

Most trades are above the line.

We are so **BELOW THE LINE.**

The voice of the crew has the ears of these decisionmakers. It is the Director that hires the key department heads of his or her crew. Only in the Motion Picture Film & TV industry do the key department heads control 100% of their budgets.

**DIRECTOR, WRITER, EXECUTIVE PRODUCER,
CO-PRODUCER, ASSOCIATE PRODUCER AND AGENTS**

PRODUCTION Producers (large and small), Director, 2nd Unit Director, Unit Production Manager (UPM), Production Office Coordinator (POC), Assistant POC, 1st Assistant Director, 2nd Assistant Director, 2nd 2nd (or 3rd) Assistant Director, DGA Trainee, Script Supervisor, Script Coordinator, Continuity Supervisor, Production Assistants, Production Supervisor, Unit Publicist **ACCOUNTING** Controller, 1st Assistant Accountant, Accountant, 2nd Assistant Accountant, Paymaster, Estimator, Accounting Clerk **CAMERA** Director of Photography (DP), Camera Operator, 1st Assistant Camera, 2nd Assistant Camera, Loader, Steadicam Operator, Still Photographer **SOUND** Sound Mixer, Boom, Cable, Video Assist, Sound Assistant, Supervising Sound Editors, Sound Effects Editor, ADR Editor, Dialogue Editors, Foley Editors Assistant Sound Editors GRIP Key Grip, Best Boy Grip, Dolly Grip, Grips **ELECTRIC**, Gaffer, Best Boy Electric, Electrician's, Rigging Gaffer, Rigging Electricians, Genny Operator **MAKE-UP / HAIR** Key Make-up, Assistant Make-up, Key Hair, Assistant Hair **WARDROBE** Costume Designer, Costume Supervisor, Costumer **PROPERTY** Prop Master, Greens **ART DEPARTMENT** Production Designer, Art Director, Graphics, Art Department Coordinator, Art Department Accountant, Construction Coordinator. Scenic Artist Painter, Set Designer, Set Decorator, Assistant Art Director, Assistant Set Decorator **SPECIAL EFFECTS** Set Foremen Special FX, Special Effects Supervisor, Special Effects Senior Technician **VISUAL EFFECTS** Visual FX Supervisor, Visual FX Editor, Visual FX Coordinator **STUNTS** Stunt Coordinator **LOCATION** Location Manager **EDITING** Editor, Assistant Editor, Music Editor, Post Production Supervisor **CASTING** Casting Director, Casting Associate, Casting Assistant, Extras Casting **CATERING** Caterer, Craft Service **TRANSPORTATION** Transportation Coordinator, Transportation Captain Drivers, Security **COSTUMES** Assistant Costume Designer, On-Set Costume Supervisor

Below the Line is the only entertainment trade publication that reaches working crew on set, while they are making important purchasing decisions. Our readers move from production to production all over the world. For example, a cinematographer may be shooting in Hollywood in the summer and London in the fall. Regardless; *Below the Line* is on set and available.



**More Targeted
Less Expensive.**

"Cinema is the most collaborative art form ever invented. When you have a newspaper called *Below the Line* you are in celebration of the unsung hero of these movies."

Steven Spielberg,
Below the Line
December 2002