

CINEMAGINE[★]

Advertiser's Kit

The Cinemagine Network is a group of three leading web sites targeting filmmakers and film industry professionals across the globe. The network collectively generates 3.5 million annual visits from users in over 20 countries. The network comprises the following sites:

Filmmaking.net Founded in 1994, filmmaking.net is one of the web's top news and community sites for new and independent filmmakers. www.filmmaking.net

CannesGuide.com Companion to the leading travel guide book for filmmakers and film industry professionals attending the Cannes Film Festival. www.cannesguide.com

SundanceGuide.net Companion to the leading travel guide book for film fans, filmmakers, and film industry professionals attending the Sundance Film Festival. www.sundanceguide.net




Partnering with Cinemagine represents an extremely cost-effective way of speaking to a niche market of highly motivated independent filmmakers. To help you reach this audience with your product or service, a range of advertising, sponsorship, and product-placement options are available. We also invite you to suggest more bespoke ways in which filmmaking.net can work with you to help you get your message to our audience.


Standard Advertising Placements

The Cinemagine Network offers a range of placement options using standard digital advertising industry formats. In addition, we offer several customised house formats to maximise campaign exposure to our audience.

Banners

Our standard banner options are placed on all pages across the network. Each time a page is loaded the ad server inserts an ad from the available pool into the relevant media space. All banners are sold on a CPM (cost per thousand impressions) basis; however tenancy agreements for selected pages are also available.

<p>Leaderboard Banners Dimensions: 728x90 pixels</p> <p>Placed at the top of the page, near the main site navigation.</p>	
<p>Skyscraper Banners Dimensions: 120x600 pixels</p> <p>Placed in the left column of the page, in line with the page content.</p>	
<p>Medium Rectangle/MPU Dimensions: 300x250 pixels</p> <p>Placed in the right column at the top of the page, in line with the page content.</p>	

<p>Vertical Banner Dimensions: 120x240 pixels</p> <p>Placed in the left column at the top of the page, in line with the page content.</p>	
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Text Links

Text links are short sentences which are linked to the advertiser’s web site. These are normally 5-10 words and positioning within the page is negotiable, so long as the ads are in keeping with the page design and relevant to the content. Text links are sold on a tenancy basis in blocks of one month.

<p>Standard Text Link Approximately 10-15 words, placement negotiable.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vel massa.</p>
<p>In-Line Text Link Length and placement negotiable. Copy must be in keeping with the existing page content.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vel massa. Maecenas pulvinar ante pulvinar libero. Vivamus orci. Phasellus neque. Proin adipiscing eleifend massa. In lectus. Proin dapibus tortor quis velit. Donec euismod. Etiam tellus felis, sagittis scelerisque, elementum quis, dignissim vitae, velit</p>

Special Placements

In addition to the standard placement options, a range of special placements are available on certain sites within the network.

<p>Featured Film School Available on Filmmaking.net only.</p> <p>Filmmaking.net’s Film School Directory (www.filmmaking.net/filmschools/) is the largest resource of its kind on the Internet and one of the most popular destinations for those seeking information about film training institutions.</p>	<p>Prague Film School, Czech Republic One-year and semester programs in film-making, with specialization in writing, directing, cinematography and post-production. Incorporates training on Red One cameras.</p> <p>www.filmstudies.cz</p>
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<p>Featured film school listings appear above the fold on all pages in the Film Schools Directory.</p> <p>Featured film school listings are displayed on a tenancy basis and placements are sold in monthly blocks.</p>	
<p>Links Directory</p> <p>Available on Filmmaking.net only.</p> <p>Site/Service name plus 15-25 word description, listed under a selected category in the Links area of the site.</p>	<p>Site/Service Name - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vel massa. Maecenas pulvinar ante pulvinar libero. Vivamus orci. Phasellus neque.</p>
<p>Advertorial Article</p> <p>Available on Filmmaking.net only.</p> <p>A dedicated article/blog post, included in the standard blog. Remain on the site indefinitely (unless the advertiser requests removal)</p>	<p><i>Formats can be tailored to individual requirements, within the general scope of the page design.</i></p>
<p>Accommodation Exchange Featured Ad</p> <p>Available on CannesGuide.com and SundanceGuide.net</p> <p>A text ad for a property in Cannes, appears at the top of the Accommodation Exchange property listings.</p>	<p>Your Property or Accommodation Service Here?</p> <p>Get maximum visibility for your property or accommodation booking service. Advertise here. www.cannesguide.com</p>

Bespoke Solutions

Cinemagine offers a range of standard options for advertising on our network. However, we are equally open to discussing any ideas you have for a more customised solution on the site. We have undertaken a range of bespoke advertising arrangements in the past, so if you have an idea for an alternative way in which you could work with Cinemagine to market your product or service, feel free to contact us to discuss it further.

Tracking and Reporting

All online advertising options are served via the leading open-source ad serving product OpenX (www.openx.org). Access to real-time statistics for ads served by Cinemagine is available to advertisers

via a password-protected URL. OpenX is also compatible with tags supplied by leading industry ad servers such as DoubleClick and 247/Real Media.

Rate Card

Banners

Banners on filmmaking.net are billed on a CPM basis (i.e. cost per 1,000 ad impressions). Banner placements are subject to a minimum buy of 20,000 impressions per ad unit.

Ad Unit Type (Size)	British Pounds (£) CPM	US Dollars (\$) CPM ¹	Euro (€) CPM ¹
Leaderboard	£7	\$10.95	7.80€
Skyscraper	£6	\$9.50	6.70€
Medium Rectangle/MPU	£9	\$14.00	10.00€
Vertical Banner	£4	\$6.50	4.50€

Other Ad Units

The following ad units are billed on a tenancy basis, in blocks of one (1) month. There are no impression limits; these ads occupy their respective position to the exclusion of all others.

Ad Unit Type (Size)	British Pounds (£) Tenancy	US Dollars (\$) Tenancy ¹	Euro (€) Tenancy ¹
Text Link (Home Page)	£50	\$78	56€
Text Link (Filmmaking.net Film Schools Pages)	£50	\$78	56€
Text Link (Other Pages)	£25	\$39	28€
Featured Film School	£65	\$100	73€
Accommodation Exchange Featured Ad	N/A	N/A	1 month - 10€ 3 months - 25€ 12 months - 90€

Additional Placements/Services:

Service	British Pounds (£)	US Dollars (\$)¹	Euro (€)¹
Advertorial Article (flat fee)	£195	\$300	220€
Links Directory Listing (once-off fee)	£31	\$99.95 Launch Special \$49.95	37€
Advertorial copywriting service (per day)	£175	\$250	197€

Notes

1. The base rate for all advertising placements is in *British Pounds*. If required, invoices can also be denominated in US Dollars or Euro, in which case the British Pounds total will be converted at the prevailing rate from www.oanda.com, using *Interbank +/- 3% (Typical credit card rate)*, on the date of the invoice.
2. Media Buyers – Cinemagine will pay commission to approved media buying agencies at a rate of 15% of the total placement value.
3. All placements are subject to receipt of a signed Advertising Insertion Order. This agreement outlines the full terms and conditions of advertising with Cinemagine.
4. Rates are current as of 08 December 2010 and are subject to change without notice.

Further Information & Bookings

To discuss your advertising requirements in more detail or to arrange a booking, please contact:

Benjamin Craig
Cinemagine Media Limited
Tel. +44 870 042 1364 (UK business hours)

Email contact should be directed to [info](mailto:info@cinemagine.com) at [cinemagine](http://cinemagine.com) dot [com](http://cinemagine.com) (email address formatting removed to prevent spam).