



MEDIA KIT 2021

australian cinematographer

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

Since 1998 **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 cinematographer's 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.

Since our first issue in June 1998 it has provided a balance of feature stories from all areas of the cinematography industry.

The magazine is produced by a team of working and retired cinematographers, industry professionals and suppliers. They represent all areas of the image making industry.

Distribution

australian cinematographer has a regular distribution of more than 1700 issues, which includes members of the Australian Cinematographers Society, industry bodies and suppliers and a paid subscriber base from all aspects of the industry both locally and internationally.

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

Subscriptions

australian cinematographer is listed on iSUBSCRIBE, Australia's most comprehensive provider of magazines and newspaper subscriptions online. This gives our Advertisers additional exposure to the general international audience about the craft of cinematography.

Editorial Calendar

australian cinematographer is published quarterly in March, June, September and December.

Issue	Editorial	Bookings	Artwork	Published
AC89	15 Jan	6 Feb	12 Feb	March
AC90	16 Apr	7 May	14 May	June
AC91	16 Jul	6 Aug	13 Aug	September
AC92	15 Oct	5 Nov	12 Nov	December
AC93	14 Jan 2022	4 Feb 2022	11 Feb 2022	March 2022

Contact the AC Team

Ted Rayment ACS - **AC Committee Chair & Advertising**
M: 0411 525 733
e: advertising@acmag.com.au

James Cunningham - **Editor**
M: 0408 996 809
e: editor@acmag.com.au

Heidi Tobin - **Associate Editor - Production**
M: 0433 146 366
e: aeditor@acmag.com.au

Mylene Ludgate - **Financial Controller**
M: 0418 853 515
e: accounts@acmag.com.au

Postal Address & AC Office

Level 2, 26 Ridge Street
North Sydney, NSW 2060
ABN: 73 581 063 611

web: www.acmag.com.au



Advertising Rates 2021

Premium Positions	4 issues only		
Back Cover	\$8690		
Inside Front	\$7441		
Inside Back	\$7441		
4 colour	Casual	2x	4x
Full Page	\$2354	\$2236	\$2119
1/2 Page	\$1412	\$1342	\$1271
1/3 Page	\$1060	\$1006	\$953
1/4 Page	\$824	\$783	\$742
Business Card	Casual	2x	4x
90mm x 54mm	\$269	\$269	\$269

Advertising Conditions

- The above prices are per issue and GST exclusive and valid until December 2021.
- Further discounts are available to National and State Sponsors of the Australian Cinematographers Society.
- Finished material should be supplied electronically. See Technical 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.
- Preferred placements are available, on a limited basis. A surcharge is applicable to this placement as per the ratecard
- Bookings will be accepted by emailing advertising@acmag.com.au
- **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 14 days after publication.
- A Late Payment fee will be charged for invoices older than 60 days. In addition, no further advertising will be placed until the account is 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 an ACS Sponsor.
- 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

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. 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.

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

Email to advertising@acmag.com.au or send via FTP <https://www.hightail.com/u/acmagazine>

Disclaimer

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a u s t r a l i a n c i n e m a t o g r a p h e r

Terms & Conditions

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- Preferred placements are available, on a limited basis. A surcharge is applicable to this placement as per the rate card.
- Bookings will only be accepted by using the Advertising Booking Form with this media kit, or downloadable from our website www.cinematographer.org.au or by emailing advertising@acmag.com.au
- 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.
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For Advertising Bookings

For bookings call 0411 525 733
or email advertising@acmag.com.au

Austcine Publishing following receipt of advertising booking and artwork will issue a Tax Invoice. Invoices are due and payable within 30 days.

Austcine Publishing
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ABN: 73 581 063 611



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www.cinematographer.org.au