

Director of Sales and Marketing, David Goldberg

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JANUARY/FEBRUARY 2019

Space Reserve DEC. 4, 2018
Materials Due . . . DEC. 14, 2018
On Sale JANUARY 9 2019

MARCH/APRIL 2019

Space Reserve FEBRUARY 5
Materials Due FEBRUARY 19
On Sale MARCH 11

MAY/JUNE 2019

Space Reserve APRIL 4
Materials Due APRIL 16
On Sale MAY 9

JULY/AUGUST 2019

Space Reserve JUNE 4
Materials Due JUNE 14
On Sale JULY 9

SEPTEMBER/OCTOBER 2019

Space Reserve AUGUST 5
Materials Due AUGUST 16
On Sale SEPTEMBER 9

NOVEMBER/DECEMBER 2019

Space Reserve OCTOBER 4
Materials Due OCTOBER 18
On Sale NOVEMBER 10

EDITORIAL CALENDAR

Jan/Feb Best of the Year Roundup issue, Awards Season, special distribution at the Sundance Film Festival

March/April The Film Comment career review of this year's Chaplin Gala honoree, distribution at New Directors, New Films

May/June Special distribution in the American Pavillion at the Cannes Film Festival

July/August Summer issue, extended Cannes coverage

Spet/Oct New York Film Festival section, exclusive NYFF distribution.

Nov/Dec Holiday season issue, Awards season kickoff

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 or send link to:
vrobinson@filmlinc.org

**15K PAID CIRCULATION
REACHING 35K**

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



click to [here](#) to view (authorization id: FCJA18)

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: 8.437" 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 Perfect bound. Four color (CMYK, no PMS). 133-line screen

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

ALL FRACTIONAL ADS MUST ALSO SEND A JPEG AT 1536 PIXELS WIDE BY 2048 PIXELS TALL TO BE INCLUDED IN THE FILM COMMENT APP

PRINT	DIMENSIONS		B/W		4/C			
	WIDTH	HEIGHT	1X	3X	4/C	6X		
Full page non bleed	7 1/2 (7.5)	10 3/8 (10.375)	\$3,699	\$4,347	\$3,424	\$4,023	\$3,191	\$3,753
Full page bleed	8 7/16 (8.437)	11 1/8 (11.125)	\$6,842	\$8,046	\$6,361	\$7,479	\$6,151	\$7,236
Spread non-bleed	16 1/8 (16.125)	10 3/8 (10.375)	\$6,842	\$8,046	\$6,361	\$7,479	\$6,151	\$7,236
Spread bleed	16 5/8 (16.625)	11 1/8 (11.125)						
2/3 page vertical	4 5/8	9 3/4	\$3,148	\$3,699	\$3,056	\$3,591	\$2,894	\$3,402
1/2 page vertical	4 3/4	7 3/4	\$2,619	\$3,078	\$2,457	\$2,889	\$2,322	\$2,727
1/2 page horizontal	7 1/8	5 1/4						
1/3 page vertical	2 1/4	9 3/4	\$2,068	\$2,430	\$1,928	\$2,268	\$1,814	\$2,133
1/4 page column	2 1/4	7 1/4	\$1,771	\$2,079	\$1,679	\$1,971	\$1,631	\$1,917
1/6 page column	2 1/4	4 7/8	\$1,561	\$1,836	\$1,539	\$1,809	\$1,447	\$1,701
1/8 page column	2 1/4	3 1/2	\$1,469	\$1,728	\$1,377	\$1,620	\$1,334	\$1,566
Inside Front Cover				\$6,696		\$6,480		\$6,129
Inside Back Cover				\$6,129		\$5,886		\$5,670
Back Cover				\$7,560		\$7,290		\$6,939

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

FILM COMMENT

Because we all need to talk about movies



135,000 average weekly page views*

* Impressions estimated, not guaranteed

CONTACT

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DETAILED TECH SPECS AVAILABLE

DIGITAL DELIVERY

SIZES AND PRICES

BANNER ADS

UNIT SIZE	1 WEEK	4X RATE	12X RATE
Desktop leaderboard*			
970 x 250 new!	\$2,365	\$2,253	\$2,189
728 x 90	\$1,971	\$1,879	\$1,825
Mobile leaderboard*			
320 x 50 *please supply both sizes			
Medium rectangle (desktop & mobile)			
300 x 250	\$1,739	\$1,658	\$1,609

Standard web units can only have site served swaps once in any 7 day run
33.3% SOV, year round

PREMIUM: for 100% SOV the cost will be an additional \$1,750 on top of any rate

WEEKLY DIGESTS

FILMLINC AND FILM COMMENT NEWSLETTERS

UNIT SIZE	OPEN RATE	4X RATE	12X RATE
728 x 90	\$1,647	\$1,561	\$1,523

50,000 AVERAGE OPT-IN CIRCULATION PER WEEK

MOBILE APP

IPAD, IPHONE, ANDROID

UNIT TYPE	OPEN RATE	4X RATE	12X RATE
Interstitial Ad	\$1,080	\$1,026	\$999
Schedule banner †	\$972	\$923	\$896

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

LIGHTBOXES

UNIT SIZE	OPEN RATE	4X RATE	12X RATE
600 x 500 (3 day)	\$1,706	\$1,609	\$1,561
600 x 500 (1 day)	\$567	\$535	\$524

19,065 AVERAGE THREE-DAY VISITORS
6,355 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

NEW! SPONSOR THE FILM COMMENT PODCAST
(WITH 2 X :15 AND 1 X :30 SPOTS)
OVER 9,000 LISTENERS A WEEK! \$400 PER EPISODE

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 57th New York Film Festival:
September 28th to October 14th