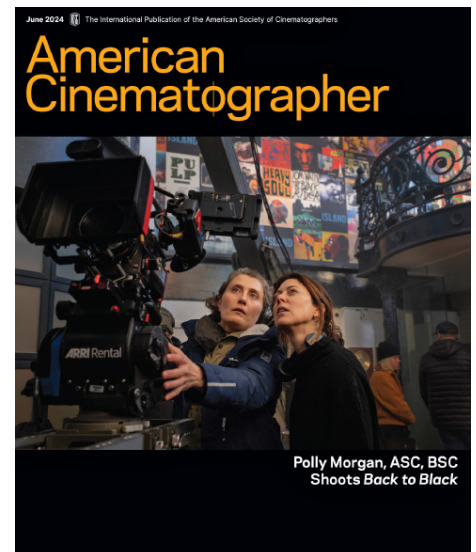
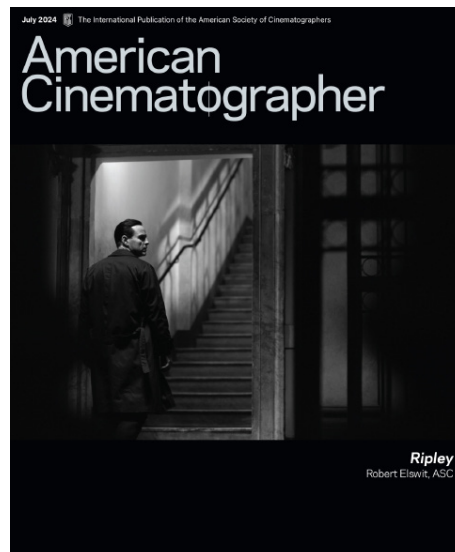
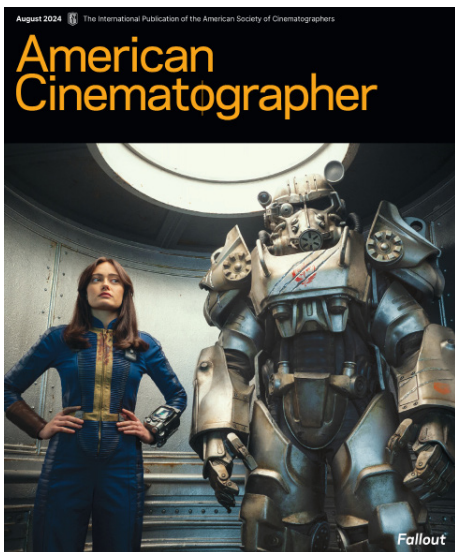
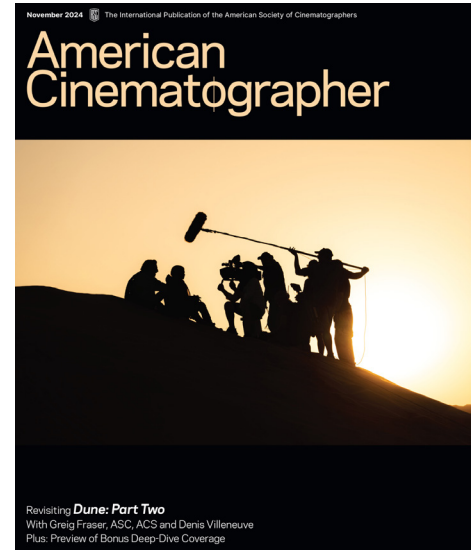
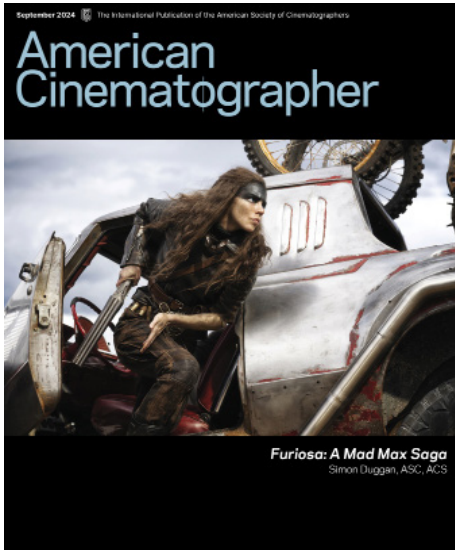


American Cinematographer

2024-'25 Print & Digital Media Kit Rates / Dates / Specs



Advertising Contacts

Sanja Pearce

Advertising Sales Director, East, South
& Midwest U.S. & Awards Campaigns
323 952 2114
sanja@ascmag.com

Jeff Victor

Advertising Sales Director, Western U.S.
& International
310-241-3166 / 847-721-2730
jvictor@techwoodmedia.com

American Cinematographer

2024-'25 Print & Digital Media Kit Rates / Dates / Specs

MISSION

American Cinematographer is the flagship publication of the American Society of Cinematographers (ASC) and the world's leading international journal on motion imaging.

Since its launch in 1920, AC has served filmmakers by exploring the artistic thought processes of the industry's most innovative and talented directors of photography. We also focus on the cinematographer's key collaborators — including directors, producers, production designers, visual effects experts, and their camera and lighting crews — explaining the means by which they jointly realize a creative vision.

Our editorial approach seeks to keep readers abreast of advances in all facets of production and post, informing them of emerging technologies — the latest advances in lighting, lenses, cameras, and virtual production and visual effects techniques. We also go behind the scenes of visually extraordinary productions, including features, series, streaming content, music videos, commercials, documentaries, and short-form projects.

Over the years, AC has been honored for editorial excellence with seven *Folio*: Eddie Awards (as the top publication in the B-to-B Media/ Entertainment/ Publishing category) and scores of Eddie Awards and nominations for individual articles.

Our website — theasc.com — offers unique content, including video and podcast interviews with prominent filmmakers, image galleries, complete coverage of new products and services, and exclusive access to AC's vast archive of editorial coverage, including more than 100 years of reporting.

This content is bolstered by our social-media streams, which reach a global audience of more than 400,000 followers on Facebook, Instagram, X and Vimeo.

Advertising Contacts

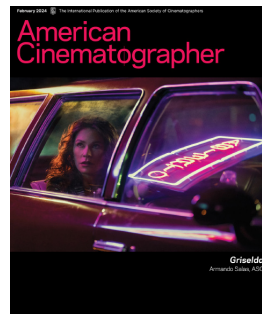
Sanja Pearce

Advertising Sales Director, East, South & Midwest U.S. & Awards Campaigns
323 952 2114
sanja@ascmag.com

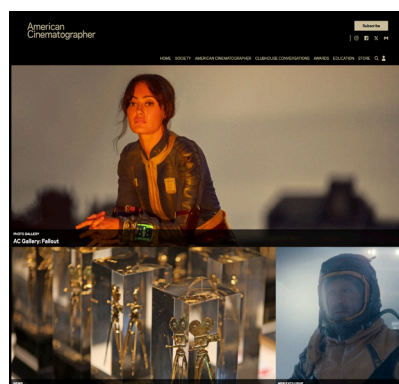
Jeff Victor

Advertising Sales Director, Western U.S. & International
310-241-3166 / 847-721-2730
jvictor@techwoodmedia.com

REACH



Print & Digital Subscribers: 40,000+



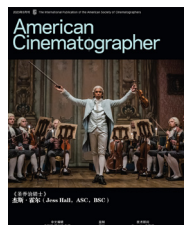
Monthly Site Impressions: 325,000+



Total Social Media Followers: 400,000+



eNewsletter Subscribers: 60,000+



Chinese-Language Digital Edition

Reaches more than 120,000+ subscribers.

EDITORIAL CALENDAR

* Indicates BONUS distribution at key industry events. All dates are TENTATIVE.

January

- Director/Cinematographer Collaboration
- Lighting for Virtual Production

* Sundance Film Festival

Edit Pitches: 9/2/2024
Ad Space: 11/4/2024
Ads Due: 11/15/2024
On Sale: 12/23/2024

February

- Aerial Cinematography
- ASC Awards Honorees

* ASC Awards
* BSC Expo
* Santa Barbara Film Festival

Edit Pitches: 10/2/2024
Ad Space: 12/4/2024
Ads Due: 12/13/2024
On Sale: 1/27/2025

March

- Special Lighting Focus
- Lenses & Optics

* Cine Gear Expo NY

Edit Pitches: 11/4/2024
Ad Space: 1/6/2025
Ads Due: 1/17/2025
On Sale: 2/24/2025

April

- Production Workflow Tools
- Postproduction

* NAB Las Vegas

Edit Pitches: 12/2/2024
Ad Space: 2/5/2025
Ads Due: 2/17/2025
On Sale: 3/28/2025

May

- Camera Support
- ASC Member Still Photography

Edit Pitches: 1/3/2025
Ad Space: 3/6/2025
Ads Due: 3/17/2025
On Sale: 4/25/2025

June

- Summer Blockbusters
- Cloud-Based Production

* Cine Video Expo (Mexico)
* Cine Gear Expo Los Angeles

Edit Pitches: 2/3/2025
Ad Space: 4/3/2025
Ads Due: 4/14/2025
On Sale: 5/29/2025

July

- Lighting for Television and Streaming
- New Products Showcase

Edit Pitches: 3/3/2025
Ad Space: 5/5/2025
Ads Due: 5/15/2025
On Sale: 6/20/2025

August

- Rising Stars of Cinematography
- Cinema Cameras
- Lenses & Optics

* Siggraph
* Set Expo Brazil

Edit Pitches: 4/2/2025
Ad Space: 6/5/2025
Ads Due: 6/16/2025
On Sale: 7/28/2025

September

- International Production
- Location Shooting

* IBC (Amsterdam)

Edit Pitches: 5/2/2025
Ad Space: 7/8/2025
Ads Due: 7/15/2025
On Sale: 8/22/2025

October

- Specialized Lighting Systems
- Camera Support
- Horror Spotlight

* AFI Film Festival
* NAB New York
* Broadcast India
* Cine Gear Atlanta

Edit Pitches: 6/3/2025
Ad Space: 8/6/2025
Ads Due: 8/18/2025
On Sale: 9/29/2025

November

- Virtual Production
- On-Set Monitors

* American Film Market
* Camerimage (Poland)
* InterBee (Japan)
* LDI

Edit Pitches: 7/2/2025
Ad Space: 9/5/2025
Ads Due: 9/16/2025
On Sale: 10/27/2025

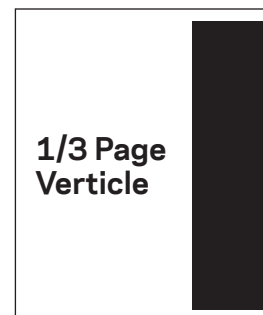
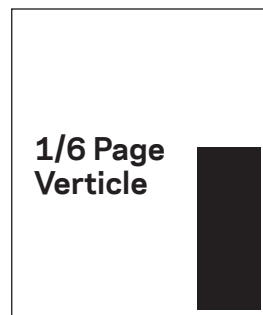
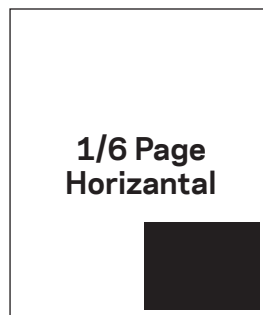
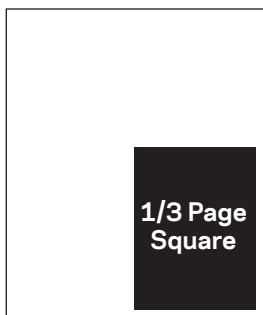
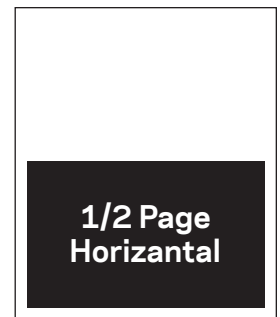
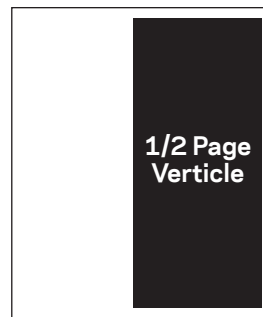
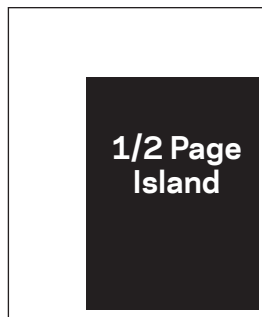
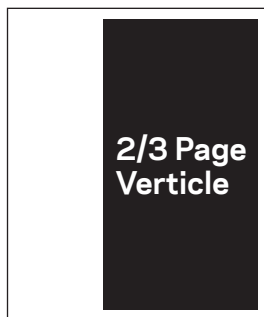
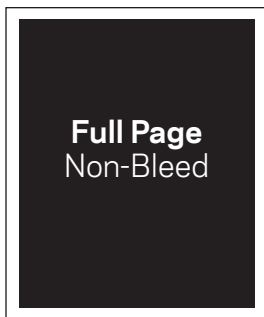
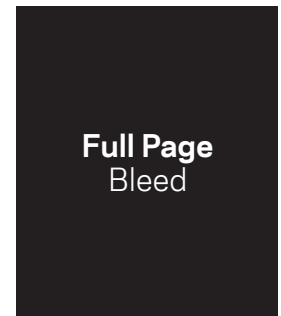
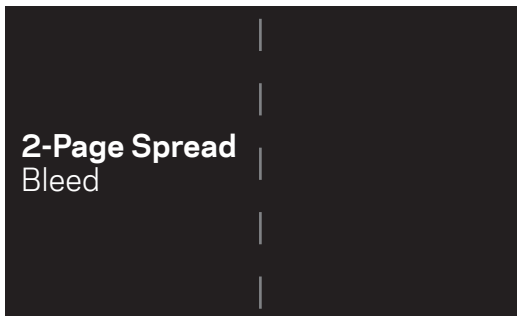
December

- Awards Season: VFX
- Cinema Cameras

Edit Pitches: 8/4/2025
Ad Space: 10/7/2025
Ads Due: 10/16/2025
On Sale: 11/24/2025

AC MECHANICAL REQUIREMENTS

AD SIZES	INCHES	MILLIMETERS	PICAS
2-page/spread: bleed	18.25" x 11.125"	467 x 286	110.3 x 67.6
2-page/spread: non-bleed	17.25" x 10.125"	438 x 257	103.6 x 60.9
full page: bleed	9.25" x 11.125"	233.5 x 286	55.2 x 67.6
full page: non-bleed	8.25" x 10.125"	210 x 257	49.6 x 60.9
2/3 page: vertical	5.25" x 10.125"	133.3 x 257	31.6 x 60.9
1/2 page: island	5.285" x 7.875"	200 x 134.25	31.9 x 47.3
1/2 page: vertical	4" x 10.125"	101.5 x 257	24 x 60.9
1/2 page: horizontal	8.25" x 5.125"	210 x 130	49.6 x 30.9
1/3 page: square	4" x 5.875"	101.5 x 149.5	24 x 35.3
1/3 page: vertical	2.625" x 10.125"	66.5 x 257	15.9 x 60.9
1/6 page: horizontal	4" x 3.275"	101.5 x 83	24 x 19.6
1/6 page: vertical	2.625" x 5"	66.5 x 127	15.9 x 30



AC WEB AD OPTIONS + ADVERTORIALS

[View our current home page now.](#)

Super Leaderboard Banner 970x90px or 970x250px



The screenshot shows the American Cinematographer website layout. At the top is a navigation bar with 'American Cinematographer' logo, a 'Subscribe' button, and social media icons. Below is a main header with a large image of a cityscape (1) and a '970X250' placeholder. The main content area includes a 'VFX PERSPECTIVE' article (2) with an 'AbsenLive' advertisement, a 'FEATURE' article (3) about Francis Ford Coppola, and three 'HISTORICAL' articles (4, 5, 6) with video thumbnails. At the bottom is a footer with 'American Cinematographer' logo, a '970X250' placeholder, and two columns of 'News' and 'Articles' with '300X250' and '300X250' placeholders.

AC Home Page Showcase Image (Possible placements in 2, 4, 5, 6)

Featured Video Advertorials or Sponsorships (Possible placements in 2, 4, 5, 6)

Square Banner (300 x 250px)

Advertising Contacts

Sanja Pearce
Advertising Sales Director, East, South & Midwest U.S. & Awards Campaigns
323 952 2114
sanja@ascmag.com

Jeff Victor
Advertising Sales Director, Western U.S. & International
310-241-3166 / 847-721-2730
jvictor@techwoodmedia.com

AC WEB RATES

Banners

theasc.com Homepage

970x250px Leaderboard (25,000 impressions/month) (1x)	Rate: \$4,000
300x250px Square (10,000-15,000 impressions/month) (7x)	Rate: \$2,850

AC Homepage & News

970x250px Leaderboard (8,000-10,000 impressions/month) (1x)	Rate: \$2,000
300x250px Square (5,000 impressions/month) (7x)	Rate: \$1,000

AC Single Articles/Features

970x250px Leaderboard (20,000-25,000 impressions/month) (1x)	Rate: \$4,000
300x250px Square (10,000-12,000 impressions/month) (6x)	Rate: \$2,500

All AC Article Pages

970x250px Leaderboard (40,000-50,000 impressions/month) (1x)	Rate: \$6,500
300x250px (30,000-40,000 impressions/month) (6x)	Rate: \$4,500

Assets due 3-5 business days before going live.

Advertorial

Web Article

Client provides all content (text, images, video, links) and schematic of page layout. Video must be 1920x1080. Images must be JPGs with a featured main image measuring no less than 1920x1080px. Requires headline (max 8 words), description (max 15 words), story text (max 1,200 words). Includes AC Homepage Showcase Image placement for 30 days and social media post. Assets due 5-7 business days before going live.

Rate: \$4,500

Home Page Showcase

Image (includes URL link and social media post)

1920x1080px (artwork should be composed for adaptive presentation across various devices)

Rate: \$3,500

Featured Video (with social media post)

Client supplies 3-15 minute clip (1920x1080), a featured main image (1920x1080px JPG), headline (max 8 words), description (max 15 words), story text (max 500 words). Assets due 3-5 business days before going live.

Rate: \$3,500

Advertising Contacts

Sanja Pearce

Advertising Sales Director, East, South & Midwest U.S. & Awards Campaigns
323 952 2114
sanja@ascmag.com

Jeff Victor

Advertising Sales Director, Western U.S. & International
310-241-3166 / 847-721-2730
jvictor@techwoodmedia.com

RICH MEDIA FORMATS

HTML \ Javascript

- 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.
- Third-party trafficking allowed.

Files provided should be under 200K.

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.
- 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.

[Featured Video Advertorials](#)

- H.264 or Apple ProRes 422
- Minimum 1920x1080
- For more info for optimization visit: <https://vimeo.com/help/compression>

eBlasts

An eBlast is devoted exclusively to promoting your message, product or event to our exclusive list of approximately **60K subscribers***,

Dedicated email Format

- HTML file or JPG
- Subject line 60-100 characters
- Frame width 600-660px

Rate: \$5,000

eNewsletters

We deliver our eNewsletters **two to three times a month** to our exclusive list of approximately **60K subscribers***, with each containing previews to our latest web editorial content.

Banners

- 468 x 60px / Rate: \$1,800
- 300 x 250px / Rate: \$1,800
- 600 x 250px / Rate: \$2,500
(All three positions \$5,000)
- 970 x 250px / Rate: \$3,000

All artwork should be submitted as web-ready JPEGs, 72 or 92dpi, file size up to 200KB.

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

Open Rate for eNewsletters and eBlasts

Average 30% plus.

Assets due 3-5 business days before going live.

AC Podcast

Episode Sponsorship

Includes in-show audio mention; company name below podcast headline with direct link, inclusion of logo, permanent placement.

Rate: \$3,000

Custom Episode Creation

Includes complete end-to-end production of a 30-minute non-commercial episode following the advertiser's suggested discussion points. Check with your ad rep for scheduling details. Pricing available upon request.

Social Media Posts

(Facebook, X or Instagram)

Client provides all content (text, images, video, links, tags). Video must be 1920x1080. Images must be JPGs with a featured main image measuring no less than 1920x1080px. Post + two reposts

Rate: \$2,250

Social Media Package

Same as above. Includes Facebook post (with scheduled reposts), X and Instagram.

Rate: \$3,000

"Hot Off the Presses" Social Posts

Features advertiser on social media during the monthly print issue promotional roll-out. The advertiser would also be noted in the accompanying post caption. Check with your ad rep for pricing and asset deadlines. Estimated monthly views: 50,000 and up.

Assets due 3-5 business days before going live.

Advertising Contacts

Sanja Pearce

Advertising Sales Director, East, South & Midwest U.S. & Awards Campaigns
323 952 2114
sanja@ascmag.com

Jeff Victor

Advertising Sales Director, Western U.S. & International
310-241-3166 / 847-721-2730
jvictor@techwoodmedia.com

AC Digital Edition Promotion Opportunities



[Click for sample of our Digital Edition](#)

Sponsorship of an Issue

Delivered to more than 22K digital subscribers.

Page Sponsorship (opposite of the cover)

585 x 755px (Maximum size) Rate: \$4,500

300 x 250px Rate: \$2,500

Leaderboard

728 x 90px Rate: \$1,925

Inserts

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

Full Page Rate: \$3,500 (one side)

— \$5,500 (two sides)

Half Page Rate: \$2,500 (one side)

— \$4,000 (two sides)

(See print specs for dimensions)

Digital Edition Intro Letter

Banners

• 300 x 250px \$1,800

• 468 x 60px \$1,800

• 160 x 600px \$2,500

• All three positions \$5,000

Rich Media Opportunities

Can be incorporated into an advertiser's existing print ad. \$300 per element

Audio

Can be incorporated into an advertiser's existing print ad.

\$400 per element

Video

Can be incorporated into an advertiser's existing print ad.

\$500 per element

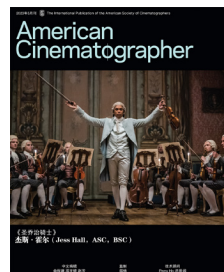
Additional Livelinks

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.

\$50 per link

Chinese Edition

Our partnership with a leading web publisher in China allows us to produce a monthly digital edition for this rapidly expanding market. With 120,000+ subscribers, this is a unique vehicle for your message.



Advertising Contacts

Sanja Pearce

Advertising Sales Director, East, South & Midwest U.S. & Awards Campaigns

323 952 2114

sanja@ascmag.com

Jeff Victor

Advertising Sales Director, Western U.S. & International

310-241-3166 / 847-721-2730

jvictor@techwoodmedia.com