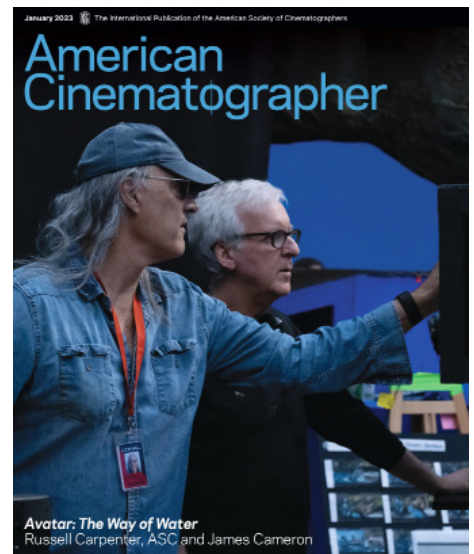
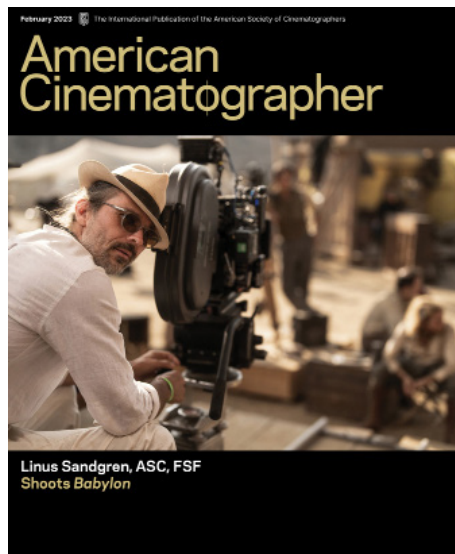
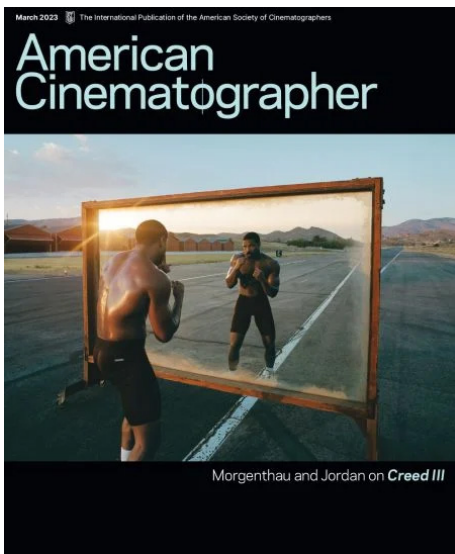
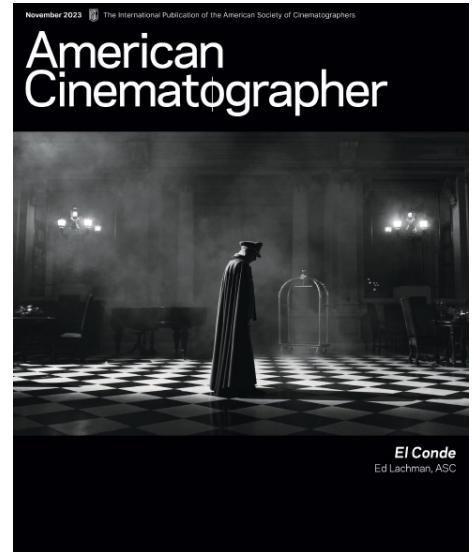
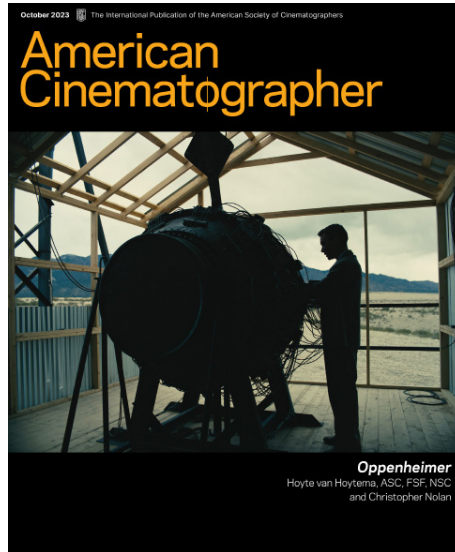
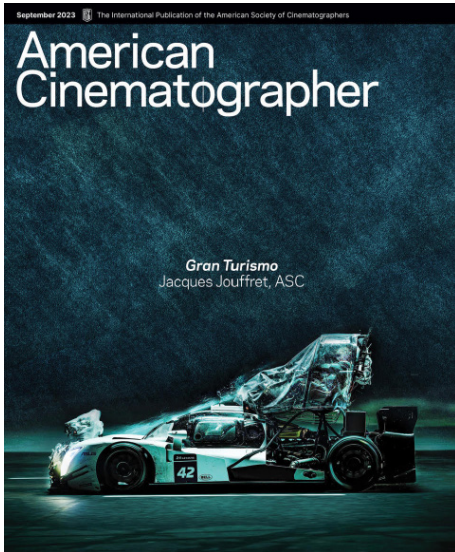


American Cinematographer

2023-'24 Print & Digital Media Kit Rates / Dates / Specs



Advertising Contacts

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American Cinematographer

2023-'24 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.

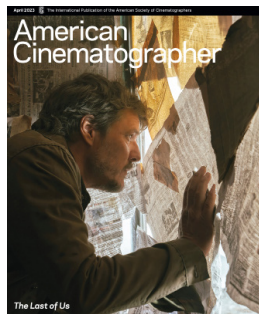
Our editorial approach seeks to keep readers abreast of advances in all facets of production and post, informing them of emerging technologies — the latest advances in lighting, lenses, cameras, and virtual production and visual effects techniques. We also go behind the scenes of visually extraordinary 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.

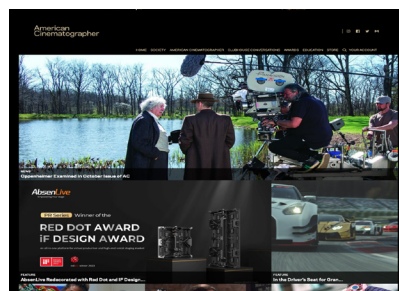
Our website — theasc.com — offers unique content, including video and podcast interviews with prominent filmmakers, image galleries, complete coverage of new products and services, and exclusive access to AC's vast archive of editorial coverage, including more than 100 years of reporting.

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.

REACH



Print & Digital Subscribers: 40,000+



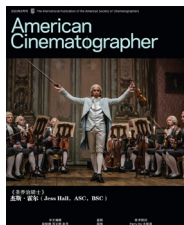
Monthly Site Impressions: 325,000+



Total Social Media Followers: 400,000+



eNewsletter Subscribers: 60,000+



Chinese-Language Digital Edition

Reaches more than 120,000+ subscribers.

Advertising Contacts

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EDITORIAL CALENDAR

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

January

Awards Season: Directors

* Sundance Film Festival 2024

Edit Pitches: 9/1/2023
Ad Space: 11/2/2023
Ads Due: 11/15/2023
On Sale: 12/28/2023

February

Lighting Focus I

* Berlin Int. Film Festival
* BSC Expo

Edit Pitches: 10/2/2023
Ad Space: 12/4/2023
Ads Due: 12/14/2023
On Sale: 1/30/2024

March

Virtual Production I / ASC Awards Honorees

* ASC Awards
* SXSW

Edit Pitches: 11/1/2023
Ad Space: 1/5/2024
Ads Due: 1/15/2024
On Sale: 2/22/2024

April

Camera Movement & Support Systems

* NAB Las Vegas

Edit Pitches: 12/1/2023
Ad Space: 2/5/2024
Ads Due: 2/15/2024
On Sale: 3/29/2024

May

Still Photography

* Cannes Film Festival (France)

Edit Pitches: 1/4/2024
Ad Space: 3/6/2024
Ads Due: 3/15/2024
On Sale: 4/29/2024

June

Lenses & Optics

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

Edit Pitches: 2/1/2024
Ad Space: 4/5/2024
Ads Due: 4/12/2024
On Sale: 5/24/2024

July

**Television Production
New Products Showcase**

* Siggraph

Edit Pitches: 3/1/2024
Ad Space: 5/6/2024
Ads Due: 5/15/2024
On Sale: 6/20/2024

August

**Rising Stars of Cinematography
Camera Systems**

Edit Pitches: 4/2/2024
Ad Space: 6/5/2024
Ads Due: 6/14/2024
On Sale: 7/31/2024

September

International Production

* IBC (Amsterdam)
* Jackson Wild Festival
* Toronto Int. Film Festival

Edit Pitches: 5/2/2024
Ad Space: 7/8/2024
Ads Due: 7/15/2024
On Sale: 8/20/2024

October

Lighting Focus II

* NAB New York
* Broadcast India
* Cine Gear Atlanta

Edit Pitches: 6/3/2024
Ad Space: 8/6/2024
Ads Due: 8/16/2024
On Sale: 9/30/2024

November

Virtual Production II

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

Edit Pitches: 7/2/2024
Ad Space: 9/6/2024
Ads Due: 9/16/2024
On Sale: 10/30/2024

December

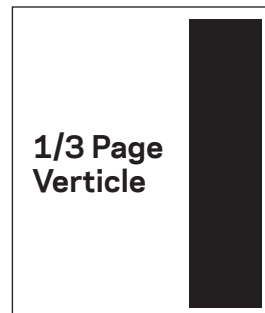
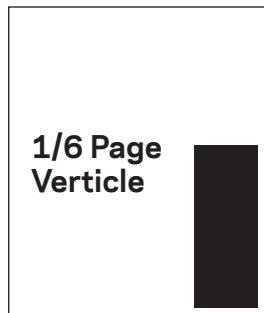
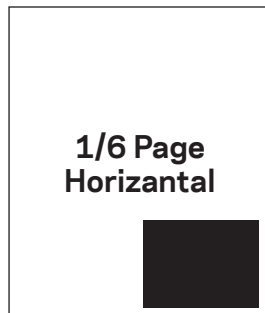
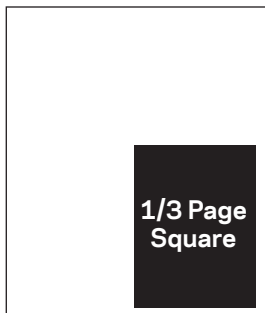
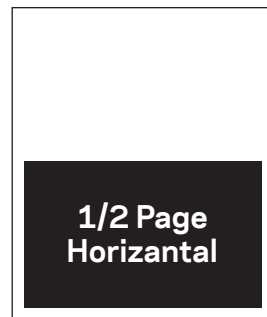
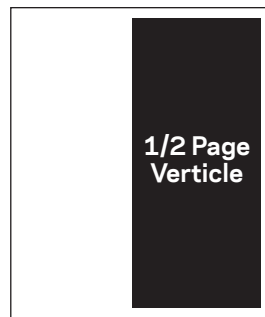
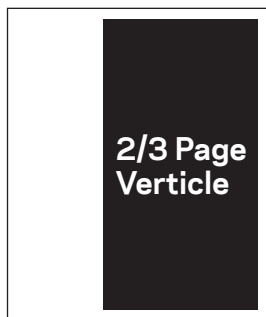
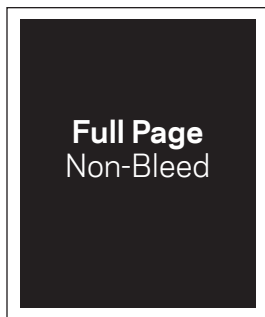
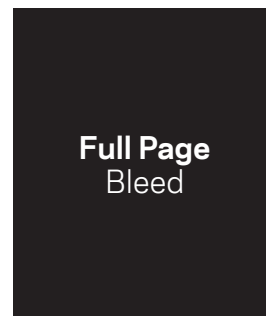
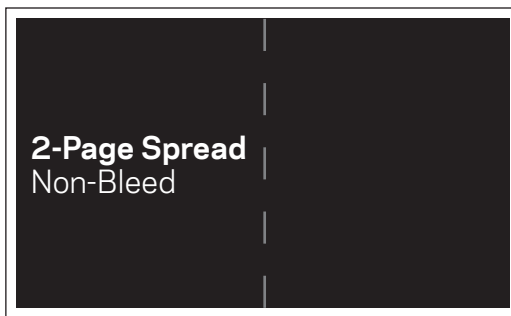
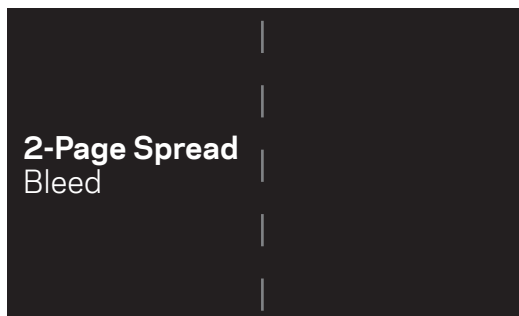
Awards Season: VFX

* Sundance Film Festival 2025

Edit Pitches: 8/1/2024
Ad Space: 10/7/2024
Ads Due: 10/15/2024
On Sale: 11/27/2024

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



CONTINUED ON NEXT PAGE...

...CONTINUED FROM PREVIOUS PAGE

PAGE TRIMS

9" x 10.875"

228.6mm x 276.25mm

54 x 60.3 picas

SAFETY MARGIN

.375"

.95cm

2.25 picas

LIVE AREA FOR FULL PAGE:

8.25" x 10.125"

210mm x 257mm

49.6 x 60.9 picas

BLEED ADS

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

Artwork should be flattened when saved (.pdf or .tif file). Total ink no higher than 320%. For quality assurance on full-page, 4-color ads, please provide color proof.

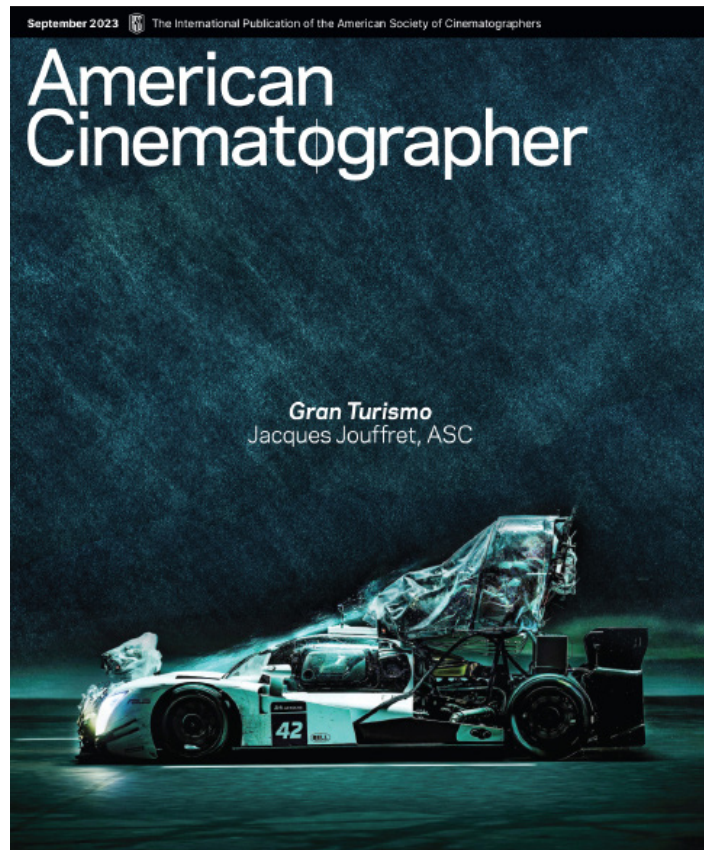
ACCEPTED IMAGE FORMATS

.tif files (grayscale or CMYK, 300 dpi, total ink under 320%).

.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.



Advertising Contacts

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Jeff Victor

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jvictor@techwoodmedia.com

AC WEB AD OPTIONS + ADVERTORIALS

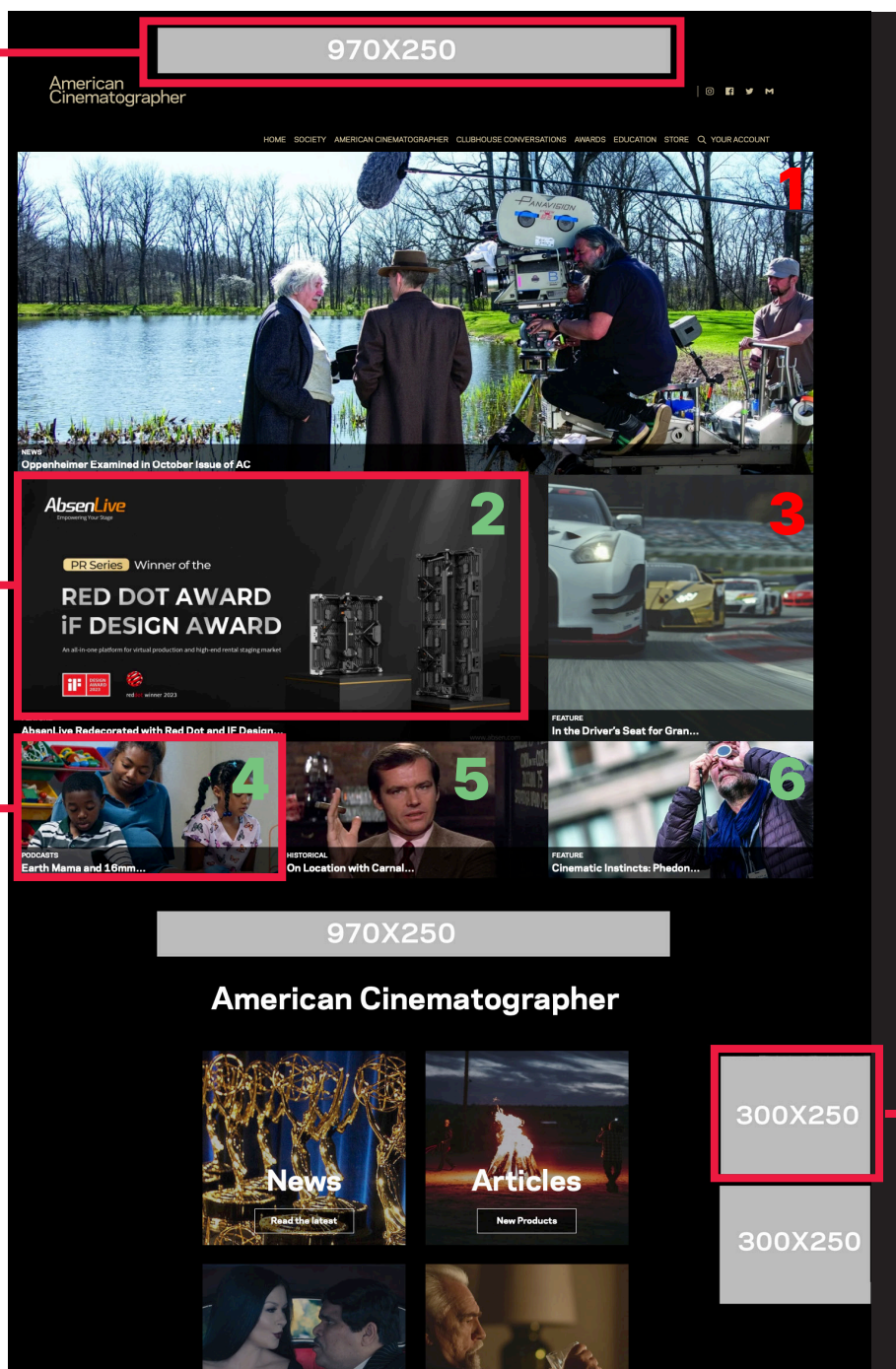
Super Leaderboard
Banner 970x90px or
970x250px

970X250

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

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

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



300X250

Square Banner
(300 x 250px)

300X250

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jvictor@techwoodmedia.com

American Cinematographer

AC WEB RATES

2023-'24 Print & Digital Media Kit

Rates / Dates / Specs

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

Home Page Showcase

Image (includes URL link and social media post)

1920x1080px (inset for live area tkxtpx)	Rate: \$3,500
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Featured Video (with social media post)

Client must supply 3-15 minute clip (1920x1080), a featured main image (1920x1080px JPG), headline (max 8 words), description (max 15 words), story text (max 500 words).	Rate: \$3,500
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Advertorial

Web Article

Client provides all content (text, images, video, links) and PDF schematic of proposed 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.	Rate: \$4,500
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AC Facebook Promotion

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
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Social Media Package

Same as above. Includes Facebook post (with scheduled repost), X and Instagram.	Rate: \$3,000
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Podcast

Episode Sponsorship

Includes in-show audio mention; company name below podcast headline with direct link, inclusion of logo, permanent placement.	Rate: \$3,000
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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.
- 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.

[Featured Video Advertorials](#)

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

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eNewsletters

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

Banners

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

All artwork should be submitted as web-ready JPEGs, 72 or 90dpi, file size up to 600KB.

Open Rate

Approximately 25-30% on average

Sample Banner Links

[AC monthly preview eNewsletter](#)

[AC/ASC eNewsletter](#)

[American Cinematographer Online](#)

eBlasts

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

Dedicated email Format

- HTML file or JPG
- Subject line 50-60 characters
- Frame width 600-660px
- No css, js or rich media
- All CSS must be inline in the <body> code
- All code submitted must be formatted to work in Mail Chimp
- Do not use text in all caps
- Include company name, contact info, address and phone number and url where link should be directed

Rate

\$5,000 per eBlast

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

Open Rate

Approximately 25-30% on average

Advertising Contacts

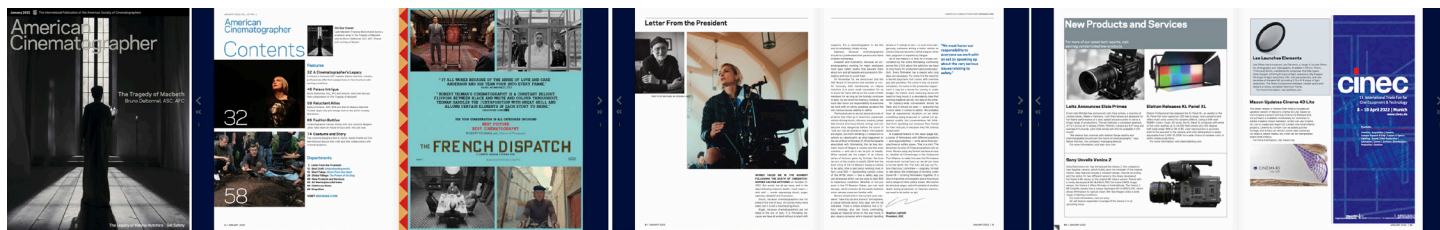
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AC Digital Edition Promotion Opportunities



[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.



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