For over 80 years, Film Journal International has been one of the most authoritative voices of the motion picture industry. FJI is a trade publication that covers the entire motion picture industry, including theatrical exhibition, production, distribution, equipment and concessions and other allied activities.

Articles report on worldwide news, with features on current production, industry trends, theatre design, new equipment and technology, concessions, sound, digital cinema, screen advertising, alternative content, and other industry-related topics. Each issue also includes the Buying and Booking Guide, with comprehensive feature film reviews that are indispensable for the theatre operator.

Special issues contain detailed guides to international distribution and exhibition, as well as equipment and concessions for the motion picture industry. FJI provides exclusive coverage and top placement at the major industry conventions including ShowEast, CineEurope, CineAsia, and CinemaCon.

Every ad in our print edition of FJI also appears in our digital edition for double the exposure.

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www.filmjournal.com
Our Readers

Film Journal International (FJI) has a subscriber base of readers made up of:

- Theatre Operators/Owners
- Theatre Managers
- Concessionaires
- Film Buyers
- Producers
- Film Distributors
- Marketing/Media Professionals

Reach theatres delivering over 90% of the U.S. boxoffice, with buying influence, from the following major circuits:

- AMC Theatres
- B&B Theatres
- Bow Tie Cinemas
- Carmike Cinemas
- Cinemark USA
- Cineplex Entertainment
- Cinépolis
- Cobb Theatres
- Georgia Theatre Co.
- Goodrich Quality Theaters
- Harkins Theatres
- Kerasotes Theatres
- Landmark Theatres
- Malco Theatres
- Marcus Theatres
- National Amusements
- Pacific Theatres
- Phoenix Big Cinemas
- Regal Entertainment Group
- Southern Theatres
- UltraStar Cinemas
- Warren Theatres... and many other major, regional, independent, and international theatre circuits.

Our Advertisers

Companies like yours advertise in FJI because they know they will reach the right decision makers with real buying power. If your company produces or sells any of the following products or services, you should make FJI part of your marketing strategy:

- 3D
- Alternative Content Programs
- Amusements/Gaming
- Concessions & Concession Equipment
- Construction/Architecture
- Digital Cinema Equipment
- Feature Films
- Financial Services
- Janitorial Supplies
- Hearing Devices
- Immersive 4D Seating
- Immersive Sound Systems
- Interior Design
- Lobby Displays
- Mobile Payment Systems
- Movie Merchandise
- Projection Booth Equipment
- Screens
- Seating
- Signs
- Social Networking
- Sound/Speakers/Amplifiers
- Special Services
- Ticketing/Point of Sale
- Walls/ Panels/ Screens

If you want to sell to the global movie theatre industry, it pays to advertise in Film Journal International.

The Power Behind Film Journal International

Every ad in our print edition of FJI also appears in our digital edition for double the exposure.

Film Journal International is part of Mediabistro Holdings’ Film Expo Group with a wealth of trade events and online and digital media to enhance your marketing power. Only the Film Expo Group has the global reach of powerful events and media opportunities to fully cover the cinema exhibition industry. In addition to FJI, we produce ShowEast, CineEurope, and CineAsia. Our media-rich websites and array of digital marketing opportunities also provide exposure to thousands of industry professionals.

We Have You Covered

Increase your sales and reach when you leverage our resources across print, online, digital, and event platforms. Combine your advertising in FJI with participation at our industry-leading trade events and online and digital media opportunities to cover all the bases and get the most impact for your marketing dollars. Ask our advertising executives about how you can cross-promote your products and services with our vast array of products. They will work with you to customize a package that fits your needs.
ANNUAL GUIDE TO DISTRIBUTION & EXHIBITOR RELATIONS
Ad Close: 12/4/15 • Material Due: 12/10/15
The Film Journal International Distribution Guide is your convenient listing of domestic and international motion picture distribution companies, from the majors to the independents. A most popular issue for advertising, as the section is used constantly by executives in the film industry all year round. This issue also includes a new section highlighting Exhibitor Relations at leading studios and distributors and their top films for 2016.

BONUS DISTRIBUTION at ICTA LA Seminar.

THEATRE MANAGEMENT & NOC SYSTEMS
Ad Close: 12/31/15 • Material Due: 1/7/16
Film Journal International looks at the latest digital technologies designed to make theatre operations more efficient, reliable and uniform across an entire circuit, with special emphasis on Network Operations Centers that monitor potential problems and ensure that the show always goes on.

ANNUAL GUIDE TO EXHIBITION
Ad Close: 1/26/16 • Material Due: 2/2/16
A helpful resource for all segments of our industry, the Annual Guide to Exhibition provides a list of leading domestic and international exhibition companies, including personnel and their titles, addresses, telephone numbers, e-mail addresses, number of screens, etc. This annual issue is kept handy as a reference tool year-round.

PRE-SHOW ADVERTISING / ALTERNATIVE CONTENT / TICKETING
Ad Close: 2/18/16 • Material Due: 2/25/16
Thanks to the digital revolution, theatre owners are exploring new uses for their facilities during non-peak periods, including live concerts, opera performances, sporting events and revivals of classic movies. Digital technology is also creating a more versatile environment for preshow advertising. This issue looks at the latest trends in both alternative content and preshow ads. FJI also looks at new developments in ticketing and point-of-sale technology.

CINEMACON
Ad Close: 3/17/16 • Material Due: 3/24/16
NATO’s CinemaCon convention for the theatrical motion picture industry will be held April 11-14 at Caesar’s Palace in Las Vegas. Our coverage of CinemaCon will include profiles of the major industry award winners and previews of the show’s top activities and seminars.

BONUS DISTRIBUTION at Caesar’s Palace during CinemaCon and MidAtlantic NATO.

SHOWCANADA
Ad Close: 4/20/16 • Material Due: 4/27/16
This issue covers the international marketplace of our Canadian neighbors. ShowCanada, held May 30–June 2 for the first time in the USA at the Loews Hotel in Hollywood, CA, is the annual convention where all the exhibitors and distributors get together for meetings, screenings and seminars.

BONUS DISTRIBUTION at ShowCanada 2016.
CINEEUROPE  
Ad Close: 5/25/16 • Material Due: 6/1/16  
CineEurope, held June 20-23 in Barcelona, Spain, will receive full coverage in this issue. This is the major trade show/convention for the international and European cinema industry. CineEurope will open doors for all our advertisers, reaching the fast-growing worldwide marketplace.  
**Bonus Distribution** at CineEurope.

EQUIPMENT, CONCESSIONS & SERVICES GUIDE / NAC CONVENTION  
Ad Close: 6/23/16 • Material Due: 6/30/16  
Our annual Equipment, Concessions and Services Guide is a handy reference tool which provides an alphabetical, detailed listing of manufacturers of motion picture theatre equipment and concessions and related services. This issue also highlights concessions and the annual NAC Concession & Hospitality Expo, taking place July 19-22 in Minneapolis, Minnesota. This issue will also preview ShowSouth in Atlanta, Georgia.  
**Bonus Distribution** at the NAC Concession & Hospitality Expo.

THEATRE TECHNOLOGY  
Ad Close: 7/22/16 • Material Due: 7/29/16  
*

CONSTRUCTION & DESIGN / FOCUS ON THE LOBBY  
Ad Close: 8/19/16 • Material Due: 8/26/16  
Here is useful information on the latest trends in theatre construction, tips on refurbishing, and detailed reports on innovative designs and architectural concepts. This issue also looks at the growing and increasingly popular trend of deluxe recliners in movie auditoriums.  
**Bonus Distribution** at the Geneva Convention.

SHOWEAST CONVENTION  
Ad Close: 10/6/16 • Material Due: 10/13/16  
This edition will be published in conjunction with the ShowEast Convention, which will take place Oct. 31-Nov. 3 at the Loews Miami Beach Hotel in South Beach, Florida. ShowEast has incorporated international programming, with delegates attending from South America, Latin America and the Caribbean. Coverage will include profiles of the major award winners and previews of the show’s top activities.  
**Bonus Distribution** at the Loews Miami Beach Hotel during ShowEast.

CINEASIA CONVENTION  
Ad Close: 11/7/16 • Material Due: 11/14/16  
This issue will cover the Asia/Pacific marketplace in conjunction with CineAsia, being held Dec. 6-8 at the Hong Kong Convention & Exhibition Centre. CineAsia is the major trade show/convention for the cinema industry in the fast-growing Asia/Pacific area.  
**Bonus Distribution** at CineAsia.
# Advertising Rates

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<tr>
<th></th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
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<tr>
<td><strong>Full Page</strong></td>
<td>$3,720</td>
<td>$3,370</td>
<td>$3,110</td>
<td>$2,950</td>
<td>$2,790</td>
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<td>$2,440</td>
<td>$2,330</td>
<td>$2,290</td>
<td>$2,190</td>
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<td>$2,000</td>
<td>$1,960</td>
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<td>$1,810</td>
<td>$1,780</td>
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<td>$1,520</td>
<td>$1,440</td>
<td>$1,440</td>
<td>$1,400</td>
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<td>$1,330</td>
<td>$1,280</td>
<td>$1,270</td>
<td>$1,230</td>
<td>$1,170</td>
</tr>
<tr>
<td><strong>1/6 Page</strong></td>
<td>$1,050</td>
<td>$1,020</td>
<td>$1,000</td>
<td>$980</td>
<td>$900</td>
</tr>
</tbody>
</table>

**COVER PAGES:**

- **Front Cover:** $7,570
- **Cover 2:** $4,600
- **Cover 3:** $4,060
- **Cover 4:** $5,200

- Same rates apply for black & white.
- Cancellation Policy: Advertiser is responsible for 100% of amount shown on insertion order for print advertisements cancelled after Ad Close Date.
- Cancellation deadline for premium & special units (including but not limited to: cover wraps, cover adjacencies, cover units, posters, TOC adjacencies, inserts & outserts) is 6 weeks prior to Ad Close Date.

**Borders:** We reserve the right to add borders to ads incorrectly sized.

**Credit:** Advertising charges are to be pre-paid until credit is established, unless ads are placed through an accredited advertising agency.

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# Guidelines

**PDF/X-1a:2001 FILE PREPARATION**

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign™ or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.

**Color:**

- Define all colors as CMYK process.
- Unintended spot color and/or Pantone colors must be converted to CMYK process.
- RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page.
- Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.

**Images:**

- Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- Full page bleed ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area.
- Bleed must extend 3/16” beyond trim. Keep live matter a minimum of 3/16” from trim edge.

**Type:**

- Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color. Knockout type smaller than 10 points cannot be guaranteed perfect registration and is therefore not recommended.
- Direct export option out of Adobe InDesign™ CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.
Material Requirements

Ad Submissions

Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format. Submit advertising materials through our ad portal at [https://mbh.sendmyad.com](https://mbh.sendmyad.com)

- Create a user account by clicking **Signup Here to Send Ads**.
- Log in and select **Submit an Ad**.
- Select **Print Magazine Ad** from the “publications” pull down menu.
- Complete the ad information section and upload your PDF/X-1a:2001 file.
- Please allow the file to complete processing.
- Review your ad with “spec boxes” selected. To turn on the option, select it from the “Views” menu found at the lower right corner of the scroll bar. Other menu options include “Actions” and “History”.
- Approve your submission.
- You will receive an automated e-mail tied to details and direct access to your file on the portal.

**File naming**: Publication abbreviation, issue date and ad name.

Example: **FJI_0201_SONY.pdf**. Do not exceed 20 characters in the file name.

**Trim**: 8-1/2” x 10-7/8” (WxH)

**Binding**: Perfect Bound. Inserts jog to the head.

For technical support, or for detailed digital specifications, call or email FJI production manager Rex Roberts: 212.493.4060, rex.roberts@filmjournal.com.

### Ad Specifications

<table>
<thead>
<tr>
<th>Type</th>
<th>Spread</th>
<th>2/3 Page Vertical</th>
<th>1/2 Page Vertical</th>
<th>1/3 Page Vertical</th>
<th>1/4 Page Vertical</th>
<th>1/6 Page Vertical</th>
<th>1/3 Page Square</th>
<th>1/2 Page Island</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bleed</strong></td>
<td>17 1/4” x 11 1/8”</td>
<td>440mm x 284mm</td>
<td>4 1/2” x 9 1/2”</td>
<td>2 1/8” x 9 1/2”</td>
<td>3 1/4” x 4 1/2”</td>
<td>2 1/8” x 4 1/2”</td>
<td>4 1/2” x 4 1/2”</td>
<td>4 1/2” x 7”</td>
</tr>
<tr>
<td><strong>Trim</strong></td>
<td>17” x 7/8”</td>
<td>216mm x 276mm</td>
<td>4 1/2” x 9 1/2”</td>
<td>53.975mm x 241.300mm</td>
<td>114.300mm x 114.300mm</td>
<td>114.300mm x 114.300mm</td>
<td>114.300mm x 114.300mm</td>
<td>114.300mm x 177.800mm</td>
</tr>
<tr>
<td><strong>Live Image Area</strong></td>
<td>16” x 10”</td>
<td>190mm x 254mm</td>
<td>7 1/2” x 10”</td>
<td>3 1/2” x 10 1/2”</td>
<td>2 1/4” x 10”</td>
<td>53.975mm x 114.300mm</td>
<td>53.975mm x 114.300mm</td>
<td>53.975mm x 177.800mm</td>
</tr>
</tbody>
</table>
2016 MEDIA PLANNER

FILMJOURNAL

INTERNATIONAL

Celebrating over 80 years of reaching the power players in the motion picture industry

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