

APPLICATION FOR NEW YORK 411® FREELANCE OR BUSINESS LISTING

SUBMITTING AN APPLICATION DOES NOT GUARANTEE A LISTING.

PRINT BOOK DEADLINE: FRIDAY FEBRUARY 11, 2011

The application fee for NY411 is \$100 for the first category and \$50 for each additional category*. **The fee is non-refundable. Submitting an application does not guarantee a listing.** Listings have no monetary value. You are allowed to apply for up to five categories. You may apply at any time, however to be considered for the next printed book we must have your completed materials by Friday, February 13, 2011. Listings will appear both in print and online. ***Application fee waived for advertisers (for ad rates, please call 646-746-6891 or email jeffry.gitter@reedbusiness.com).**

Enclosed is my application fee for \$_____ for my listing(s) (\$100 First/\$50 ea. add.) Number of Listings:_____ (Limit 5)

Please send me _____ copies of the 2010-11 NY411 for \$49 plus 8.375% sales tax & s/h (\$8 per copy) \$_____

(This is a special rate that is \$10 off the regular price)

Payment Info (Check or credit card only. No cash.)

Total:_____

Visa MC Amex Card#_____ Expires_____ Name on Card_____

Cardholder Signature_____ or Check# _____

(make checks payable to 411 Publishing)

Please contact me regarding display advertising or enhanced listing advertising

General Information Required

First Name _____

Last Name _____

Company Name _____

Type of Business _____

Street Address _____

Apt./Suite Number _____

City _____

ZIP Code _____ Print This Address? Yes or No

() _____
Local Phone Number

() _____
Additional Phone

() _____
Fax Number

@ _____
E-mail Address (To be published)

http:// _____
Web Address

@ _____
E-mail Address (For our contact purposes)

Requirements for Listing With New York 411

Three Recent Project References Required per Category

- Advertising with 411 has no bearing on listing approvals. You do not have to be a qualified listee to advertise. Advertisers do not automatically qualify for listings. Listings are editorial content and have no monetary value.
- You must complete this application—**ONLY COMPLETE APPLICATIONS WITH PAYMENT WILL BE CONSIDERED**—and **mail** it to: Application Dept., LA 411 Publishing Co., 5900 Wilshire Blvd., 31st Fl., Los Angeles, CA 90036.
- You must be located in New York, New Jersey, Connecticut or the Philadelphia area or regularly provide services in that area. (Production Companies and Post Production Companies must be physically located in the area.) National Section applicants (online only section) excluded.
- Please enclose a current resume and/or a letter written on your company letterhead explaining who you are, the services your company provides, why you belong in the categories you are applying for and how long you've been in business.
- **References are required** and must be from a variety of local advertising agencies, film, TV, commercial production companies or music video production companies for work you were hired to perform in the past twelve months. References will be contacted by phone. Call sheets, contracts, invoices or pay stubs are also acceptable.
- **You must submit three references for each category that you are applying for.** References may be repeated if you performed more than one service for a particular company.
- Applicants may be required to complete an interview with our editors. 411 editorial staff has final say in all matters regarding what goes into our directories and on our Web sites. **Not all applicants will qualify. Application fee is non-refundable.** For a complete list of application requirements go to www.la411.com and click on the "Apply to be Listed" tab at the top of the page.

NEW YORK 411® CATEGORY LIST BY TAB SECTION

AD AGENCIES & PROD. COMPANIES

Advertising Agencies
 Advertising Agency Freelance Producers
 Animation Production Companies
 Commercial Directors
 Commercial Production Companies
 Corporate & Video Production Companies
 Independent Directors Reps
 Infomercial Production Companies
 Motion Picture Production Companies
 Music Video Directors
 Music Video Production Companies
 Production Offices
 Promo Production Companies
 Public Relations
 Storyboard Artists
 Television Production Companies
 Trailer Production Companies

POST PRODUCTION

Audio Post Facilities
 Commercial Editorial Houses
 Composers/Sound Designers & Editors
 Computer Graphics & Visual FX
 Digital Intermediates
 Duplication
 DVD/Blu-Ray, Authoring & Replication
 Editing Equipment Rentals & Sales
 Editors
 Film & Tape Storage
 Film Laboratories—Motion Picture
 Film Laboratories—Still Photography
 Mobile Video Units, Satellite & Transmission Services
 Music Libraries & Publishing
 Music Production & Sound Design
 Optical
 Post Houses
 Post Production Supervisors
 Screening Rooms
 Stock Footage & Photos
 Titling, Captioning & Broadcast Design
 Visual FX Artists
 Visual FX Supervisors & Producers

SETS & STAGES

Backings & Scenic Artists (Local 829)
 Backings & Scenic Artists (Local 52)
 Backings & Scenic Artists Green Screens
 Rehearsal Studios
 Set Design, Construction & Rentals
 Set Sketchers
 Still Photography Studios & Lofts
 Stages
 Stages—Portable
 TV Studios

LOCATION SERVICES & EQUIPMENT

Air Charters
 Air Freight & Courier Services
 Airlines

Airports
 Bus Charters
 Car Rentals
 Cargo & Passenger Vans
 Caterers
 Communications Equipment
 Consulates General
 Crating & Packing
 Custom Brokers & Carnets
 Film Commissions—International
 Film Commissions—North America
 Hotels & Short-Term Housing
 Limousine & Car Services
 Location Libraries, Management & Scouts
 Locations
 Motorhomes & Portable Dressing Rooms
 Moving, Storage & Transportation
 Parking Services, Traffic Control & Barricades
 Portable Restrooms
 Production Services—International
 Production Services—N. America
 Security & Bodyguards
 Travel Agencies
 Water Trucks
 Weather

PRODUCTION SUPPORT

Acting/Dialect Coaches
 Animals & Trainers
 Budgeting & Scheduling
 Casting Directors
 Casting Facilities
 Choreographers
 Computers, Office Equipment & Supplies
 Computer Consultants & Software
 Digital Casting & Video Conferencing
 Directories & Trade Publications
 Entertainment Attorneys
 Extras Casting Agencies
 Hand & Leg Models
 Insurance Brokers & Guarantors
 Janitorial & Strike Services
 Large Scale Event Planning
 Libraries, Research & Clearance
 Massage Therapists
 Messenger Services
 Nautical Film Services & Coordination
 Notaries
 Payroll & Production Accountants (Local 161 NY)
 Payroll & Production Accountants
 Promotional Products
 Tax Incentive Services
 Talent & Modeling Agencies
 Technical Advisors
 Transcription & Secretarial Services
 Translation & Interpretation Services
 Wrap Party Locations

CAMERA & SOUND EQUIPMENT

Aerial Equipment
 Aerial—Fixed Wing & Helicopter Pilots
 Camera Cars & Tracking Vehicles
 Camera Rentals—Motion Picture
 Camera Rentals—Still Photography
 Motion Control
 Raw Stock
 Sound Equipment Rentals & Sales
 Teleprompting Services & Cue Cards
 Video Assist Services
 Video Cameras & Equipment
 Video Display, Playback & Projection

HIGH DEF, DIGITAL CINEMA & 3D

Digital Cinema/3D Exhibition
 Digital Cinema Content Mgmt. & Storage Manufacturers
 Digital Cinema Packages/Post
 HD/3D Cameras & Equipment
 HD Duplication
 HD Editing Equipment
 HD Equipment Manufacturers
 HD Post Houses
 HD Screening Rooms
 HD Stock Footage
 HD Tape Stock

GRIP & LIGHTING EQUIPMENT

Booms, Cranes & Camera Support
 Climate Control Systems
 Construction Equipment Rentals
 Grip & Lighting Expendables
 Grip Equipment
 Lift Equipment, Cherry Pickers & Scaffolding
 Lighting Equipment & Generators
 Production Equipment & Accessories
 Trucks & Vans

PROPS & WARDROBE

Aerial Picture Vehicles
 Animatronics, Puppets & Makeup FX
 Architectural Elements
 Art Fabrication, Licensing & Rentals
 Arts & Crafts Supplies
 Atmospheric/Lighting Special FX & Pyrotechnics
 Boats & Nautical Props
 Building/Surface Materials & Hardware
 Canopies & Tents
 Car Prep, Rigging & Prototypes
 Color-Correct Props
 Costume Makers & Rentals
 Draperies & Window Treatments
 Dry Cleaners
 Eyewear & Jewelry
 Fabrics
 Firearms & Weapons
 Flags, Graphics & Signage
 Flowers, Greens & Plants
 Foam
 Furnishings—Antique & Vintage
 Furnishings—Contemporary
 Games, Toys & Amusements
 Glass
 Hair, Makeup & Wardrobe Supplies
 Ice
 Lamps & Lighting Fixtures
 Medical & Scientific Props
 Memorabilia & Collectibles
 Metals & Foils
 Musical Instrument Rentals
 Neon
 Photo, Video & Electronic Props
 Picture Vehicles
 Plastics, Plexiglas & Fiberglass
 Product Placement
 Prop Fabrication & Mechanical FX
 Prop Houses
 Restaurant & Kitchen Equipment
 Specialty Props
 Sporting Goods
 Studio Services
 Tailoring & Alterations
 Uniforms & Surplus
 Vintage Clothing & Accessories

CREW

Agents, Reps & Job Referral Services
 Ambulance/Paramedics & Nurses (Local 52 NY)

Ambulance/Paramedics & Nurses
 Art Directors/Production Designers (Local 829 NY)
 Art Directors/Production Designers
 Camera Assistants (Local 600 NY)
 Camera Assistants
 Camera Operators (Local 600 NY)
 Camera Operators
 Camera Operators - Aerial (Local 600 NY)
 Camera Operators - Steadicam (Local 600 NY)
 Camera Operators - Steadicam
 Camera Operators - Underwater (Local 600 NY)
 Carpenters/Shop Craft (Local 52 NY)
 Craft Service (Local 52)
 Craft Service
 Digital Imaging Technicians (Local 600 NY)
 Digital Imaging Technicians
 Directors of Photography (Local 600 NY)
 Directors of Photography
 First Assistant Directors (DGA NY)
 First Assistant Directors
 Food Stylists & Home Economists
 Gaffers & Electricians (Local 52 NY)
 Gaffers & Electricians
 Grips (Local 52 NY)
 Grips
 Hair & Makeup Artists (Local 798 NY)
 Hair & Makeup Artists
 Lighting Directors
 Producers
 Production Coordinators (Local 161)
 Production Coordinators
 Production Managers
 Production Stills Photographers (Local 600 NY)
 Production Stills Photographers
 Props Department (Local 52 NY)
 Props Department
 Script Supervisors (Local 161 NY)
 Script Supervisors
 Second Assistant Directors (DGA NY)
 Second Assistant Directors
 Set Decorators
 Sound Mixers (Local 52 NY)
 Sound Mixers
 Stage Managers (DGA NY)
 Studio Teachers/Welfare Workers
 Stunt Coord. & Perf. Drivers
 Trade Associations/Unions
 Training Centers
 Underwater Technicians
 Unit Production Managers (DGA NY)
 VTR Operators (Local 52 NY)
 VTR Operators
 Wardrobe Stylists/Costume Designers (Local 829)
 Wardrobe Stylists/Costume Designers
 Wardrobe Supervisors (Local 764 NY)

CITY GUIDE (ONLINE ONLY)

Bars
 Bookstores
 Broadway, Concerts & Sports Ticketing
 Clubs
 Gift Services & Florists
 Movie Theaters
 Museum & Art Galleries
 Online Rental & Purchase Resources
 Party Resources
 Real Estate Agents and Agencies
 Restaurant Delivery Services
 Restaurant Roundup
 Taxicabs
 Tours & Attractions

NEW YORK 411® NATIONAL SECTION

Aerial - Fixed Wing & Helicopter Pilots	Entertainment Attorneys	Production Managers
Aerial Equipment	Extras Casting Agencies	Production Offices
Agents, Reps & Job Referral Services	Film Commissions	Production Stills Photographers
Air Charters	Film Laboratories - Still Photography	Prop Fabrication & Mechanical FX
Air Freight & Couriers	Film Laboratories - Motion Picture	Prop Houses
Ambulance/Paramedics & Nurses	Finance	Prop Masters
Animals & Trainers	First Assistant Directors	Props Department
Animation Production Companies	Flags, Graphics & Signage	Public Relations
Art Directors/Production Designers	Flowers, Greens & Plants	Raw Stock
Atmospheric/Lighting Special FX & Pyrotechnics	Food Stylists & Home Economists	Screening Rooms
Audio Post Facilities	Furniture Rentals & Accessories	Script Supervisors
Backings & Scenic Artists	Gaffers & Electricians	Second Assistant Directors
Boats & Nautical Props	Grip & Lighting Expendables	Security & Bodyguards
Boom Operator	Grip Equipment	Set Design, Construction & Rentals
Booms, Cranes & Camera Support	Grips	Sound Equipment Rentals & Sales
Building/Surface Materials & Hardware	Hair & Makeup Artists	Sound Mixers
Camera Assistants	Hair, Makeup & Wardrobe Supplies	Stages
Camera Cars & Tracking Vehicles	HD/3D Cameras & Equipment	Stages - Portable
Camera Operators	HD Post Houses	Standing Sets
Camera Operators - Aerial	Hotels & Short-Term Housing	Still Photography Studios & Lofts
Camera Operators - Steadicam	Insurance Brokers & Guarantors	Stock Footage & Photos
Camera Operators - Underwater	Lift Equipment, Cherry Pickers & Scaffolding	Storyboard Artists
Camera Rentals - Motion Picture	Lighting Equipment & Generators	Stunt Coordinators & Performance Drivers
Car Rentals	Limousine & Car Services	Stunt Coordinators - Aerial & Specialty
Casting Directors	Location Libraries, Management & Scouts	Stunt Equipment
Casting Facilities	Locations	Talent & Modeling Agencies
Caterers	Mobile Video Units, Satellite & Transmission Services	Teleprompting & Cue Card Services
Climate Control Systems	Motion Picture Production Companies	Titling, Captioning & Broadcast Design
Commercial Production Companies	Motorhomes & Portable Dressing Rooms	Trade Associations/Unions
Communications Equipment	Music Libraries & Publishing	Traffic Control & Barricades
Composers/Sound Designers & Sound Editors	Music Production & Sound Design	Training Centers
Computer Consultants & Software	Music Video Production Companies	Transcription & Secretarial Services
Computer Graphics & Visual FX	Nautical Film Services & Coordination	Translation & Interpretation Services
Corporate & Video Production Companies	Payroll & Production Accountants	Trucks & Vans
Costume Makers & Rentals	Picture Vehicles	TV Studios
Craft Service	Portable Restrooms	VTR Operators
Directors of Photography	Post Houses	Video Cameras & Equipment
Duplication	Producers	Video Display, Playback & Projection
DVD/Blu-Ray Authoring & Replication	Product Placement	Wardrobe Stylists/Costume Designers
Editing Equipment Rentals & Sales	Production Coordinators	
Editors		

Companies should only apply for listings in the National Section if they are located outside the Southern California or Tri-State areas.

Applicant References for an New York 411 Listing

You must submit three references for each category that you are applying for. References may be repeated if you performed more than one service for a particular company.

References must be for film, television or commercials.

- Films must have a minimum two-week theatrical release.
- TV & commercials must be for Broadcast or Cable Networks. Local cable credits are not acceptable.
- Internet credits are only acceptable when produced for AMPTP affiliated companies (Studios, Broadcast Networks, certain Cable Networks and Independent Producers).
- Film & TV references are preferred but not required for a limited number of Location & Production Support categories such as Car Rentals, Travel Agencies, Notaries, etc.

Category _____

Company	Phone	Contact Name	Date of Job	Project Name	Work Performed
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Company	Phone	Contact Name	Date of Job	Project Name	Work Performed
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Category _____

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Company	Phone	Contact Name	Date of Job	Project Name	Work Performed
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Application completed by (please print) _____

Date _____

If you are applying for more than three categories, please attach additional references.