

AD RATE CARD #19

ADVERTISEMENT	4 COLOR	BLACK & WHITE	SIZE
Back Cover	\$7468		8.375"w by 10.875"h plus .125" on all 4 sides
Front Inside Cover	7210		8.375"w by 10.875"h plus .125" on all 4 sides
Back Inside Cover	6438		8.375"w by 10.875"h plus .125" on all 4 sides
Spread *	6500		see artwork requirements
Full Page *	4000		8.375"w by 10.875"h plus .125" on all 4 sides
Full Page B&W		\$2420	use above or live area space: 7.5"w by 9.875"h
Two Thirds Page Vertical	2266	1957	4.875"w by 9.875"h
Half Page Island	2000	1700	4.875"w by 7.25"h
Half Page Horizontal	1800	1500	7.50"w by 4.875"h
Third Page Vertical	1442	1185	2.375"w by 9.875"h
Third Page Square	1442	1185	4.875"w by 4.875"h

**Please note: 10% Premium for all far forward positioning*

CLASSIFIED	4 COLOR	BLACK & WHITE	SIZE
Quarter Page Horizontal	1133	927	7.50"w by 2.375"h
Sixth Page Horizontal	824	670	4.875"w by 2.375"h
Sixth Page Vertical	824	670	2.375"w by 4.875"h
Business Card #3	567	464	2.375"w by 3.625"h
Business Card #2	386	309	2.375"w by 2.375"h
Business Card #1	232	155	2.375"w by 1.125"h

FILMMAKER Magazine is a quarterly publication. The four issues are WINTER, SPRING, SUMMER and FALL.

FREQUENCY DISCOUNTS are available on four-time consecutive insertions.

SPECIAL OPTIONS include **Gatefold Covers, Blow-ins, Inserts and Website Placement**. Call for further information.

AD DIRECTOR • Regina Dvorin • phone **212-465-8200 x205** • fax **212-465-8525** • email **RDvorin@ifp.org**

FILMMAKER reserves the right to refuse any ad for any reason, including overdue payment. Prices and schedule are subject to change without notice. By placing an insertion with FILMMAKER, the advertiser accepts full responsibility for any claims made by the advertisement. FILMMAKER assumes no responsibility for the content of any ads placed in the magazine.

7/27/2010

ARTWORK and PAYMENT REQUIREMENTS

PLEASE SEND DIGITAL FILES: Fully composed Photoshop PDF files, with Mode on CMYK for Four Color ads or Grayscale for

Black and White ads. Graphics Quality PDF from other professional graphics programs can also be used if necessary.

RESOLUTION: 300 DPI

LIVE AREA: 7.50" w by 9.875" h

TRIM SIZE OF MAGAZINE: 8.375" w by 10.875" h

FULL PAGE BLEED ADS: Add 1/8 inch (.125") to all 4 sides of the TRIM SIZE of the magazine above. There is no extra charge.

SPREAD ADS: Prepare two full page, full bleed ads or a two-page reader spread.

BINDERY: Perfect Bound

PAYMENT must accompany the artwork for first time advertisers. Payment options include

1. **CHECKS** payable to FILMMAKER Magazine - US Currency Only!

2. **Credit Card** (Visa, MC)

3. **Wire Transfer**- Instructions included on invoice

ADDITIONAL CHARGES: Advertiser will be held responsible for additional production charges if work is required on the submitted materials.

ALL MATERIALS SUBMITTED BECOME THE PROPERTY OF FILMMAKER MAGAZINE.

CLIP COUPONS ARE STRONGLY DISCOURAGED: Please call about Blow-in Cards or other special options.

ARTWORK MATERIALS can be sent with a **PAPER PROOF INCLUDED** on a CD to the attention of the Ad Director.

EMAIL: Smaller ads can be emailed to rdvorin@ifp.org.

FILMMAKER Magazine will not be held responsible for artwork glitches occurring with email transmission of ad artwork.

SPECIAL NOTE: Please notice that FILMMAKER address: 68 Jay Street, Suite 425, Brooklyn, NY 11201-1186

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