

# cinefex

## Print Advertising

Reach your target market through **Cinefex**.

**Cinefex** is the premier magazine of the visual effects industry.

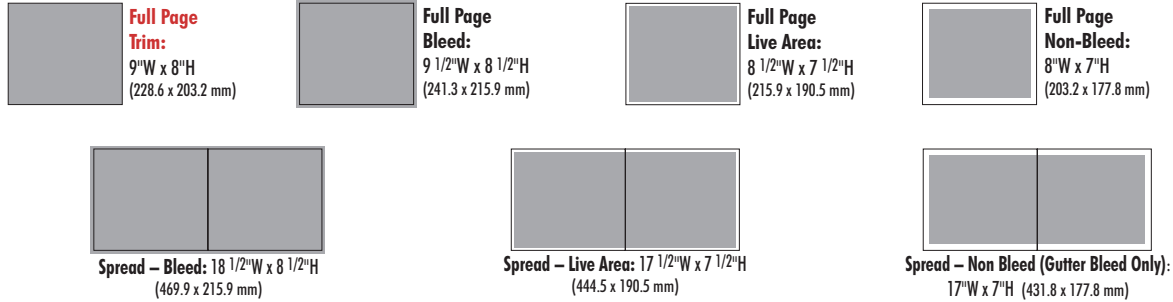


# cinefex

RATES		1X	2X	4X	6X
<b>Full Page</b>	<b>4-Color</b>	<b>\$5,975</b>	(per ad) <b>\$5,600</b>	(per ad) <b>\$5,275</b>	(per ad) <b>\$4,950</b>
<b>Full Page</b>	<b>B&amp;W</b>	<b>4,750</b>	<b>4,375</b>	<b>4,200</b>	<b>3,975</b>
1/2 Page	4-Color	3,800	3,550	3,325	3,125
1/2 Page	B&W	1,750	1,650	1,550	1,450
1/4 Page	B&W	975	925	850	775
Cover 2*, Pages 3*, 5, 7 & 8	4-Color	7,250	6,800	6,325	5,950
Cover 3*, Pages 4 & 6	4-Color	6,575	6,200	5,825	5,475
Cover 4	4-Color	8,375	7,950	7,300	6,750
Spread**	4-Color	10,800	10,250	9,375	8,725
Spread**	B&W	8,275	7,825	7,225	6,675
Jumbo (1/2 Horizontal Spread)	4-Color/B&W	Use Full Page Pricing			

- No charge for bleed.
- PMS 5th, 6th, 7th & 8th colors are available upon request; and prices are custom quoted.
- Front Cover 1 is also page 1 of book.
- Rates, dimensions, and specifications for gatefolds, inserts, and other specialty orders are available upon request.

## SIZES AND DIMENSIONS



\*\*Spreads should have a 1/4" (6.35mm) safety area centered on the vertical centerline of the ad art. It's recommended that type copy, logos and critical images not cross this safety area.



\*Covers 2 & 3, and page 3 should have live area reduced an extra 5/16"(7.94 mm) on gutter side of ad to compensate for encroachment of binding.

## ISSUE AND CLOSING DATES

ISSUE NUMBER AND MONTH	SPACE RESERVATIONS DUE	AD MATERIALS DUE	STREET DATE	ISSUE NUMBER AND MONTH	SPACE RESERVATIONS DUE	AD MATERIALS DUE	STREET DATE
#151 February/March '17	December 12	December 23	February 14	#154 August/September '17	June 12	June 23	August 14
#152 April/May '17	February 13	February 24	April 17	#155 October/November '17	August 14	August 25	October 16
#153 June/July '17	April 10	April 21	June 12	#156 December '17/January '18	October 9	October 20	December 11

## AD MATERIAL SUBMISSION REQUIREMENTS

### GENERAL SPECIFICATIONS:

- Ads are accepted in specified sizes only — no reductions or enlargements.
- Ads laid out upside down or sideways are not accepted.

### DPI:

- Confirm that your "DPI" is high enough to correspond to the printing "line screen" you desire. Cinefex is printed at 200-line screen. As a rule of thumb, your "DPI" value should be at least 2 times the "line screen" value for best results. Recommended resolution for color images or halftones should be 400 DPI. Minimum acceptable is 300 DPI. Line art bitmap images should be 1200 DPI for optimum quality.
- For 4-color ads - black backgrounds and borders must be 4-color black.
- Best formula for optimal 4-color black: Cyan 60%, Magenta 40%, Yellow 40%, Black 100%. Do not use Photoshop's default black formula.

### BLEED/TRIM:

- **For bleed ads, provide a minimum 1/4" (6.35 mm) bleed beyond trim dimensions on all 4 sides.**
- **For bleed, full-page and spread ads, allow 1/4" (6.35 mm) margin inside trim dimension for live area (vital advertising material and copy). White or solid color borders, if used, should be at least 1/2" (12.7mm) inside trim all around.**
- Covers 2 & 3, and page 3 should have live area reduced an extra 5/16"(7.94 mm) on gutter side of ad to compensate for encroachment of binding.\*
- Full page and spread ads should include crop marks outside image area to indicate (by extension) the corners of trimmed pages.
- **For bleed ads, keep crop marks, registration marks and color key bars outside the bleed area.**

### PRESS DOT GAIN:

- Allow for 10-12% press dot gain overall. (Please compensate for dot gain in your files.)
- Maximum density is 300% for solid backgrounds, shadow areas of photos, and darkest areas.
- **Please be aware that dark, dense, low contrast, and finely detailed imagery is difficult to print without loss of detail, so please lessen density and increase contrast in these areas to compensate.**
- If you choose to print dark backgrounds behind your images, the entire ad (including photos) will be affected and may print darker than desired.

### GENERAL INFORMATION:

- Cinefex is printed in 4-color process on sheet fed presses.
- Paper Stock: COVER: 100# Avalon Dull Book. TEXT: 80# Avalon Dull Book.
- Binding Method: Perfect-bound.
- Printing Color Sequence: Black, Cyan, Magenta, Yellow and 5th, 6th, 7th & 8th colors (if any).
- Advertising material is submitted by the Advertiser and accepted by the Publisher with the understanding that the material will perform satisfactorily with no intervention required on the part of the Publisher or its printer. If supplied advertising material does not meet the criteria described in these specifications or requires intervention or handwork or extra proofs made to prepare the materials for press; the Advertiser will be notified and, upon agreeing to proceed, be billed for all costs incurred by the Publisher. Service work will be charged at an hourly rate and some standardized fees apply ([Service Work Charges](#)). Service work is non-discountable and non-commissionable. And, service work charges are due and payable with advertisement insertion rate charges, in no case less than 30 days after publication.

## DIGITAL SUBMISSION SPECIFICATIONS:

### DATA FORMATS ACCEPTED:

- QuarkXPress, InDesign, Photoshop (layered file), PDF, and Illustrator.

### REQUIRED SUPPORT FILES:

- Files accepted: tif, eps, ai, psd (layered), and pdf. Do not use .png or .jpg.
- Provide all images/logos/materials in CMYK mode. **No RGB images accepted.**
- Provide all printer and screen fonts. For Windows provide PFM & PFB fonts.
- All type should be vector, rather than raster.
- On illustrations it is recommended to convert text to outline before saving as EPS.
- **Preflight files before submitting.**

### DESKTOP INSTRUCTIONS:

- Do not use any font styles from the style menu other than: all caps, small caps, superscript, subscript, and superior. Use the appropriate font for styles, such as italic and bold.
- Avoid placing images at more than 100% of original size.

### PROOFING INSTRUCTIONS:

- Advertisers running full color ads, who wish to submit proofs, should submit color-accurate Advertiser-approved contract digital proofs of each ad (file) at actual size for color matching on press (e.g. GRACoL, S.W.O.P. or I.S.O. Certified).
- Publisher will make all effort to match submitted proof; however Advertiser recognizes that ads prepared and viewed on non-color-corrected monitors or output as proofs on non-color-corrected printers, may not match final printed results.
- Full color ad materials received by the "Ad Materials Due" date, but without proofs or without proofs meeting Publisher's specifications above, will be proofed by Publisher with a copy delivered to Advertiser for review and approval. The first hard-copy proof is sent to Advertiser at no charge. Any necessary additional proofing and service work will be charged to Advertiser. See [Service Work Charges](#) for pricing.
- **Publisher strongly recommends that Advertiser request a proof for any revised ad art submitted by Advertiser or reworked by Publisher, especially if there are color changes.**
- **Should Advertiser decline to receive subsequent proofs, Publisher asks that Advertiser email Publisher advising that Advertiser will accept Publisher's best rendering of Advertiser's un-proofed ad artwork.**

## ELECTRONIC SUBMISSION INSTRUCTIONS:

### FTP SUBMISSION:

- FTP Address: ftp.cfxmag.com
- Username: ads@cfxmag.com Password: tourist
- Please put print art in the PRINT folder.

### EMAIL SUBMISSION:

- **20MB limit**
- Send to: [adsubmit@cinefex.com](mailto:adsubmit@cinefex.com)

### PROOFS AND MEDIA LABELING REQUIREMENTS:

- Send proofs and Media Labeling Requirements (see above) to Jason Johnson at Cinefex (see fax, email, and address below).

### ANY QUESTIONS, PLEASE CONTACT:

- Jason Johnson - Prepress: (951) 454-3636, Fax (951) 788-1793, [adsubmit@cinefex.com](mailto:adsubmit@cinefex.com)  
Cinefex 7177 Brockton Ave – Ste 103, Riverside, CA 92506 U.S.A.

## PAYMENT AND DELIVERY OF AD MATERIALS AND INSERTION ORDERS

Payment is due as invoiced. **Make checks payable to Cinefex LLC in U.S. Dollars only. Foreign checks must be written on a bank that has a U.S. affiliate and must have your bank's international routing number imprinted on them.**

**Send payment and advertising materials to:**

**By mail** – Cinefex, P.O. Box 20027, Riverside, CA 92516 USA (**preferred address for payments**).

**By delivery (weekdays only) [send no U.S. mail]** – Cinefex, 7177 Brockton Ave - Ste 103, Riverside, CA 92506 USA. Telephone (951) 781-1917.

**Send insertion orders and ad contracts to:** Cinefex, 79 Daily Drive #309, Camarillo, CA 93010 USA. Telephone (805) 383-0800 Fax (805) 383-0803.

**For further information call Bill Lindsay or Arlene Hansen at (805) 383-0800 or fax to (805) 383-0803 or e-mail: [advertising@cinefex.com](mailto:advertising@cinefex.com)**

## TERMS AND CONDITIONS

- A. All ad materials are to be provided by Advertiser as per specifications on this Cinefex advertising rate card.
- B. Payment is due as invoiced. Rates are payable in U.S. funds only.
- C. Pre-production service work, material and delivery charges incurred on behalf of advertiser in the preparation of advertising material will be billed to the advertiser and due as invoiced. Publisher does not pay commissions on or discount production service work charges.
- D. Orders which contain incorrect rates or conditions will be inserted and charged for at regular schedule of rates. Such errors will be regarded only as clerical.
- E. Advertisers and their agencies are jointly and severally liable for payment on ads placed through an agency. All these terms and conditions apply to agencies regardless of contrary provisions in ad insertion forms used by agencies. Advertisers and their agencies agree to pay all reasonable collection costs, including attorney fees, should Publisher be required to file suit for recovery of payments per terms of this contract.
- F. All accounts over 30 days past due will be charged a 1.5% monthly service charge on their outstanding balance.
- G. The Publisher reserves the right to give better position than specified in Advertiser's order at no increase in rate.
- H. The Publisher shall not be bound to requests for special positions other than covers, premium pages 3, 4, 5, 6, 7, or 8; and has the right to determine actual position.
- I. Any attempt to simulate the publication's format is not permitted. The publisher reserves the right to place the word "advertisement" with copy which, in the Publisher's opinion, resembles editorial material.
- J. Multiple insertions will run consecutively, unless otherwise agreed in writing by Publisher and Advertiser.
- K. All ad cancellations must be received in writing (verbal cancellations are not accepted) and none may be considered executed unless acknowledged by the Publisher. Cancellation of ads is not accepted after the respective space reservation deadline (as stated on the current Cinefex rate card, 2 months prior to publication). All ad cancellations received in writing after the closing deadline will be billed in full. Cancellation of any part of ad contract voids all frequency rate, special discount, and preferred position protection; and subjects Advertiser to short rate charges equal to the difference between contracted rate and earned rate. Orders for covers, premium pages 3, 4, 5, 6, 7, or 8 and special units; and specified positions are non-cancelable after 90 days prior to the stated space reservation deadline of issue.
- L. Publisher reserves the right to repeat the previous ad when change of copy is not received or instruction to run an earlier ad is not given by the respective stated ad materials deadline on this rate card. Publisher further reserves the right to reject any ad at any time, even if it has been published previously.
- M. Advertisements not received by the stated ad materials deadline will not be entitled to the privilege of approval or revision if requested by the Advertiser or its agency.
- N. The Publisher cannot be held responsible for the quality of reproduction when specifications are not adhered to, an approved proof is not provided or Publisher generated proof is not approved, or when material arrives after the stated ad materials deadline.
- O. Under no circumstances shall Publisher be liable for any indirect, special, or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser.
- P. All claims for ad errors must be made within 10 days of publication in which the error first appeared. Credit for errors is limited to the first insertion. Claims for error liability shall not exceed cost of ad within which the error first appeared. No allowance is granted for errors that, in the opinion of the Publisher, do not materially affect the value of an advertisement.
- Q. The Publisher shall not be liable if for any reason it becomes necessary to omit an advertisement. Advertisements are not guaranteed to run in Cinefex reprints.
- R. Publisher will not be bound by conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card, including sequential liability statements from advertising agencies.
- S. Publisher is not liable for failure to perform or delay in performance caused by strikes, accidents, fires, acts of God, or other contingencies beyond the Publisher's control.
- T. All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.
- U. Advertiser and its advertising agency shall be responsible, jointly and severally, for all content of advertisements (including text, illustrations, trademarks, tradenames, and any other matter) and shall defend, indemnify, and hold Publisher harmless from and against any loss, expense or other liability, including Publisher's actual attorney's fee, resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement, unauthorized use of a person's photograph, name or illustration, liability for use of classified material, and any other claims or suits that may arise out of the publication of such ad art materials.
- V. All advertising materials submitted become the property of the Publisher.
- W. Publisher will not be held responsible for consequential costs or the damages due to loss or damage of ad art materials.
- X. No conditions printed or otherwise appearing on space orders, billing instructions, or copy instructions which conflict with the Publisher's stated policies will be binding on the Publisher.
- Y. All parties agree that any ad contract or insertion order shall be executed and performed in the County of Riverside, State of California and all disputes arising in connection herewith shall be resolved in the appropriate court in the state of California.

## FTP Submission Instructions

Address: ftp.cfxmag.com

Username: ads@cfxmag.com

Password: tourist

Please put print art in the PRINT folder.

## Space Reservation and Ad Art Due Dates

Cinefex 151 (February/March '17)	Reservation Due December 12	Art Due December 23
Cinefex 152 (April/May '17)	Reservation Due February 13	Art Due February 24
Cinefex 153 (June/July '17)	Reservation Due April 10	Art Due April 21
Cinefex 154 (August/September '17)	Reservation Due June 12	Art Due June 23
Cinefex 155 (October/November '17)	Reservation Due August 14	Art Due August 25
Cinefex 156 (December '17/January '18)	Reservation Due October 9	Art Due October 20



## Learn More About Advertising in Cinefex

Contact Bill Lindsay at Cinefex Advertising to learn more about advertising in our iPad edition, and our print edition. To request a media kit, visit [cinefex.com/advertising](http://cinefex.com/advertising).

## Cinefex Advertising

79 Daily Drive Cinefex 309, Camarillo, California 93010 USA  
Phone: (805) 383-0800 Fax: (805) 383-0803

**cinefex**