

Director of Advertising,
Jeryll Adler

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JANUARY/FEBRUARY 2017

Space Reserve DEC. 2, 2016
Materials Due DEC. 14, 2016
On Sale JANUARY 9

MARCH/APRIL 2017

Space Reserve FEBRUARY 3
Materials Due FEBRUARY 14
On Sale MARCH 9

MAY/JUNE 2017

Space Reserve APRIL 3
Materials Due APRIL 14
On Sale MAY 9

JULY/AUGUST 2017

Space Reserve JUNE 6
Materials Due JUNE 14
On Sale JULY 9

SEPTEMBER/OCTOBER 2017

Space Reserve AUGUST 4
Materials Due AUGUST 16
On Sale SEPTEMBER 9

NOVEMBER/DECEMBER 2017

Space Reserve OCTOBER 3
Materials Due OCTOBER 13
On Sale NOVEMBER 9

WHAT THEY SAY ABOUT US

"FILM COMMENT is by far the best American film Magazine, and the only one I read consistently." —**Jim Jarmusch**

"FILM COMMENT continues to be one of the best outlets around for serious and dynamic film criticism." —**Richard Linklater**

"I've always been a big movie magazine reader, but the only ones I save are FILM COMMENT. They're part of my library" —**Wes Anderson**

"FILM COMMENT connects me to a time when films and filmmakers actually mattered and were treated as being worthy of serious discussion. There's no other cinema magazine remotely like it." —**Steven Soderbergh**

"FILM COMMENT regularly publishes some of the best film writers in the world, and they probe and parse cinema in the way that deepens our experience of it." —**Utne Independent Press Award for Best Arts Coverage**

"I love every aspect of motion pictures, and I'm committed to it for life. FILM COMMENT has that same commitment when it comes to writing about motion pictures." —**Clint Eastwood**

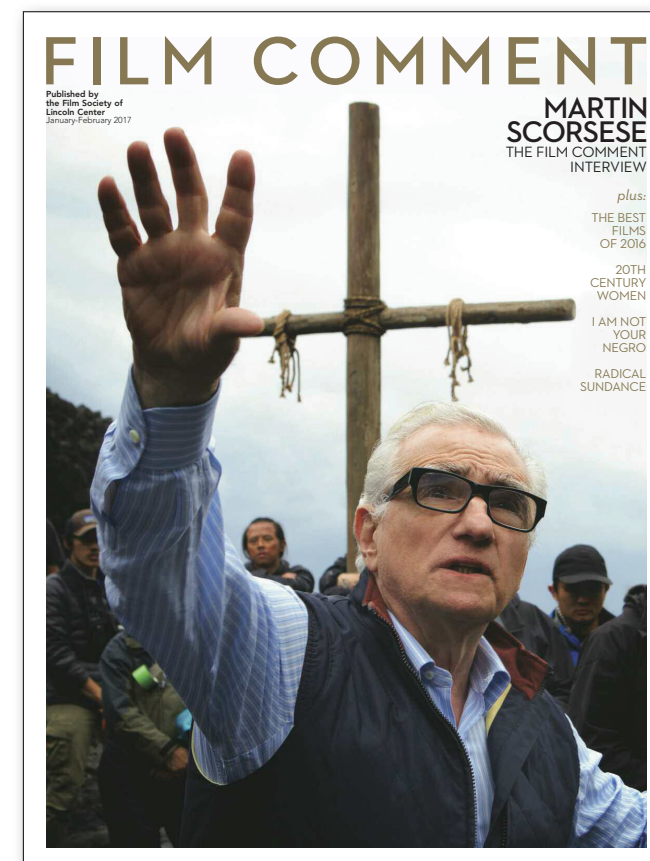
PRINT DELIVERY

Production Manager
Vicki Robinson

hi-res PDF
E-mail: vrobinson@filmlinc.org

If your file is too big for e-mail please use:
wetransfer.com

15K PAID CIRCULATION
REACHING 35K



click to view: <http://online.pubhtml5.com/hjix/xqpg/>

"FILM COMMENT [is] a citadel of intellectually committed, aesthetically adventurous ... lively and passionate cinephilia." — **The New York Times**

PRINT RATES & SPECS

TRIM 8 3/16 x 10 7/8 inches (8.187" x 10.875")

BLEED Provide an extra 1/8 inch (.125") on all sides: 8.312" x 11.125"

SAFETY Non-bleed and all live matter in bleed ads (type, rules, logos, etc.) should be 1/4 inch (.25") from trim. Please pay attention to gutter safety when sending a Double Page Spread and allow .25" either side of the central gutter.

PRINTING WEB OFFSET Saddle stitched. Four color (no PMS). 133-line screen

DIGITAL FILE FORMAT High-resolution, print-optimized PDF. All colors CMYK. All fonts embedded

PRINT	DIMENSIONS		B/W		4/C		B/W		4/C	
	WIDTH	HEIGHT	1X		3X		6X			
Full page non bleed	7 1/2 (7.5)	10 3/8 (10.375)	\$3,425	\$4,025	\$3,170	\$3,725	\$2,955	\$3,475		
Full page bleed	8 7/16 (8.4375)	11								
Spread non-bleed	16 1/8 (16.125)	10 5/8 (10.625)	\$6,335	\$7,450	\$5,890	\$6,925	\$5,695	\$6,700		
Spread bleed	16 5/8 (16.625)	11 1/8 (11.125)								
2/3 page vertical	4 5/8	9 3/4	\$2,915	\$3,425	\$2,830	\$3,325	\$2,680	\$3,150		
1/2 page vertical	4 3/4	7 3/4	\$2,425	\$2,850	\$2,275	\$2,675	\$2,150	\$2,525		
1/2 page horizontal	7 1/8	5 1/4								
1/3 page vertical	2 1/4	9 3/4	\$1,915	\$2,250	\$1,785	\$2,100	\$1,680	\$1,975		
1/3 page square	4 5/8	4 3/4								
1/4 page column	2 1/4	7 1/4	\$1,640	\$1,925	\$1,555	\$1,825	\$1,510	\$1,775		
1/6 page column	2 1/4	4 7/8	\$1,445	\$1,700	\$1,425	\$1,675	\$1,340	\$1,575		
1/8 page column	2 1/4	3 1/2	\$1,360	\$1,600	\$1,275	\$1,500	\$1,235	\$1,450		
Inside Front Cover				\$6,200		\$6,000		\$5,675		
Inside Back Cover				\$5,675		\$5,450		\$5,250		
Back Cover				\$7,000		\$6,750		\$6,425		

FIRST 20% OF BOOK POSITION GUARANTEE INCURS A 20% PREMIUM TO STANDARD RATE

OPPORTUNITIES

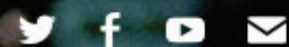
Exclusive distribution at the New York Film Festival (Sept/Oct)

Distribution at the Sundance Film Festival (Jan/Feb)

Best of the Year Roundup issue (Jan/Feb)

Special Cannes coverage issue (Jul/Aug)

New York Film Festival preview (Sep/Oct)



112,000 average weekly page views*

CONTACT

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E-mail: ads@filmlinc.org

70 Lincoln Center Plaza
New York, NY 10023

Tel.: 212.875.5945

DETAILED TECH SPECS AVAILABLE

DIGITAL DELIVERY

* Impressions estimated, not guaranteed

SIZES AND PRICES

BANNER ADS

UNIT SIZE	1 WEEK	4X RATE	12X RATE
Desktop leaderboard* 728 x 90	\$1,825	\$1,740	\$1,690
Mobile leaderboard* 320 x 50 *please supply both sizes			
Medium rectangle (desktop & mobile) 300 x 250	\$1,610	\$1,535	\$1,490

Standard web units can only have site served swaps once in any 7 day run

WEEKLY DIGESTS

FILMLINC AND FILM COMMENT NEWSLETTERS

UNIT SIZE	OPEN RATE	4X RATE	12X RATE
728 x 90	\$1.525	\$1.445	\$1.410

50,000 AVERAGE OPT-IN CIRCULATION PER WEEK

MOBILE APP

IPAD, IPHONE, ANDROID

UNIT TYPE	OPEN RATE	4X RATE	12X RATE
Interstitial Ad	\$1,000	\$950	\$925
Schedule banner †	\$900	\$855	\$830

USER NUMBER: 5600 † Schedule banner: 33.3% SOV, year round

LIGHTBOXES

UNIT SIZE	OPEN RATE	4X RATE	12X RATE
600 x 500 (3 day)	\$1,580	\$1,490	\$1,455
600 x 500 (1 day)	\$525	\$495	\$485

18,900 AVERAGE THREE-DAY VISITORS
6,300 AVERAGE ONE-DAY VISITORS

Lightboxes are available only to advertise films and events at FSLC theaters, and sold in minimum 3-day increments. On an as-available basis the unit can be purchased for up to 7 days per event for the 3-day base price plus incremental 1-day price per each additional day.

The Lightbox runs do not offer material swaps and are only site served/static units

DISCOUNTS

ALL PRINT CONTRACT ADVERTISERS AUTOMATICALLY START AT THE 4X RATE.
All digital contract advertisers will automatically be offered the 3X contract rate for print if they are not on a print contract.

OPPORTUNITIES

The 55th New York Film Festival:
September 29th to October 15th