

Fit the personality of your film, your product or your company with a website that understands your needs and is dedicated to the same audience demographic as yours. Circa 2000, IONCINEMA.com has flourished into a popular destination for cinephiles/art-house patrons. We provide them with daily film news, previews and interviews on the independent film, foreign language film, documentary film, film festival scene and quality popcorn flicks. Our special features and news coverage is offered from a team of world contributors and our fest coverage includes annual visits to the Sundance, SXSW, Cannes, TIFF, NYFF and AFI Fest. Over 150,000 cinephiles visit our site reading 400,000 pages monthly.

LEADERBOARD (928 x 90)

Located at the top of our website, the Leaderboard ad is an ideal location to instantly grab the reader’s attention. The area is clutter free and therefore emphasizes your art.

Ad Unit Type	1 week	2 weeks
928 x 90	\$150.00	\$270.00

**HALF PAGE AD & MEDIUM RECTANGLE
(300 x 250 & 300 x 600)**

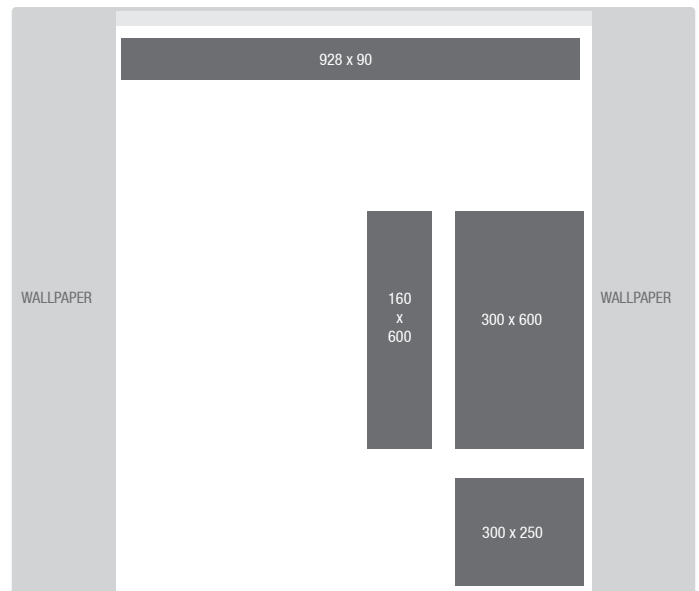
An ideal supplement to the 928 x 90 ad or a perfect way to grab our reader’s attention as they scroll down our home page or land on our thousands of news or movie pages, these strategically located ads on the right column offer superior click rates for the advertiser.

Ad Unit Type	1 week	2 weeks
300 x 250	\$125.00	\$200.00
300 x 600	\$150.00	\$270.00

**WIDE SKYSCRAPER BANNER
(160 x 600)**

An ideal supplement to any campaign or modestly priced for a more long term exposure, full banner or half banners are found in eyeline positions.

Ad Unit Type	1 week	2 weeks
160 x 600	\$75.00	\$125.00

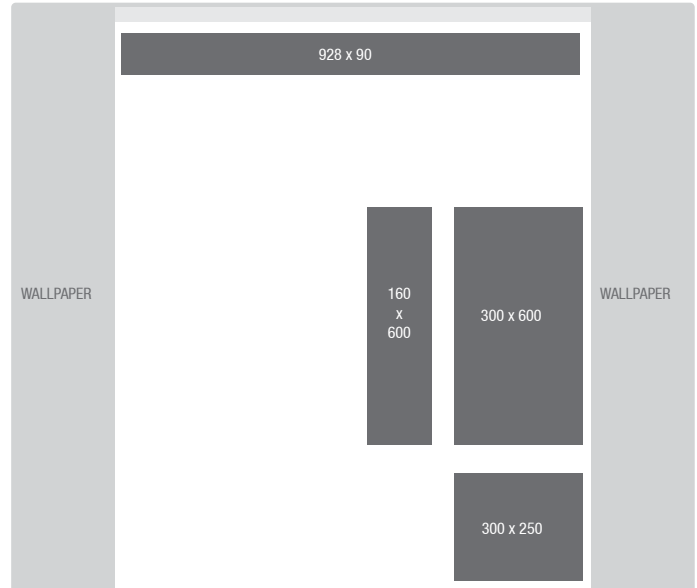


Please note: Purchased ad space are not part of a rotation/or shared with your competitors. The space remains exclusively yours during the allotted time.

Ad Unit Type	1 week	2 weeks
Wallpaper Only	\$300.00	\$500.00
Wallpaper* (Special Deal)	\$100.00	\$100.00

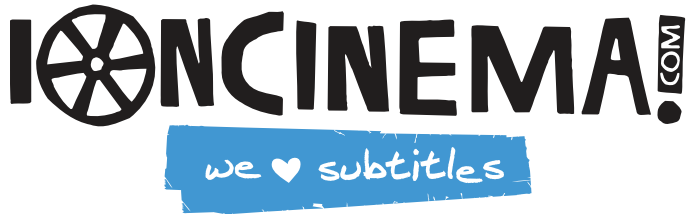
OR TAKE OVER THE SITE PACKAGES

Ad Unit Type	1 week	2 weeks
All 5 Banner Ads	\$500.00	\$850.00
All 5 plus Wallpaper*	\$600.00	\$950.00



OTHER AD SOLUTIONS/ SPEC CHART

Dimensions	Formats	File Size	Video	Notes
928 x 90 or 300 x 250 or 160 x 600 or 300 x 600 ½ Page Unit 300 x 500	flash with backup gif or jpg or gif	<30k gif – 35K flash If larger, must be third party served	Yes, if third party hosted Audio must be user initiated	Click through url must be provided Flash files must have the correct click through code imbedded Please use: on(release){getURL(_level0.cli ckTag, “_blank”);} Third Party: All click through/ad tracking functionality must be embedded in the file according to third party server requirements
Wallpaper	jpg or gif	<300k		Dimensions for Wallpaper are 1300 x 712
Page Overlay	1010 x 620 maximum	<300k	Formats determined by third party server – Required – Must send third party html tags with <script> and <noscript> tags	Must contain close/collapse buttons



ADVERTISING RATE CARD

Prices as of August 2015

BILLING METHOD

1. Paypal
2. We accept checks made out to IONCINEMA.com (US & Canadian Currency Only)

Payment plan must and all advertisements must be approved by IONCINEMA.com before appearing on the site. We reserve the right to reject any ad for any reason whether or not it meets the standards described herein. Ads may not use the name, logo, or look of IONCINEMA.com. IONCINEMA.com will apply best efforts to fulfill impression goals in the event that creative is late. For more information on how we can help create some good buzz about your upcoming film catalogue, product or service with our advertising and sponsorship opportunities please contact us:

CONTACT

Please contact us (the earlier the better) and let us know what your campaign is, what banner space you would like to reserve and the start and end dates for your campaign. If we approve the campaign and there are no schedule conflicts (with the exception of wallpaper ads, your ad is not part of a rotation among other ads, but instead is exclusive to your campaign for the time you have purchased it). Once your ad is approved, you can send your artwork and we will invoice you. Send all queries to eric@ioncinema.com.