

2018

RATES

SPECS

CALENDAR

American
Cinematographer

ADVERTISING CONTACTS:

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MISSION STATEMENT

American Cinematographer is the world's leading international journal on motion-imaging techniques and the flagship publication of the American Society of Cinematographers (ASC). Since 1919, the magazine has been serving filmmakers by exploring the artistic thought processes of the industry's most innovative and talented directors of photography, and explaining the technical means by which they realize their creative visions. In addition, our editorial seeks to keep readers abreast of advancements in all facets of film and digital production and post technology — the tools cinematographers use to ply their trade — and to inform them of visually extraordinary productions, including feature films, television series, documentaries and short-form productions.

In recent years the magazine has been honored for editorial excellence with 8 *Folio*: Eddie Awards (as the top publication in the B-to-B Media/Entertainment/Publishing category), two Honorable Mentions, and dozens of additional Eddie Awards and nominations for individual articles.

The relaunched *American Cinematographer* website (ascmag.com) also offers unique features, such as video and podcast interviews with prominent filmmakers, image galleries, complete coverage on new products and services, and exclusive access to AC's vast archive of coverage detailing notable projects, technologies and techniques. This content is bolstered by our social-media streams, which reach a global audience of more than 350,000 followers.

REACH

Print Subscribers
30K plus



Digital Subscribers
18K plus

Web Monthly Visitors
50K plus



Social Network Followers
348K plus

eNewsletter Subscribers
70K plus



Chinese Digital Edition
Subscribers
16K plus

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AMERICAN CINEMATOGRAPHER 2018 EDITORIAL CALENDAR



January

Awards Season

- Sundance Film Festival
- Slamdance Film Festival

ed pitches: 9/5/2017
ad space: 11/3/2017
ad due: 11/10/2017
ship date: 12/20/2017

February

Rising Stars of Cinematography ASC Awards Profiles

ed pitches: 10/5/2017
ad space: 12/4/2017
ad due: 12/11/2017
ship date: 1/24/2018

March

Location Shooting

ed pitches: 11/6/2017
ad space: 1/4/2018
ad due: 1/11/2018
ship date: 2/21/2018



April

Gear Spotlight

- NAB Las Vegas

ed pitches: 12/5/2017
ad space: 2/2/2018
ad due: 2/9/2018
ship date: 3/21/2018

May

Optics ASC Awards Pictorial

ed pitches: 1/4/2018
ad space: 3/2/2018
ad due: 3/9/2018
ship date: 4/19/2018

June

Summer Blockbusters

- Cine Gear Expo

ed pitches: 2/6/2018
ad space: 4/5/2018
ad due: 4/12/2018
ship date: 5/24/2018



July

Television Production

- Cine Video Expo (Mexico)

ed pitches: 3/1/2018
ad space: 5/4/2018
ad due: 5/11/2018
ship date: 6/21/2018

August

Drones Virtual Reality •Siggraph

ed pitches: 4/5/2018
ad space: 6/5/2018
ad due: 6/12/2018
ship date: 7/26/2018

September

International Production

- IBC (Amsterdam)
- Cinec (Germany)
- NAB New York
- Interdrone Expo

ed pitches: 5/3/2018
ad space: 7/5/2018
ad due: 7/12/2018
ship date: 8/23/2018



October

Lighting Tools & Techniques

- Drone World Expo
- New Orleans Film Society

ed pitches: 6/5/2018
ad space: 8/3/2018
ad due: 8/10/2018
ship date: 9/20/2018

November

Creative Collaborations

- AFM
- AFI Film Fest
- Camerimage (Poland)
- InterBee (Japan)
- GV & Technology Expo

ed pitches: 7/5/2018
ad space: 9/5/2018
ad due: 9/12/2018
ship date: 10/25/2018

December

Holiday Season Releases

- Siggraph Asia (Japan)
- Sundance

ed pitches: 8/6/2018
ad space: 10/5/2018
ad due: 10/12/2018
ship date: 11/15/2018

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AMERICAN CINEMATOGRAPHER 2018

Second Color Rates (Per Color)

2C: Black + 1 (CMYK)

2C: Black + 1 (PMS)

2C: Black + 1 (Metallic)

Cover Rates

Cover 2/Page 1

Cover 3

Cover 4

INTERNATIONAL MARKETPLACE RATES PER AD

4"

2.25" x 4"

6x, BW ...
6x, 4C
12x, BW ..
12x, 4C ...

3"

2.25" x 3"

6x, BW ...
6x, 4C
12x, BW ..
12x, 4C ...

2"

2.25" x 2"

6x, BW ...
6x, 4C
12x, BW ..
12x, 4C ...

1"

2.25" x 1"

6x, BW ...
6x, 4C
12x, BW ..
12x, 4C ...

Premium Positions

Available at a 10% surcharge.

Preferred Positions

Positions within the first 20 pages are available at a 10% surcharge. Preference for position goes to 12-time advertisers on a first-come basis. Publisher will attempt to honor non-paid requests but assumes no responsibility to do so.

Bleed Charges

A 10% surcharge will be applied to advertising materials that require bleed.

Deadline. Space Reservations

First week of the second month preceding the cover date.

Deadline. Ad Materials

Third week of the second month preceding the cover date. Example: Space reservations for the August issue must be in by the first week of June, and ad materials for August are due by the third week of June.

Late Ad Materials

Ad materials arriving after the ad materials deadline are subject to a surcharge at the publisher's discretion.

Cancellations

A late cancellation will be charged a 20% cancellation fee.

Commissions

15% commission to recognized advertising agencies.

Make-Good Policy

All advertising make-good requests must be submitted by the advertiser or its agency in writing. Make-goods are given for the following reasons only: (1) the wrong artwork has been used for the ad due to the publisher's fault; (2) the ad has unacceptable print quality due to printer's fault. Make-goods are given over and above the number of ads booked in a current advertising contract. Placement of make-good ads are at discretion of publisher.

Liability

Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. All copy and images subject to approval of the publisher.

Other Advertising Opportunities

Inserts, e-mail blasts, web banners: please contact AC office for more information.

ADVERTISING CONTACTS:

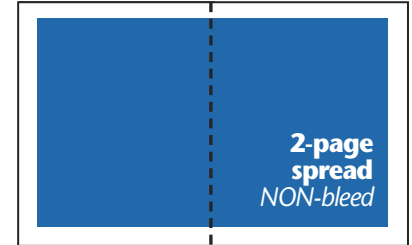
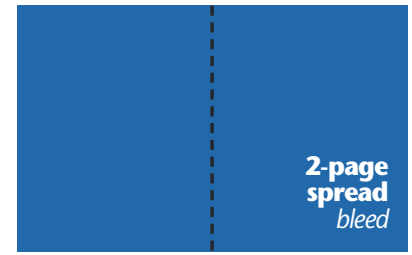
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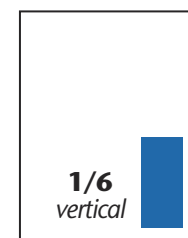
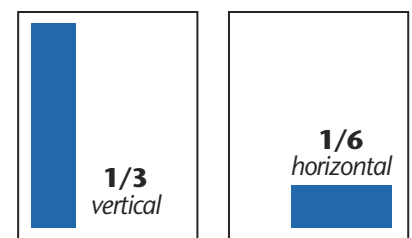
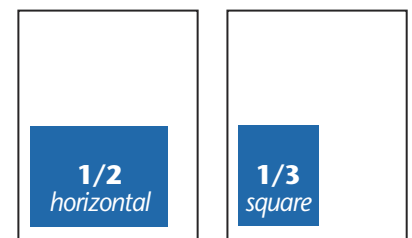
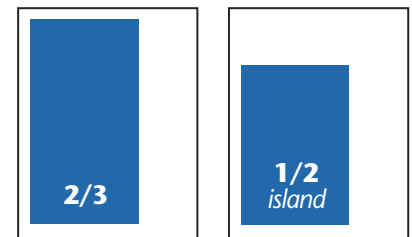
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AMERICAN CINEMATOGRAPHER MECHANICAL REQUIREMENTS

ad sizes:	inches	centimeters	picas
2-page/spread: bleed	16.5" x 10.75"	41.91 x 27.31	99 x 64
2-page/spread: non-bleed	15.125" x 9.875"	38.42 x 25.08	90.75 x 59.25
full page: bleed	8.375" x 10.75"	21.27 x 27.31	50.25 x 64.5
full page: non-bleed	7.25" x 9.875"	18.42 x 25.08	43.5 x 59.25
2/3 page	4.75" x 9.875"	12.07 x 25.08	28.5 x 59.25
1/2 page: island	4.75" x 7.25"	12.07 x 18.42	28.5 x 43.5
1/2 page: vertical	4.75" x 7.25"	12.07 x 18.42	28.5 x 43.5
1/2 page: horizontal	7.25" x 4.875"	18.42 x 12.38	43.5 x 29.25
1/3 page: square	4.75" x 4.875"	12.07 x 12.38	28.5 x 29.25
1/3 page: vertical	2.25" x 9.875"	5.72 x 25.08	13.5 x 59.25
1/6 page: horizontal	4.75" x 2.375"	12.07 x 6.03	28.5 x 14.25
1/6 page: vertical	2.25" x 4.875"	5.72 x 12.38	13.5 x 29.25



<p>page trims:</p> <ul style="list-style-type: none"> ▶ 8.125" x 10.5" ▶ 20.64cm x 26.67cm ▶ 48.725 x 63 picas <p>safety margin: (for protection)</p> <ul style="list-style-type: none"> ▶ .375" ▶ .95cm ▶ 2.25 picas 	<p>live area for full page:</p> <ul style="list-style-type: none"> ▶ 7.25" x 9.875" ▶ 18.42cm x 25.08cm ▶ 43.5 x 59.25 picas
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SPECIFICATIONS

Bleed Ads

Should keep all vital advertising matter at least .375" / .95cm / 2.25 picas away from gutter and trim edges.

Production Charges

Any production work necessary to complete an ad will be subject to a minimum charge of \$100.

Corrections

No changes to advertising copy will be made without the written authorization of the advertiser.

Ad Material Requirements: (Mac format ONLY)

Artwork should be flattened when saved (.pdf or .tif file).

Accepted image formats are:

- ▶ TIFF files (grayscale or CMYK, 300 dpi).
- ▶ PDF format should be high-res CMYK or grayscale with fonts and images embedded.
- ▶ If using Pantone matching color, color must be specified.
- ▶ PDF files are also accepted as proof of the ad.
- ▶ For information on electronic submission of artwork via FTP or e-mail, or for any other questions, please contact Diella Peru.

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AMERICAN CINEMATOGRAPHER WEB AD OPTIONS + ADVERTORIALS

The screenshot shows the American Cinematographer website layout with several key sections and ad placements:

- Slider:** A horizontal carousel at the top featuring the 'American Gods' cover story, with left and right navigation arrows.
- Super Leaderboard Banner:** A wide banner for the 'ASC MASTER CLASS' with a 'LEARN FROM THE BEST LIMITED SPACE. SIGN UP NOW' call to action.
- September 2017:** A vertical sidebar on the left containing the magazine cover, volume information, and a 'Subscribe' button.
- Articles:** A central grid of article teasers, including 'American Cinematographer Earns Six Folio: Award Nominations', 'Arri's Second Century', and 'Drone Focus: Heavy Lifters'.
- New Products & Services:** A section on the right featuring product announcements like 'Opening the Canon Burbank Facility' and 'Sachtler, Litepanels, Anton/Bauer and More to Debut Items at IBC 2017'.
- Featured Video:** A video player on the left showing 'Stories From Set - Daniel Pearl, ASC'.
- Podcasts:** A section at the bottom left listing podcast episodes such as 'The Defenders / Matthew J. Lloyd, CSC'.
- Flashback:** A section at the bottom center featuring historical articles like 'Wrap Shot: The Texas Chainsaw Massacre'.
- Our Blogs:** A section on the right containing blog posts like 'President's Desk: Arri and the Bicycle' and 'Shelby Lee Adams: Salt and Truth'.
- Square Banner:** A square advertisement for a 'SPECIAL OFFER' on the right side.

Slider
775 x 330px

Super Leaderboard Banner
970 x 90px
728 x 90px

New Products Advertorials

Article Advertorials

Square Banner
300 x 250px

Feature Video Advertorials

Podcast Advertorials

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AMERICAN CINEMATOGRAPHER WEB RATES

BANNERS

All Articles (generates 50,000 m/imp) [sample](#)

300 x 600 or 970 x 90px
300 x 250px

All Feature Entries (generates 30,000 m/imp) [sample](#)

300 x 600 or 970 x 90px
300 x 250px

Homepage, ASC News Entries + New Products

(generates 10,500 m/imp) [sample](#)

300 x 600 or 970 x 90px
300 x 250px

ASC News Entries (generates 4,000 m/imp) [sample](#)

300 x 600px
300 x 250px

Filmbook + Historicals (generates 1,500 m/imp) [sample](#)

300 x 600px
300 x 250px

New Products (generates 1,500 m/imp) [sample](#)

300 x 600 or 970 x 90px
300 x 250px

Podcast Audio Sponsorship

(10,000+ downloads)

- Audio mention
- Company name below podcast headline with direct link
- Permanent placement

Podcast Advertorials

Up to 40 minutes long audio posted on Podcast page
Podcast produced by *American Cinematographer*

Featured Video Advertorials

3-15 minutes long video posted under
Feature Video page hosted by Vimeo
includes 1 Tweet + AC Facebook post

New Products Advertorials

New Products Advertorials + Homepage Slider (1 month)

Article Advertorial + Homepage Slider (slider for 1 month)

Renewal of Homepage Slider (1 month)



Social Network

Facebook Post + 2 reposts/ week

Facebook Post pinned on top of page/ week

Facebook Post pinned on top of page +
AC write-up text

For more info/specs: <https://www.facebook.com/business/ads-guide/traffic/links?toggle0=Video>

Rich Media Formats.

- ▷ HTML, Javascript, DHTML, Shockwave, Flash.
- ▷ All Rich Media must be accompanied by a GIF for those without the plug-in.
- ▷ iFrames ads are supported, although click-throughs are not tracked.
- ▷ Flash version 10, however Flash files not viewable on iPads or iPhones.
- ▷ Third party trafficking allowed.

Rich Media Initial Load/Max Size.

- ▷ Leaderboard: 40K/80K
- ▷ Square: 40K/80K

Banners with Animation/Video.

- ▷ Videos & Animations may automatically play without sound for up to 15 seconds and repeat up to 3 times with an initial load of 40K.
- ▷ Videos should be 18 fps or less.
- ▷ An animation/video banner may automatically play.
- ▷ The banner should have a visible "play/stop" button.
- ▷ The audio must be initiated by the user.
- ▷ The banner should display a visible "sound on/off" button.

Flash Ad Guidelines.

- ▷ **BUTTON ACTION:** The banner's button action should not be within a MovieClip. A MovieClip in Flash is added onto the timeline as new layer on the stage. If the button action is within a MovieClip, the clickTag variable must return to the root of the Movie for it to work.

Example: _root.clickTag or _layer0.clickTag.

- ▷ **FINAL URLs:** We will attempt to confirm that a banner's final URL works, but please advise us if the URL is not live. Please do not include characters such as "&" and "?" in the URL as that can cause the clickTag to fail in our banner-serving system.

Featured Video Advertorials

- ▷ H.264 or Apple ProRes 422
 - ▷ Minimum 1080p
- For more info for optimization visit:
<https://vimeo.com/help/compression>

Podcast Advertorials

- ▷ MP3
- ▷ 44.1kHz
- ▷ Bit Rate: Constant, minimum 96 kbps

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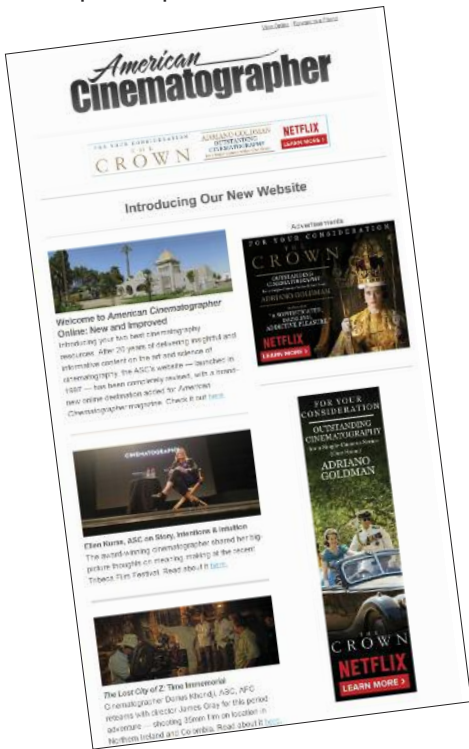
AMERICAN CINEMATOGRAPHER eNEWSLETTERS + eBLASTS

eNewsletters

We send **eNewsletters three to four times a month** to an exclusive list of subscribers.

The *American Cinematographer* preview is sent in either the first or last week of the month, and the other two newsletters are sent in the second and third weeks.

Each newsletter goes out **on a Tuesday or Thursday** for the best open-response rate.



Banners

▷ 468 x 60px

▷ 300 x 250px

▷ 160 x 600px

Format

▷ JPG, GIF or animated GIF
(Flash, javascript and other rich media do not work for all email subscribers)

Circulation

▷ More than 70,000 subscribers*

Open Rate

▷ More than 15%

Sample Banner Links:

[Netflix](#)

[New Products & Web](#)



eBlasts

An eBlast is devoted exclusively to promoting your product or event to our subscribers.

Format

- ▷ HTML file
- ▷ Subject line
- ▷ Frame width 600-660px
- ▷ No css, js or rich media
- ▷ Do not use text in all caps
- ▷ Include company name, contact info, address and phone number and url where link should be directed

Circulation

▷ More than 70,000 subscribers*

Sample eBlast Links:

[Chimera](#)

[Arri](#)

* Approximate circulation, ask your salesperson for the most up-to-date number



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AMERICAN CINEMATOGRAPHER DIGITAL EDITION PROMOTION OPPORTUNITIES

Sponsorship of an Issue

to more than 18,000 digital subscribers.

Page Sponsorship (opposite of the cover)

585 x 755px (Maximum size)

300 x 250px

Leaderboard

728 x 90px



Inserts (Page trim is 8.125" x 10.5")

A single page or multiple pages can be placed into the digital edition only.

FP

1/2 P



Bind-in Card (two sided — 5.875" x 4.125")

A blow-in card can be inserted into the digital edition only.

Digital Edition Intro Letter

Banners:

300 x 250px

468 x 60px

160 x 600px

Rich Media Opportunities

Flash Animation

Flash animation can be incorporated into an advertiser's existing print ad.

Audio

Audio can be incorporated into an advertiser's existing print ad.

Video

Video can be incorporated into an advertiser's existing print ad.

Additional Livelinks

Each print advertiser gets one activated link (to their Web address) per ad at no extra charge. Additional link activation through an image, graphic or url can be purchased.

AC Mag App Banner in Digital Edition

Mobile (320 x 50px) and Tablet (768 x 50px)

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AMERICAN CINEMATOGRAPHER READER PROFILE

THE FILM+DIGITAL INDUSTRY

Practically every cinematographer in the business reads AC, and **two-thirds** of our subscribers work in other aspects of filmmaking.

They include directors, producers, editors and production executives.

AC Readership

More than **100,000 worldwide** including print, digital and pass-along audience.

9 out of 10 AC readers **save every issue** for future reference.

97% of AC readers read **more than half** of every issue.

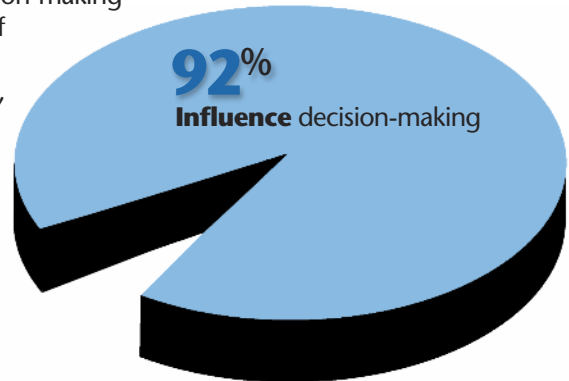
2.5 readers per copy



MANAGEMENT DECISION-MAKERS

9 out of **10**  **take action**

92% of AC subscribers report that they influence decision-making for one or more stages of production (choice of equipment, rental house, buying equipment and software).



ACTIONS TAKEN AFTER SEEING ADVERTISING:

- 23%** Recommended the purchase of an advertised product/service
- 21%** Purchased an advertised product/service
- 7%** Contacted an advertiser directly
- 4%** Met with salesperson

READER PROFILE

Age and %	Gender	Education	Income
under 25 8.6	92% Male	6% High School	\$103,100 Avg.
25-34 27.8	8% Female	20% Some College	
35-44 25.8		42%- 4 yr. College	
45-49 9.1		21% Postgraduate	
50-54 8.8			
55-64 13			
65 or older 6.9			

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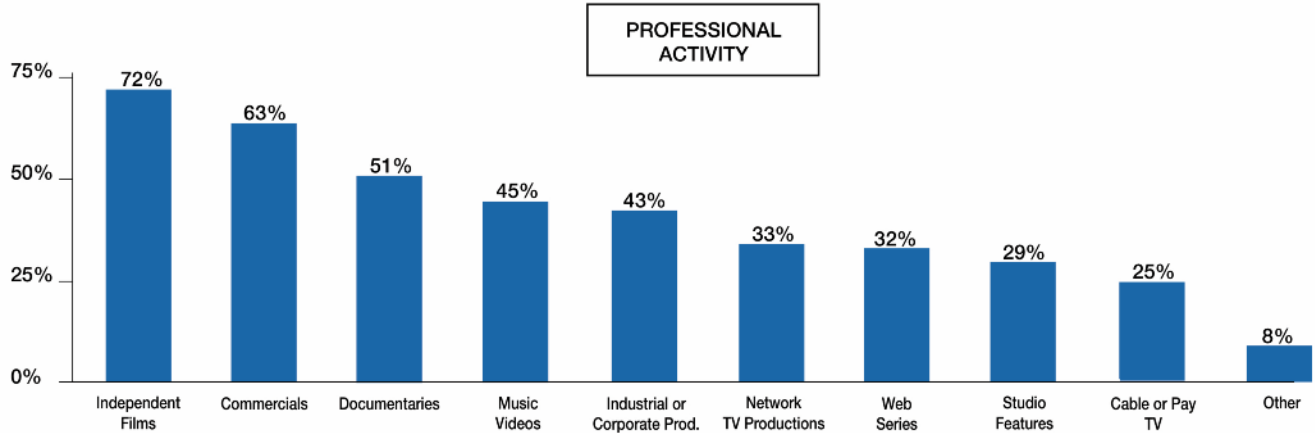
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AMERICAN CINEMATOGRAPHER INDUSTRY PROFESSIONALS

American Cinematographer is the industry's only paid subscription-based trade magazine. That means professionals in all areas of filmmaking, including television, commercials, music videos and features, depend on AC enough to pay for it.



AREAS OF EXPERTISE DECISION/INFLUENCE

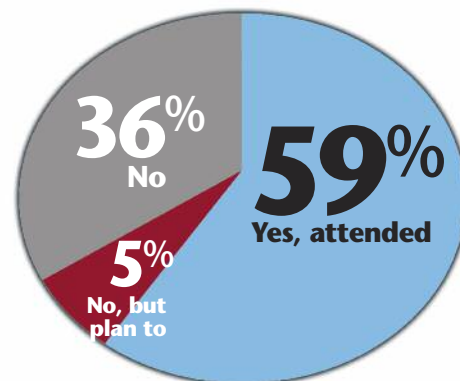
Cinematographer	72%
Camera Operator	48%
Director	34%
Editor	29%
Still Photographer	23%
Producer	22%
Camera Assistant	22%
Gaffer	20%
Colorist	19%
Screenwriter	17%
Grip	12%
Audio & Video Technician	11%
Digital Imaging Technician (DIT)	9%
Instructor	8%
Management	6%
Advertising Agency	6%
Student	6%
Animation/Visual-Effects Artist	5%
Production Management	5%
Assistant Director	4%
Visual-Effects Supervisor	4%
Production Designer	3%
Production Executive	3%
Manufacturer	1%
Lab Technician	1%
Publicist	1%
Other	7%
None of the above	2%



15.9

Average # of years as a full-time professional

% of AC Readers Film School Attendance:



Source: Signet Research Inc.

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PROMOTIONAL DISTRIBUTION

Festival or Market / City	Month	# Copies
Sundance Film Fest (Dec. 2017 issue)	Jan.	1,500
Sundance Film Fest (Jan. 2018 issue)	Jan.	1,000
Slamdance Film Festival	Jan.	1,500
NAB / Las Vegas	April	5,000
Cine Gear Expo / Los Angeles	June	2,500
Cine Video Expo / Mexico City	June	1,250
Siggraph	July	2,000
IBC / Amsterdam	Sept.	2,500
Interdrone Expo / Las Vegas	Sept.	500
NAB / New York	Sept.	2,500
Cinec / Germany	Sept.	1,500
Drone World Expo / Las Vegas	Oct.	2,500
New Orleans Film Fest	Oct.	350
Profusion / Toronto	Nov.	500
AFI Film Festival / Los Angeles	Nov.	1,000
AFM / Santa Monica	Nov.	2,500
Inter Bee / Japan	Nov.	500
Camerimage / Poland	Nov.	1,000
Government Video & Tech.	Nov.	1,500
Siggraph Asia	Dec.	500

YEARLY TOTAL: 32,100



WHERE IN THE WORLD

	# copies
▶ UNITED STATES	
New England (CT, ME, MA, NH, RI, VT)	1,022
Middle Atlantic (NJ, NY, PA)	3,215
East North Central (IL, IN, MI, OH, WI)	1,160
West North Central (IA, KS, MN, MO, NE, ND, SD)	660
South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)	2,020
East South Central (AL, KY, MS, TN)	904
West South Central (AR, LA, OK, TX)	1,210
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	805
Pacific (AK, CA, HI, OR, WA)	13,329
subtotal:	24,325
▶ INTERNATIONAL	
Canada	1,320
Foreign	8,340
Other Territories	15
subtotal:	9,675

TOTAL: 34,000

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