

# CINEASTE DISPLAY RATES AND TECH SPECS 2011-2012

AD SIZES AVAILABLE	DIMENSIONS	1X RATES
Outside Back Cover (no bleed)	7 1/4" w x 9 7/8" h	\$650 B&W (4/C \$975)
Outside Back Cover (full bleed)	8 3/8" w x 11" h	\$650 B&W (4/C \$975)
Inside Front or Back Cover (no bleed)	7 1/4" w x 9 7/8" h	\$600 B&W (4/C \$900)
Inside Front or Back Cover (full bleed)	8 3/8" w x 11" h	\$600 B&W (4/C \$900)
Full Page (no bleed)	7 1/4" w x 9 7/8" h	\$500 B&W (4/C \$750)
Full Page (with bleed)	8 3/8" w x 11" h	\$500 B&W (4/C \$750)
2/3 Page Vertical	4 3/4" w x 9 7/8" h	\$420 B&W (4/C \$630)
1/2 Page Horizontal	7 1/4" w x 4 15/16" h	\$360 B&W (4/C \$540)
1/2 Page Vertical	3 1/2" w x 9 7/8" h	\$360 B&W (4/C \$540)
1/3 Page Vertical	2 1/4" w x 9 7/8" h	\$250 B&W (4/C \$375)
1/4 Page	3 1/2" w x 4 15/16" h	\$220 B&W (4/C \$330)
1/6 Page Vertical	2 1/4" w x 5" h	\$150 B&W (4/C \$225)
1/6 Page Horizontal	4 3/4" w x 2 1/4" h	\$150 B&W (4/C \$225)

ISSUE	RESERVATION	AD FILE	PUBLICATION
Winter 2011 (Vol. 37, No. 1)	October 28	November 11	Week of December 5–9
Spring 2012 (Vol. 37, No. 2)	January 13	February 3	Week of Feb. 27–March 2
Summer 2012 (Vol. 37, No. 3)	April 13	May 4	Week of May 28–June 1
Fall 2012 (Vol. 37, No. 4)	July 20	August 3	Week of August 27–31
Winter 2012 (Vol. 38, No. 1)	October 26	November 9	Week of December 3–7

## TECHNICAL SPECIFICATIONS

**TRIM SIZE:** 8 1/4" x 10 7/8" (your non-bleed PDF ad file registration marks should be at 9 1/4" x 11 7/8")

**BLEED SIZE:** 8 1/2" X 11 1/8" (your full-bleed PDF file registration marks should be at 9 1/2" x 12 1/8", with 12 point offsets)

If you prefer, go to <http://www.cadmusmediaworks.com> (click on "Cadmus MediaWorks Digital File Specs") to download our PostScript Printer Description File to distill a postscript file from which to produce your PDF file.

**DIGITAL FILE FORMAT:** High resolution (300 dpi), print-optimized PDF, set for CMYK, with all fonts and images embedded. Email your ad files to [cineaste@cineaste.com](mailto:cineaste@cineaste.com). For files too large to email, see FTP instructions below.

**DISCOUNT RATES:** For discounted rates for multiple issue insertions, please inquire at [cinads@hotmail.com](mailto:cinads@hotmail.com)

**Email space reservations to Barbara Saltz at [cinads@hotmail.com](mailto:cinads@hotmail.com)**

**Email ad files to [cineaste@cineaste.com](mailto:cineaste@cineaste.com)**

### SURFACE MAIL:

Barbara Saltz  
Cineaste Magazine  
6 University Drive  
Suite 206, PMB 161  
Amherst, MA 01002  
Phone (413) 230-3488  
Fax (413) 230-3367  
Email: [cinads@hotmail.com](mailto:cinads@hotmail.com)

### FOR AD FILES TOO LARGE TO EMAIL, USE YOUSENDIT OR MAC USERS MAY DEPOSIT FILES ON OUR DESIGNER'S IDISK

ID: robinsonvicki  
Password: vickianne  
Deposit your file in Public folder  
Windows users should go to  
[idisk.mac.com/robinsonvicki](http://idisk.mac.com/robinsonvicki)