



## The leading professional craft magazine in the Australian Film, Television & Production Industry

For over 10 years *australian cinematographer* has been reaching cinematographers and other key industry personnel throughout Australia and internationally... In association with AC, your ad will influence the buying decisions of Australian DOPs and camera personnel in Australia and overseas

Every issue offers relevant industry news and editorial insights from the cinematographers point of view; and is widely respected by the Australian film and television industry

*australian cinematographer* provides you with an outstanding opportunity to benefit from an association with one of the most important craft industries in the Australian film and television market

*australian cinematographer* provides a balance of feature articles from all areas of the cinematography industry since our first issue over 10 years ago, in June 1998

The magazine is produced by a team of professionals and cinematographers, both working and retired. This team's background is from a broad range of the industry, covering all genres of cinematography.

Our regular contributors come from a range of industry backgrounds, suppliers to post production and our own members

### Distribution

A regular distribution of 1500 issues which includes members of the Australian Cinematographers Society, industry bodies and suppliers, and a paid subscriber base from all aspects of the industry

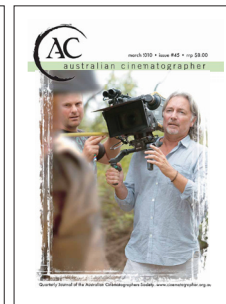
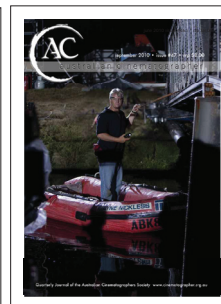
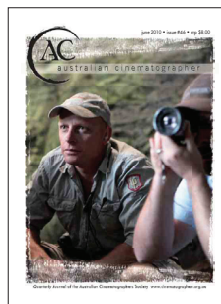
Additional copies are placed in production & equipment houses (with subscription forms) for further circulation throughout the industry. Additional Copies are also distributed at important industry events like SMPTE, to give advertisers an even broader reach.

### Subscriptions

Since 1998 *australian cinematographer* has been building a steady subscriber base.

In December 2004 *australian cinematographer* was listed on iSUBSCRIBE, Australia's most comprehensive provider of magazines and newspaper subscriptions online. Since then we have built a steady subscriber base with a number of returning customers.

This gives our Advertisers additional exposure to the general international audience about the craft of cinematography.



## the magazine Cinematographers read...

### Editorial Calendar

*australian cinematographer* is published quarterly in March, June, September and December. We are currently producing a minimum of 60 pages every quarter.

Issue	Editorial Copy	Advertising Bookings	Advertising Artwork	Published
AC49	5 Feb	5 Feb	12 Feb	March
AC50	7 May	7 May	14 May	June
AC51	23 July	23 July	30 July	September
AC52	8 Oct	8 Oct	15 Oct	December
AC53*	4 Feb	4 Feb	11 Feb	March 2012

\* tentative dates for 2012

### Editorial Departments

On Set	It is what goes on, "ON SET"; and the thoughts of the DOP regarding a particular shoot, their methods and thought processes, stock and gear used. Its a little bit technical and a little bit anecdotal
Features	Regularly we are publishing 8 or more features per issue... Topics come from any genre of cinematography... of recent times we have had, newgathering, feature and short films and music clips. A number of our feature stories are written by the cinematographer giving their own unique perspective on a project.
Short Ends	Short items of interest - current or otherwise
New Gear	ACS Members review the latest gear available to our industry... We welcome contributions from our advertisers and sponsors for this section... email us <a href="mailto:newgear@acmag.com.au">newgear@acmag.com.au</a>
Snaps	Images... in front and behind the camera <a href="mailto:snaps@acmag.com.au">snaps@acmag.com.au</a>
Flashback	One of the Original departments of <i>australian cinematographer</i> . A look at the professional lives of those who have shaped our Society and Industry.
Reviews	Each issue we review an exciting website, film and book that is relevant to our industry



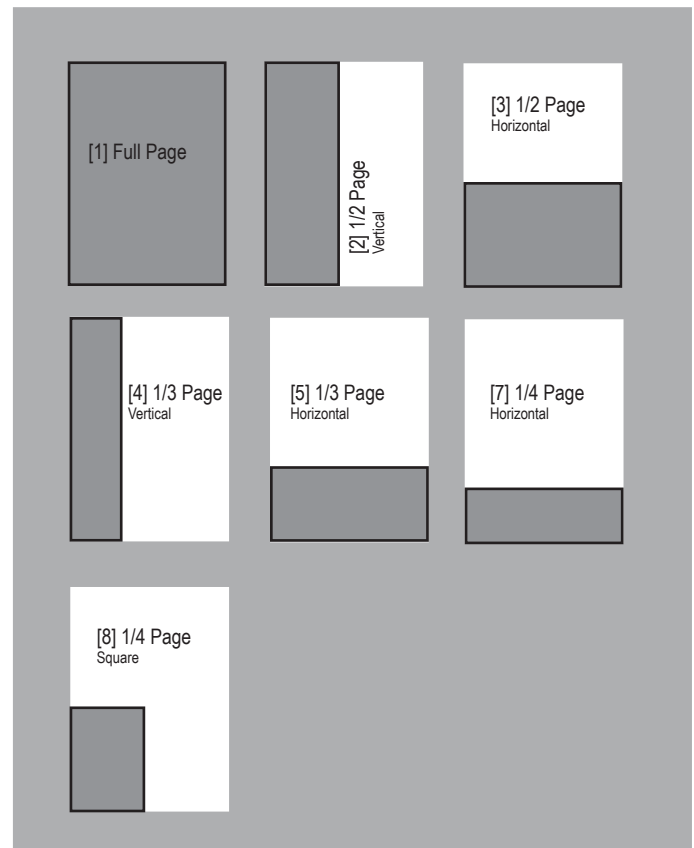
## Advertising Rates 2011

Premium Positions	4 issues only		
Back Cover	\$7519.63		
Inside Front	\$6439.25		
Inside Back	\$6439.25		
4 colour	Casual	2x	4x
Full Page	\$2037.13	\$1,935.00	\$1,833.95
1/2 Page	\$1,222.28	\$1,161.00	\$1,099.73
1/3 Page	\$916.98	\$870.75	\$824.53
1/4 Page	\$712.73	\$677.25	\$641.78
Business Card	Casual	2x	4x
90mm x 54mm	\$110	\$100	\$95
Inserts	Casual		
Single Page	\$645		
Multiple Page	POA		

## Advertising Conditions

- The above prices are per issue and GST exclusive and valid until December 2011
- Further discounts are available to National and State Sponsors of the Australian Cinematographers Society.
- AC is published fully digital and finished material should be supplied on disk (or electronically). See Mechanical Specifications section for details
- All display advertisers receive a complimentary copy of each issue carrying their advertisements.
- Placement of advertising is on a first come first served basis. Ad placement in 4 issues is alternate front/back of the magazine, unless otherwise stated.
- Preferred placements are available, on a limited basis. A surcharge is applicable to this placement as per the ratecard
- Bookings will only be accepted by using the Advertising Booking Form with this media kit, or downloadable from our website [www.cinematographer.org.au/magazine/bookingform](http://www.cinematographer.org.au/magazine/bookingform)
- The 4 issues price is only available when you book and confirm 4 issues in advance, and the account is settled in full on receipt of invoice.
- All Accounts are Payable no more than 30 days after publication.
- 7.5% Late Payment fee will be charged for invoices older than 60 days. In addition, no further advertising will be placed until account settled in full. Future advertising will require prepayment within 7 days of placement
- First time advertisers should send payment with their copy; they will receive 30 days credit for all subsequent advertising. This prepayment will be waived if the company has previous credit history as ACS Sponsors.
- All advertising material is subject to the approval of Australian cinematographer management who reserve the right to decline advertising that is considered unsuitable for our publication.

## Advertising Sizes



Size		Height (mm)	Width (mm)
Full Page Vertical	1	297	210
1/2 Page Vertical	2	297	100
1/2 Page Horizontal	3	140	210
1/3 Page Vertical	4	297	70
1/3 Page Horizontal	5	100	210
1/4 Page Horizontal	7	75	210
1/4 Page Square	8	140	100
Business Card		54	90



## Advertising Technical Specifications

### File Formats

We accept

- **PDF (CMYK Press Resolution)**. PDF's must be prepared as specified by the 3DAP guideline [www.3dap.com.au](http://www.3dap.com.au)

**Bleed:** Allow 5mm on all sides

**Page Trim Size:** A4 297mm deep x 210mm wide

\* If you are generating PDFs through InDesign, Illustrator or Photoshop please flatten any transparent areas within the files before postscripting. For a complete reference and troubleshooting guide on how transparency affects output please refer to Achieving Reliable Print Output from Adobe Applications with Transparency at [www.adobe.com/studio/print](http://www.adobe.com/studio/print). There are also other invaluable guides under the headings of Print Resources, PDF & Printing and Colour & Transparency.

### We do not accept:

Word, CorelDraw, Excel, Freehand, Pagemaker, Publisher, Powerpoint files, PDFs derived from these applications or PDFs generated directly out of any application. Film & Bromides are also not accepted.

### Fonts

Include or embed all Postscript (printer and screen) Fonts.

Outline all fonts in Adobe Illustrator.

We do not accept True Type fonts.

### Colour

- 4 colour process throughout
- CMYK only for both colour images and illustrations. RGB and Pantone images must be converted to CMYK
- It is recommended that all black type be made up using process black only, not four colours.

### Image Resolution

- Format - EPS or TIFF.
- Four-colour CMYK - 300 dpi at 100% print size.
- Black & White Line Art - 1200 dpi at 100% print size.
- Please ensure that all images are properly cropped and scaled to as near to 100% of the final advertisement size as possible.

### Proofing

A proof must be supplied with the digital file. AC accepts no responsibility for quality reproduction or printing accuracy if proofs are not supplied.

We accept any proof type with the digital files to ensure the correct layout of your advertisement, if a colour proof is supplied, we will endeavour to accurately reproduce the colour within the final printed result. To ensure accurate colour within the final printed result, a digital '3DAP proof' must be supplied with your ad.

### Advertising Details

Please list details of the key, file or production number/s of material, the size, client, issue date and feature for each supplied advertisement.

All Trademarks, Copyrights and other Intellectual property rights are the property of their respective owners.

### Delivery of material

Disk: CD & DVD disks accepted. Macintosh or PC formatted.

Send to: Advertising Department,  
australian cinematographer magazine  
PO Box 402 West Ryde, NSW 1685

Email to [advertising@acmag.com.au](mailto:advertising@acmag.com.au) or send via [www.yousendit.com](http://www.yousendit.com)

### Disclaimer

Austcine Publishing cannot be held responsible for the reproduction of material that does not adhere to any specifications outlined within this document.

### Contact the AC Team

Ted Rayment - **AC Committee Chair & Advertising**  
M: 0411 525 733  
e: [trayment@cinematographer.net.au](mailto:trayment@cinematographer.net.au)

Butch Calderwood ACS - **Editor**  
M: 0402 168 230  
e: [editor@acmag.com.au](mailto:editor@acmag.com.au)

Heidi Tobin - **Associate Editor - Production**  
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e: [htobin@cinematographer.net.au](mailto:htobin@cinematographer.net.au)

Tony Luu ACS - **Associate Editor - Features**  
M: 0417 609 959  
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Mylene Ludgate - **Financial Controller**  
M: 0418 853 515  
e: [treasurer@austcine.org.au](mailto:treasurer@austcine.org.au)

### Postal Address

PO Box 402  
West Ryde, NSW 1685  
ABN: 73 581 063 611  
web: [www.cinematographer.org.au/magazine](http://www.cinematographer.org.au/magazine)

Ask for a quote or confirm your booking now  
Booking Forms are downloadable from  
[www.cinematographer.org.au/magazine/bookingform](http://www.cinematographer.org.au/magazine/bookingform)



australian cinematographer  
is published by AustCine Publishing  
for the Australian Cinematographers Society

details in this document are correct as at January 2011  
Additional copies of this media kit and booking forms are  
available from our website  
[www.cinematographer.org.au/magazine/mediakit](http://www.cinematographer.org.au/magazine/mediakit)





# Advertising Booking Form

Please complete the information below to reserve your advertising space in Australian Cinematographer

### ISSUE

- AC49 (March)
- AC50 (June)
- AC51 (September)
- AC52 (December)

### SPACE REQUIRED

- Covers \_\_\_\_\_
- Full Page
- Half Page Horizontal
- Half Page Vertical
- 1/3 Page
- 1/4 Page
- Business Card
- Insert

### DESCRIPTION OF AD / PRODUCT

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### URL:

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for advertisers index

### ADVERTISER DETAILS

- ACS Member/Sponsor       Non Member/Sponsor

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ ABN: \_\_\_\_\_

Email: \_\_\_\_\_ all tax invoices are issued by email

Phone Number: (    )      Fax Number: (    )

Mailing Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

### OFFICE USE ONLY

- Artwork Received     Tax Invoice Issued \_\_\_\_\_     Total Amount Invoiced \_\_\_\_\_     Payment Received

A Tax Invoice will be issued by Austcine Publishing following receipt of advertising booking and artwork. Invoices are Due and payable within 30 days. Return completed advertising booking form to:

Austcine Publishing  
 PO Box 402  
 West Ryde, NSW 1685  
 Fax: 02 8572 5368  
 ABN: 73 581 063 611

### Terms & Conditions (Full conditions on our website)

- Placement of advertising is on a first come first served basis. Ad placement in 4 issues is alternate front/back of the magazine, unless otherwise stated.
- Preferred placements are available, on a limited basis. A surcharge is applicable to this placement as per the ratecard.
- Bookings will only be accepted by using this Advertising Booking Form.
- The 4 issues price is only available when you book and confirm 4 issues in advance, and the account is settled in full on receipt of invoice.
- 7.5% Late Payment fee will be charged for invoices older than 60 days. In addition, no further advertising will be placed until account settled in full. Future advertising will require prepayment within 7 days of placement.
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 or email [advertising@acmag.com.au](mailto:advertising@acmag.com.au)

