secure password protected link.

¹ Display ads are only available online with paid display advertising

Hand Guide Distribution by Region

West
South
Midwest
Northeast



Motion Picture TV & Theatre Directory

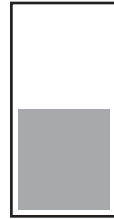
Mechanical Ad Specs For Print and Online

Artwork Deadline:
Please Call for Closing Date

We Prefer: Press-Ready PDF's. We Accept: Photoshop Tiff or EPS, Illustrator with all fonts outlined.



FULL PAGE
3 5/16 x 7 3/4 in
(84.1 x 196.85 mm)



HALF PAGE
3 5/16 x 3 7/8 in
(84.1 x 98.4 mm)



ONE-THIRD PAGE
3 5/16 x 2 1/2 in
(84.1 x 63.5 mm)



ONE INCH AD
3 5/16 x 1 in
(84.1 x 25.4 mm)

MPEP provides production work at your request. There is no charge to have an ad designed.

AD SPECS FOR PRINT

Prepare a **black & white ad for the printed directory and a color version for your online company page.** Send ads digitally via email to publications@mpe.net.

In order to provide the best quality reproduction, we request that advertisers follow our specifications.

Acceptable file formats are: PDF, TIFF or EPS file format (Photoshop/ Illustrator/ Acrobat). File resolution must be a minimum of 300 dpi at 100% of print size.

FONTS MUST BE SAVED AS PATHS or OUTLINES or EMBEDDED IN YOUR FILE. If needed, please include fonts with your digital artwork.

Final reproduction size may vary +/- 6%

COVERS

Cover ads may bleed, with live area limited to 3 1/2 in x 8 in. Directory trim size is 4 in x 8 1/2 in. Add 1/4 inch bleed to trim on all four sides.

Once ad has been placed, you may request a PDF of the ad placement for proof.

LABEL YOUR FILE

It is important that file(s) be labeled with the Advertising Company's Name, Ad size and Category placement. This information is crucial for proper ad placement.

(ie: Advertiser_half_Cameras&Accessories). Please include email address, contact name and phone number with your ad submission.

INTERNET DISPLAY SPECS FOR CATEGORY "Search Results"

Button: 120 x 90 pixels, **Tower:** 145 x 270 pixels, **Banner:** 728 x 90 pixels. Internet Display Ads can either be an animated gif or a Flash file. Files can be no larger than 35K.

NOTE: MPEP is a PC based office.

Motion Picture Enterprises Publications, Inc. reserves the right to approve or reject all ad artwork. MPEP, Inc. assumes no copyright risk on photographs, registered trademarks, or copy used in advertisements. In case of Publisher's error of commissions or omissions, the Publisher's liability shall be limited to the inclusion of a corrected advertisement in the next issue.

MOTION PICTURE ENTERPRISES PUBLICATIONS, INC.

P.O. Box 276 Tarrytown, NY 10591-0276

Phone: 212-245-0969

Fax: 212-245-0974

e-mail: publications@mpe.net

