

MICRO-FILM™ presents

# C-U Confidential™

The Movies of Champaign, Urbana, and the Cities Beyond

## ADVERTISING INFO – 2018

**Title:** “C-U Confidential”

**Issue:** #10

**Frequency:** Annual

**Press run:** 1,100 (projected)

**Format:** 5.5 in. wide x 8.0 in. tall, 40 pp.

**Cover Price:** \$3.50 US/\$4.00 Canada

### **Initial Distribution for FREE (Tentative List):**

1. Specialty merchants in downstate Illinois, Winter 2019
2. Champaign-Urbana, Illinois, arts events, Winter/Spring 2019

*... with more to announce ...*

### **Booking, Artwork & Payment Delivery**

Booking – **Friday, December 21, 2018, 5 p.m.** – FINAL

Artwork – **Friday, January 4, 2019, 5 p.m.** – FINAL

Payment – **Friday, January 25, 2019, 5 p.m.** – FINAL

## **ADVERTISING RATES**

### **Interior Advertisements (B/W):**

Bargain (<50 words + graphic): \$25.00

Quarter-Page: \$45.00

Half-Page: \$90.00

Full-Page: \$170.00

### **Cover Advertisements (4/C):**

Inside Back: Full/\$230, Half/\$130, Quarter/\$65

Inside Front: Full/\$250, Half/\$140, Quarter/\$80

Back: Full/\$300, Half/\$160, Quarter/\$90

## ARTWORK DIMENSIONS\*

- **Bargain:** Up to 50 words + 1 B/W graphic (**publisher will typeset**)
- **Quarter:** 2.375 inches\*\* by 3.25 inches
- **Half Horizontal:** 5 inches by 3.25 inches
- **Half Vertical:** 2.375 inches\*\* by 7 inches
- **Full, No Bleed:** 5 inches by 7 inches
- **Full, Bleed:** 5.75 inches by 8.25 inches

*\* Dimensions are width by height*

*\*\* These dimensions are wider than in previous issues. Please design accordingly!*

## ART FILE SPECIFICATIONS

- Artwork (including **Bargain** graphic) must be “ready for reproduction” and can be delivered on disc or flash drive, or as an e-mail attachment or direct download, in one of the following file formats: **hi-res TIFF, hi-res JPEG, hi-res PDF**
- Hi-res = 300 dpi, minimum
- B/W = black-and-white (grayscale)
- 4/C = 4-color (CMYK color space = full color) ... *no* RGB!
- **Bargain:** Text may be pasted in the body of an e-mail, or delivered in one of the following document file formats: Text-only, RichText, or Microsoft Word. **Boldface** or *italic* styles do not cost extra; however, please make their usage *absolutely clear* in your submission. Graphic is optional. Ad will be set inside a heavy-ruled box.
- We will not be responsible for spelling, grammar, or content errors introduced in any submission. *Please review carefully before sending!*
- Interior advertisements will be placed at the publisher’s discretion.
- Placement of cover advertisements is first come, first served, but can *only* be secured by prompt payment of the fee.
- Color advertising will *not* be offered for the interior of **C-U Confidential #10**.

## PAYMENT, MISCELLANY, AND CONTACT

- All personal checks, money orders, or cashiers checks can be made payable to **Jason Pankoke**. We *will* accept cash, but mail at your own risk. You may send a payment using **PayPal** directly to **cuconfidential@gmail.com**. We will furnish an electronic receipt for your purchase.
- We cannot offer donations, freebies, or trades of advertising space in **C-U Confidential #10**.
- **We reserve the right to refuse ads for any reason**. Also, purchasing advertising space in **C-U Confidential #10** does *not* grant advertisers authority over the content or opinions expressed in the magazine, on-line at **C-U Blogfidential**, or in **C-U Confidential**-branded social media.
- All advertisers will receive complimentary copies of **C-U Confidential #10** if located within the immediate Champaign-Urbana, IL, area. All advertisers located outside the immediate Champaign-Urbana, IL, area will have copies mailed to them at the earliest possible date.
- **C-U Confidential #10** will be marketed via print, public events, and the Internet, thereby increasing the reach of your advertising dollars.
- Advertising that will register most effectively in **C-U Confidential** might cover goods and services in the areas of: **Film, Video, Theater, Music, Fine and Performance Arts, Multi-media Production, Alternative News Media and Culture, and Do-it-Yourself Culture**
- Please contact us at (217) 418-5685 or **cuconfidential@gmail.com** if you have any further questions!

**C-U Confidential #10** is 100% INDEPENDENTLY PUBLISHED.

The information expressed in this document does not apply to **MICRO-FILM** magazine or any other **Paper Opteryx** publication.

Thanks for taking the time to read over our rates. We appreciate your business!

# ADVERTISING SAMPLES

Bargain Ad (2007 issue)

Ebertfest in Brief

Below is the complete list of movies slated for the sixth annual edition of Roger Ebert's Overlooked Film Festival, April 25-29, 2007, at the Virginia Theatre, 201 W. Park St., Champaign, Illinois. Thanks to What Screen Said and the Office of Communications at the University of Illinois at Urbana-Champaign for allowing IFC to promote its website for advertising for your pleasure.

<b>Wednesday, April 25</b>	<b>Friday, April 27</b>	<b>Saturday, April 28</b>
11:00 a.m. <b>SUBTICK</b> 1997, 97 min Dir. Andrew Steiner	11:00 a.m. <b>BAHRE THIRAMAN</b> 1976, 91 min dir. Sankar Ghose	11:00 a.m. <b>BEARS</b> 1975, 90 min Dir. Andrew Steiner
1:00 p.m. <b>THE WARRIOR BEAR</b> 1997, 92 min Dir. Lisa Mitchell	1:00 p.m. <b>LEWIS &amp; CLARK: THE JOURNALS</b> 1996, 97 min Dir. David Lister-Jones	1:00 p.m. <b>THE WIFE</b> 1999, 97 min Dir. Andrew Steiner
3:00 p.m. <b>WORLDWIDE</b> 1996, 92 min Dir. Christopher Munch	3:00 p.m. <b>LA BRUCE YAM</b> 1992, 94 min Dir. Nicholas Boffa	3:00 p.m. <b>WINNING</b> 1977, 93 min Dir. Andrew Steiner
5:00 p.m. <b>PAVING THE WAY OF A MEMBER</b> 1996, 92 min Dir. Sam Steiner	5:00 p.m. <b>PAVING THE WAY</b> 1996, 97 min Dir. Sam Steiner & Nicholas Boffa	5:00 p.m. <b>REARVIEW FOR THE WINDY CITY</b> 1997, 97 min Dir. Andrew Steiner

For [www.ebertfest.com](http://www.ebertfest.com) for the grant list, panel topics, special events and more!



**Michael Wise Productions**  
For 25 years, MPW has captured, directed and produced thousands and enters with creative and "hard" fun and also serves the public. We make it all aspects of film and the special effects. Our latest project is a movie of "Theater" at Lincoln Center, April 25, 2007. At the time.

Half-page Ad (2007 issue)

IFV

[www.illinifilmmandvideo.com](http://www.illinifilmmandvideo.com)

Your source for all things student film on the USUK campus

*Multi-media Production*

- Photography
- Video Production
- Music Videos
- Audio Recording
- Graphic Design
- DVD Authoring
- Web Design and Hosting
- and Video Editing

**Papa Paris** [www.papaparis.com](http://www.papaparis.com)

Full-page Ad (2007 issue)

APRIL 2007

# EXILE ON MAIN ST

**THE ONE STOP POP CULTURE SHOP**

**NEW & USED**  
DVDs • CDs • LPs • Video Games

BEYOND the VALLEY of the DOLLS  
Roger Ebert's Overlooked Film Festival • April 25-29  
1 Main Street, Downtown Champaign • 217-398-MAIN

XBOX 360 PLAYSTATION 3 Wii

Full-page Full-color Ad (2007 issue)

## Game Chairs

Take your game play to the next level with intense 3D Sound, 5.1ch, Center, Game-Triggered Lighting Effects and Shaking Game Vibration\* via 12 Game-Spec's Vibration Motors.

Experience Strike music, movies and action in true comfort with the ergonomically flexing, high neck design, padded arm rest, a side mounted cup holder, and 3D Stereo Speakers built into the headrest. Plug your MP3 player into the USB 2.0 port, then receive and hear with a one of several pre-programmed variable message music.



**Raptor Game Chair**  
**\$199.99**



**Ultimate Game Chair**  
**\$399.99**



**pc powerzone**  
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