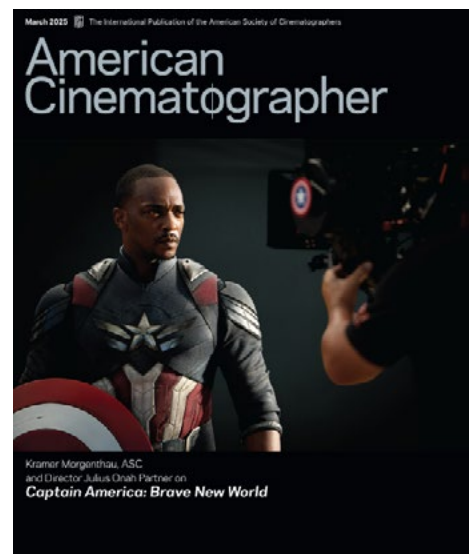
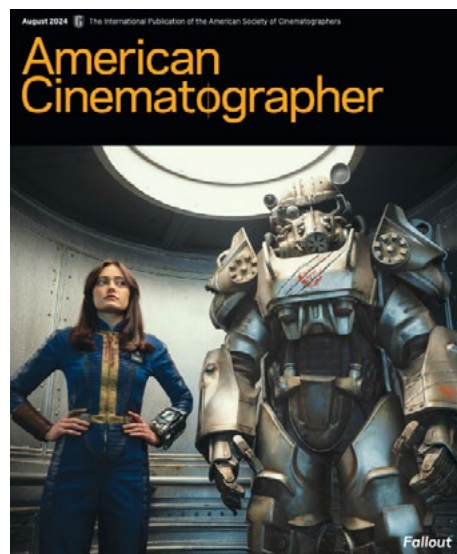
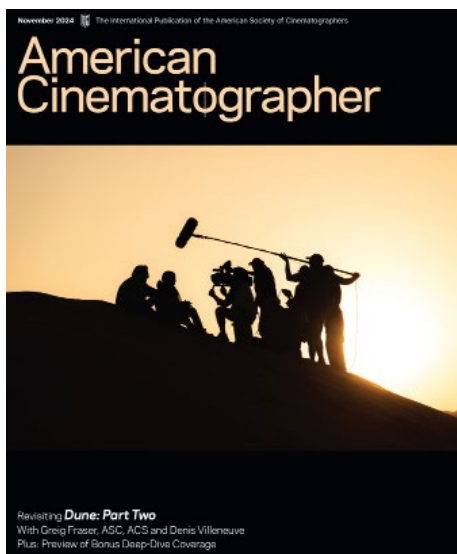
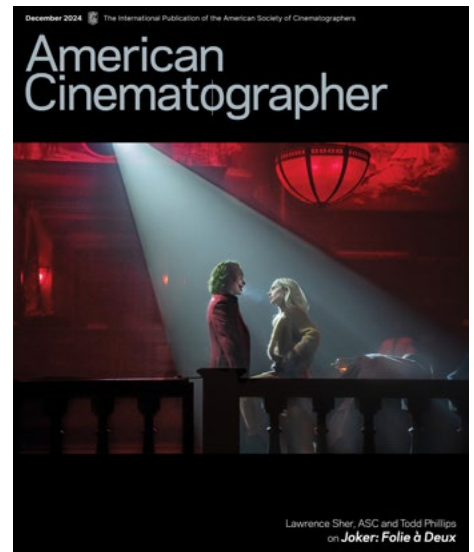
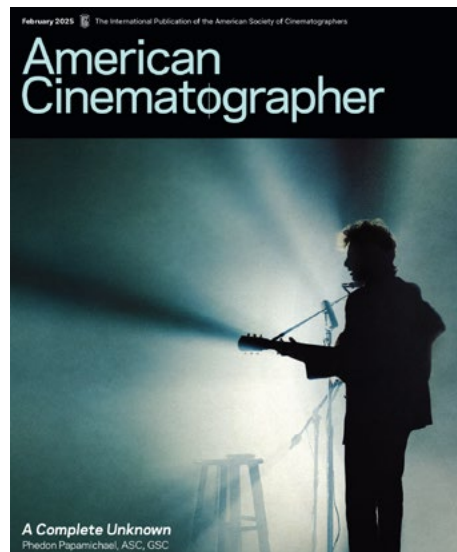
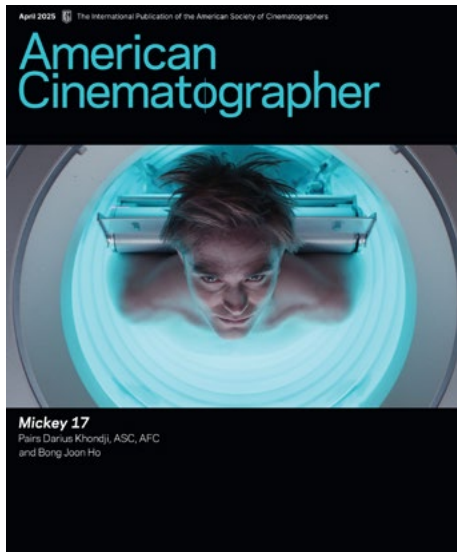


American Cinematographer

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



Advertising Contacts

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Michael Ibañez

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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

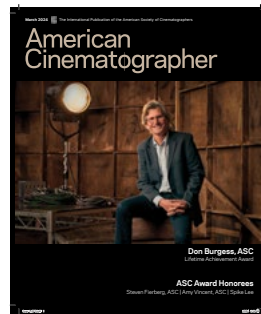
Sanja Pearce

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323 952 2114
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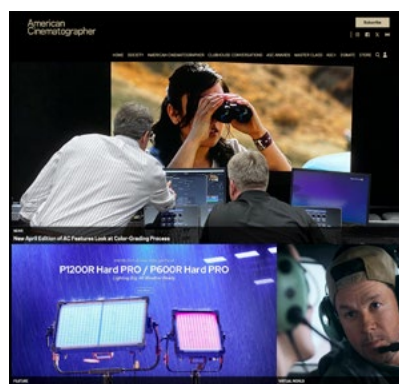
Michael Ibañez

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michael@ascmag.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 PRINT RATES

COLOR	1x	4x	6x	8x	12x
2-page/spread	\$12,630	\$11,800	\$11,400	\$11,100	\$10,350
full page	6,580	6,130	5,940	5,770	5,370
2/3 page	5,530	5,180	5,010	4,870	4,550
1/2 island	5,110	4,780	4,640	4,510	4,220
1/2 page	4,530	4,240	4,120	4,000	3,760
1/3 page	2,810	2,640	2,550	2,480	2,330
1/6 page	1,800	1,690	1,650	1,600	1,510

B&W	1x	4x	6x	8x	12x
2-page/spread:	\$9,930	\$9,180	\$8,810	\$8,560	\$7,840
full page	5,230	4,820	4,630	4,510	4,120
2/3 page	4,180	3,860	3,700	3,600	3,300
1/2 island	3,760	3,470	3,330	3,250	2,970
1/2 page	3,170	2,930	2,810	2,740	2,500
1/3 page	2,170	2,010	1,920	1,870	1,710
1/6 page	1,280	1,180	1,130	1,100	1,010

Second Color Rates (Per Color)

Metallic inks: +\$850
 PMS inks: +\$750
 Process inks (CMYK): +\$650

Cover Rates

Cover 2/Page 1 20% Premium
 Cover 3 10% Premium
 Cover 4 20% Premium

Premium Positions

Available at a 10% surcharge

Preferred Positions

Placement within the first 20 pages are available at 10% surcharge. Preference for the position goes to 12-time advertisers on a first-come basis.

Late Ad Materials

Materials arriving after deadline are subject to a \$100 surcharge.

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 due to the publisher's fault.
- (2) The ad has unacceptable print quality due to the 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 the discretion of the publisher.

Cancellation Charges

Cancellations will be accepted by written notice that must be received on or before the space deadline. A late cancellation will be charged a 20% cancellation fee.

Liability

Advertisers and their 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 are subject to approval of the publisher.

Other Advertising Opportunities

Inserts, advertorials and digital advertising: please contact Sanja Pearce for more information.

Advertising Contacts

Sanja Pearce

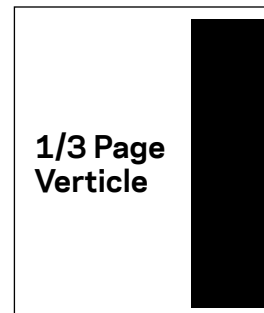
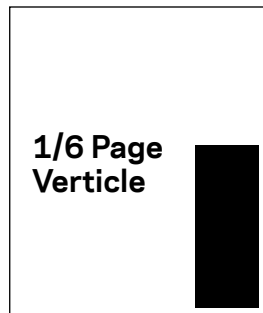
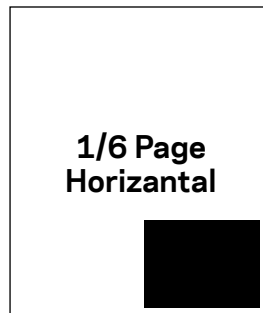
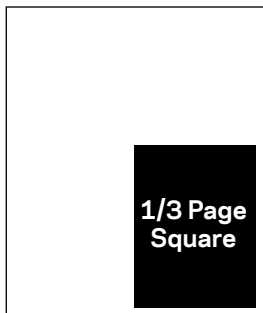
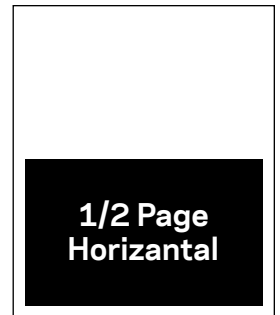
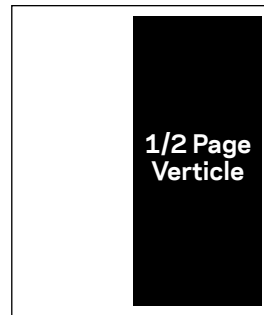
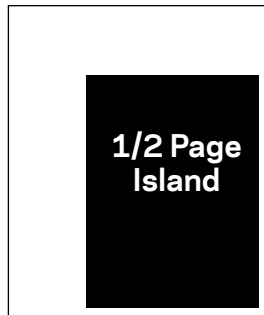
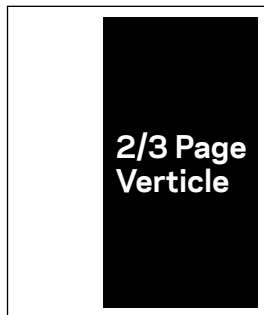
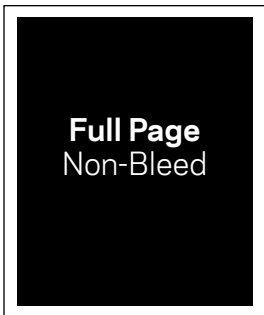
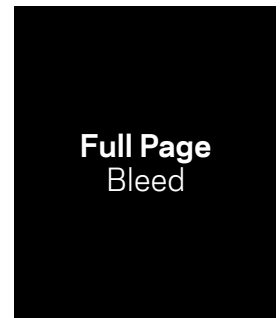
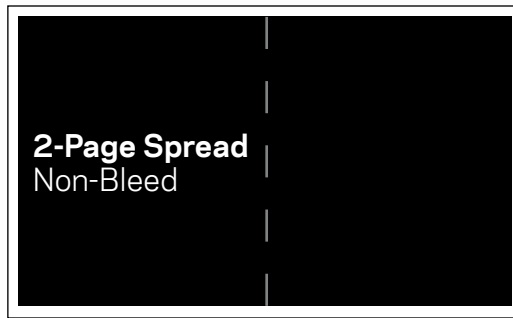
Advertising Sales Director, East, South & Midwest U.S., Awards Campaigns & Asia
 323 952 2114
sanja@ascmag.com

Michael Ibañez

Advertising Sales Director, Western U.S. & International
 626 217 0685
michael@ascmag.com

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



American Cinematographer

2025 Print & Digital Media Kit Rates / Dates / Specs

...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.

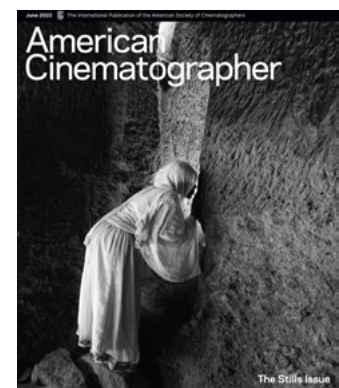
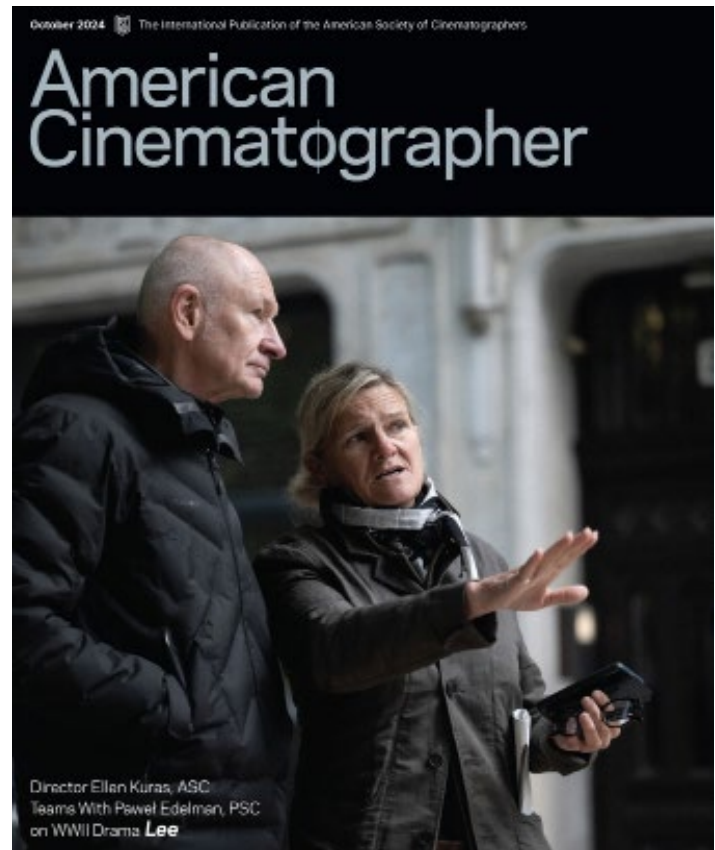
Advertising Contacts

Sanja Pearce

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

Michael Ibañez

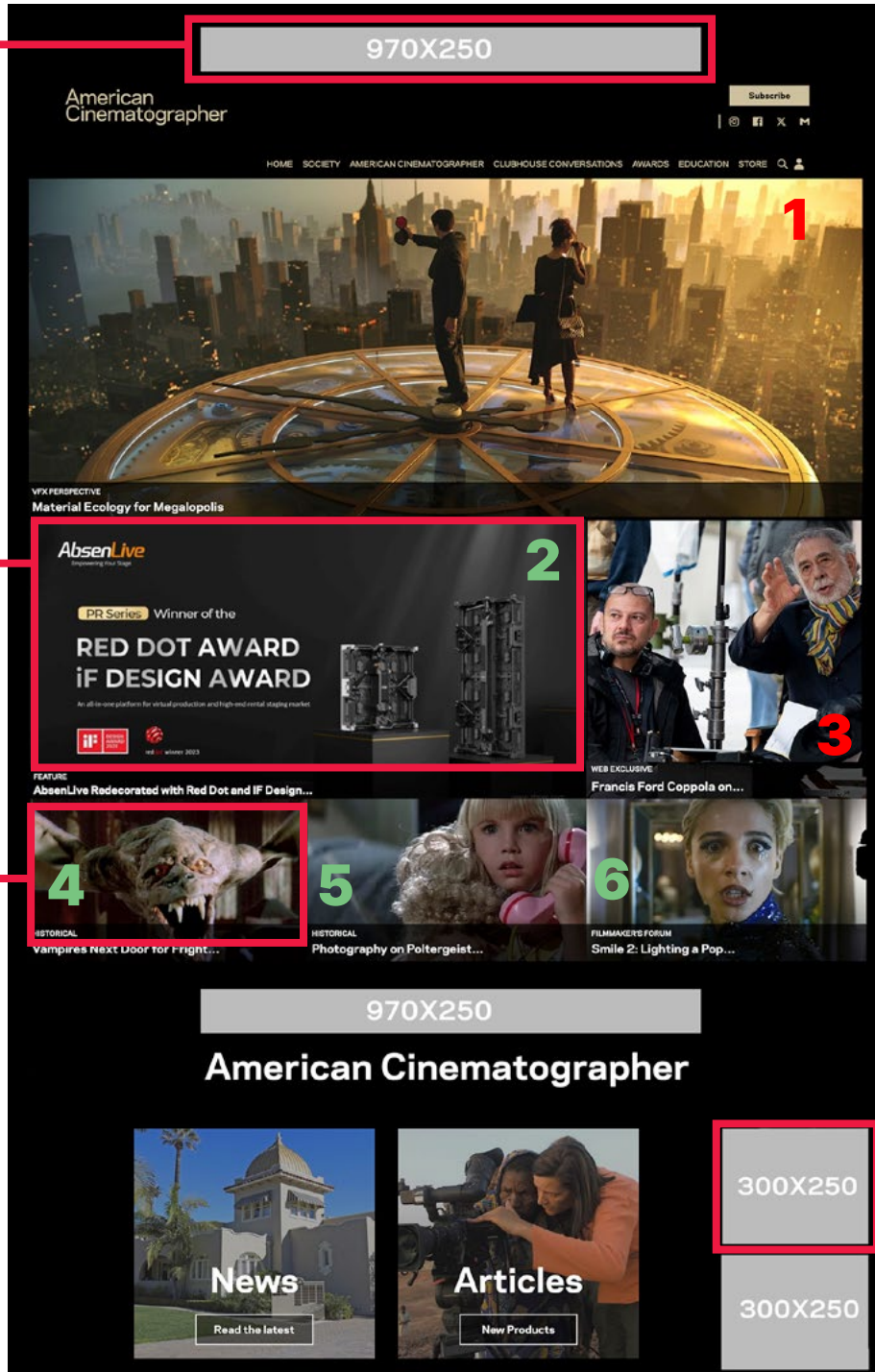
Advertising Sales Director, Western U.S.
& International
626 217 0685
michael@ascmag.com



AC WEB AD OPTIONS + ADVERTORIALS

[View our current home page](#)

Super Leaderboard Banner 970x90px or 970x250px



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

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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

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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.
- 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: \$5,350

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.

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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

Our monthly issue preview — on Instagram, X and Facebook — can feature an advertiser in the opening sequence as the "Preview Presented By" sponsor. The advertiser would also be noted in the accompanying post text. Check with your ad rep for pricing and asset deadlines. Assets due 3-5 business days before going live.

Clubhouse Conversations

A 30-second pre-roll of your video content added to the front of a single episode. (Apple ProRes 4:2:2 HQ 1920x1080 square pixels at 23.98fps or 24fps).

Rate: \$2,500

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,



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