

# cinefex

## iPad Edition

The bible for effects enthusiasts and professionals.  
Now available on the iPad.



cinefex

# Cinefex magazine is now also being produced for the iPad.

Any ads you place in our print editions will be included in the iPad editions at no additional charge.



**Want to make your ad look terrific in this exciting new format?** Since the iPad has a different shape than our print magazine, advertisers are required to submit a reconfigured, iPad-shaped version of your full-page print ad. (See specs below.) A little extra work on your part will produce a very striking first impression.

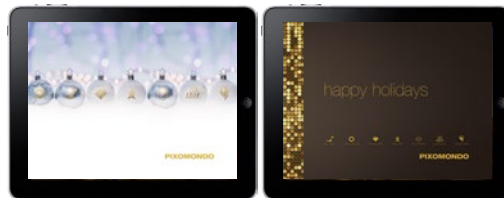


## Full Page Ads

3072 px Wide x 2304 px High.  
PPI not applicable — No bleed.  
File Type: PNG or JPG only — RGB.  
Landscape (horizontal) orientation only.  
Please include a landing URL for your complimentary hyperlink.

Note: The iPad does not support Flash.

◀ Swipe left/right to see full ad ▶



## Horizontal Spread Ads

Prepare art as two full page ads.  
PPI not applicable — No bleed.  
File Type: PNG or JPG only — RGB.  
Landscape (horizontal) orientation only.  
Please include a landing URL for your complimentary hyperlink.

Note: The iPad does not support Flash.



## Half and Quarter Page Ads

No need to submit ad art.  
Print ad art for quarter and half page ads is compatible with the iPad format. Please include a landing URL for your complimentary hyperlink.

Note: The iPad does not support Flash.

# Take advantage of the medium. Interact with the reader.

Get more out of your ad with video clips, audio and interactive imagery.



**Take full advantage of the format** with eye-catching upgrade options that are certain to draw extra attention to your advertising message. Contact Cinefex Advertising for **custom** upgrade pricing and details.

## Video Upgrade

When you advertise with Cinefex, you now have the opportunity to upgrade the iPad version of your ad to showcase your visual effects reel or favorite breakdown from your latest project.

\$400 first 30 seconds  
\$200 each additional 30 seconds  
HD QuickTime .mov — h.264 codec  
Include a “play” button in your ad art.

## Audio Upgrade

Let your voice be heard. Tell your story, or explain a complex shot you recently worked on. The audio upgrade option is the perfect way to introduce yourself to our readers and your prospective clients.

\$200 first 30 seconds  
\$100 each additional 30 seconds  
Submit MP3 file  
Include a “play” button in your ad art.

## Vertical Spread Upgrade

The new iPad edition of Cinefex allows advertisers to run vertical ad spreads. There is no limit to the additional number of ad pages with this spread option. The iPad user will swipe up or down to scroll through your ad.

\$800 first page  
\$400 each additional page  
3072 px Wide x 2304 px High per page  
File type: PNG or JPG only — RGB

## Interactive Image Upgrade

Do you want to show a before-and-after shot of your project? With our interactive imagery option, the iPad user can activate your ad by switching back-and-forth between plates and final comps.

\$300 second image  
\$200 third and each subsequent image  
Submit layered Photoshop file (.psd)  
Include thumbnails to view each image.

## Horizontal Spread Upgrade

A more traditional version of a multiple page ad, the iPad edition of Cinefex also allows you to run additional page ads in a horizontal fashion. The iPad user will swipe left or right to see the full spread.

\$800 first page  
\$400 each additional page  
3072 px Wide x 2304 px High per page  
File type: PNG or JPG only — RGB

## Interactive Form Upgrade

Trying to get customers to register for an upcoming event? Place an interactive form on your iPad ad to allow your prospective customers to submit their contact info to you directly from the iPad app.

\$300 for form  
Provide details you wish to be collected through the form.  
Limit 3-5 fields.



## FTP Submission Instructions

Address: ftp.cfxmag.com

Username: ads@cfxmag.com

Password: tourist

Please put iPad ad art in the IPAD folder

## Space Reservation and Ad Art Due Dates

Cinefex 157 (February/March '18)

Reservation Due December 11

Art Due December 22

Cinefex 158 (April/May '18)

Reservation Due February 12

Art Due February 23

Cinefex 159 (June/July '18)

Reservation Due April 9

Art Due April 20

Cinefex 160 (August/September '18)

Reservation Due June 11

Art Due June 22

Cinefex 161 (October/November '18)

Reservation Due August 13

Art Due August 24

Cinefex 162 (December '18/January '19)

Reservation Due October 15

Art Due October 26



### 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).

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### Cinefex Advertising

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