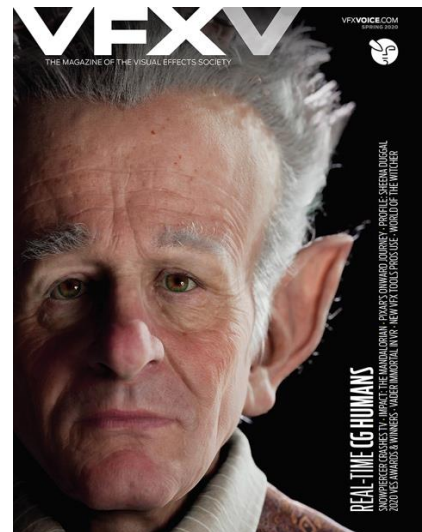


VFX VOICE MEDIA KIT 2020-2021



Visual Effects Society (VES) members are the driving force behind today's multi-billion-dollar entertainment industry. VES is the only global honorary society dedicated to advancing the arts and sciences of visual effects, providing professional enrichment, fostering community and promoting industry recognition.

With 4,000+ members in more than 42 countries, VES has an expanding global footprint, including 14 Sections in Australia, Bay Area (San Francisco), France, Georgia, Germany, India, London, Los Angeles, Montreal, New York, New Zealand, Toronto, Vancouver and Washington state.

48% of VES members have been working in the VFX industry for **20+ years**.

55% of VES members **recommend purchases** of equipment and services.

25% of VES members **approve purchases** of equipment and services.

VES' Facebook and Twitter combined reach **160,000+** global followers.

VFX Voice — The award-winning magazine of the Visual Effects Society

VFX Voice is a must-read publication for every key participant in the global visual effects industry. Honored by the prestigious Folio Awards for excellence in publishing, VFX Voice garnered wins for:

- **Best Magazine Launch** (Association/Nonprofit) 2018
- **Best Design of a New Magazine** (Professional/Membership organization) 2018
- **Best Magazine Website** (Association/Nonprofit B2B) 2019

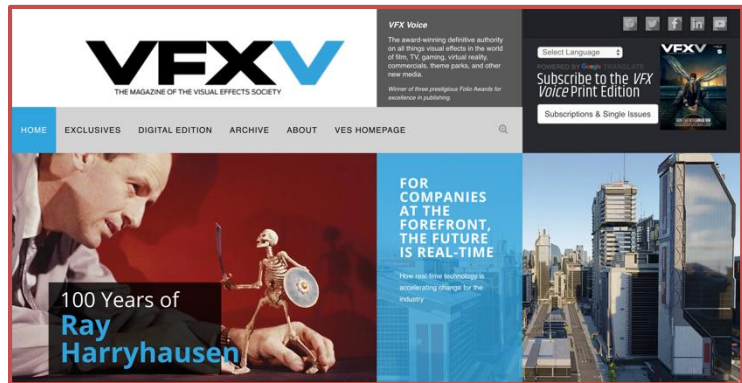
About VFX Voice magazine and VFXVoice.com

VFX Voice is read by artists, technologists, studio executives, supervisors, producers, model makers, educators, PR/marketing specialists and VES' 4,000+ members around the world who contribute to all areas of entertainment:

- Animation
- Broadcast & Television
- Commercials/Advertising
- Feature Film
- Gaming
- Theme Parks
- Special Venue Entertainment
- Virtual & Augmented Reality

Print. VFX Voice's quarterly print edition is distributed to key members and decision makers of the global entertainment business including executives in the following areas: film and studios, independent production companies, visual effects facilities, commercials creation and production, tech and tools hardware and software manufacturers, video game companies, virtual reality companies, and more.

Online. VFXVoice.com provides online access to articles from the printed magazine as well as web-only feature articles and other exclusive content. With 20,000+ unique pageviews per month, VFXVoice.com offers advertisers exceptional reach, impact and value.



FYC Advertising

Reach global voters fast and affordably during Awards season. Your 'For Your Consideration' ad will reach thousands of EMMY, Academy, BAFTA and VES Awards voters both in print and online.

VFX Voice Fans

<p><i>“VFX Voice is beautifully executed and superbly brings the people and stories of the VFX world to life. VFX Voice has done the art and the industry a great service. Many thanks for that.”</i></p> <p>~Jim Morris, President, Pixar</p>	<p><i>“VFX Voice gives you the inside story, straight from the people who make the amazing effects... it's the next best thing to having been on the team!”</i></p> <p>~Paul Franklin, DNEG Creative Director</p>
<p><i>“It really is required reading for anybody working in the VFX industry.”</i></p> <p>~Lindy DeQuattro, VFX Supervisor, MPC</p>	<p><i>“VFX Voice is a seminal magazine in the film and television industry.”</i></p> <p>~Neishaw Ali, President/Executive Producer, Spin VFX</p>

Editorial Calendar 2020/2021

Key Features*	
Issue: June / Summer 2020 Ad Close: April 10 Art Due: April 20	TV and Streaming VFX A Day in the Life of a VFX Supervisor New Approaches in TV VFX 5G Creative Experiences VR/AR/MR Update Top Summer VFX Films & TV Shows VFX/SFX Profiles VES Section Profile
Issue: October / Fall 2020 Ad Close: August 7 Art Due: August 17	The Return and Rise of Practical Effects Future Tech of VFX How VFX Teams Collaborate Focus: Film Schools 2020 Music Video VFX Top Fall VFX Films & TV Shows VR/AR/MR Update VFX/SFX Profiles VES Section Profile
Issue: January / Winter 2021 Ad Close: October 30 Art Due: November 9	VFX Oscar Contenders The Future of Animation Real Time in Virtual Production & Rendering VFX Professionals Branch Out With Personal Projects Top Winter VFX Films & TV Shows VFX Commercials VR/AR/MR Update VFX/SFX Profiles VES Awards Profiles VES Section Profile
Issue: April / Spring 2021 Ad Close: February 5, 2021 Art Due: February 15, 2021	AI in Everyday VFX Tasks Machine & Deep Learning Theme Park VFX New VFX Tools Top Spring VFX Films & TV Shows VR/AR/MR Update VFX/SFX Profiles VES Awards 2021 VES Section Profile
Issue: June / Summer 2021 Ad Close: April 9 Art Due: April 19	TV and Streaming VFX 5G Creative Experiences Invisible Effects Tech & Tools Top Summer VFX Films & TV Shows VR/AR/MR Update VFX/SFX Profiles VES Section Profile

*Articles are subject to change.



Advertising Rates

Print Advertising Rates

		<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>
Full Page	4-Color	\$5,250	\$5,000	\$4,750	\$4,500
Cover 2 (Inside Front)	4-Color	\$6,500	\$6,250	\$6,000	\$5,800
Cover 3 (Inside Back)	4-Color	\$6,000	\$5,750	\$5,500	\$5,250
Cover 4 (Back Outer)	4-Color	\$6,500	\$6,275	\$6,000	\$5,875
2-page Spread	4-Color	\$10,250	\$9,200	\$8,900	\$8,700

Payment is due in advance of publication.

Online VFXVoice.com Advertising Rates

Sizes	Description	1 Month	6 Months	12 Months
700 x 466 (Large Rectangle) 300 x 600 (Skyscraper) 300 x 250 (Premium Cube)	Your ad rotates in all three sizes throughout VFXVoice.com	\$2,500/month	\$2,000/month	\$1,500/month

Payment is due in advance of run dates.

4 to 6 creative units in rotation = +\$500/month
6 to 9 creative units in rotation = +\$1,000/month

Digital Sponsorships*

Dedicated E-Blasts

Send your stand-alone communication to nearly 4,000 VES subscribers in 42 countries. E-blasts are sent "Week of". Exact run date is not guaranteed.

\$1,800 per e-blast. Payment is due in advance of e-blast.

Social Media Posts on VES Platforms

Share your content and news with our online community of 160,000+ on VES Facebook and Twitter:

- 113,000+ VES Facebook followers
- 47,000+ VES Twitter followers

Social Media Posts are sent "Week of". Exact run date is not guaranteed

\$1,500 per send (includes both Facebook and Twitter). Payment is due in advance of postings.

Print & Online Combo Rates: Contact us for details and pricing.

Supplements, Inserts & Advertorials: Contact us for details and pricing.

*During "Awards Season" links to videos, featurettes and Before/After footage will be permitted on VES digital advertising platforms (social media, VFXVoice.com advertising and e-blasts to VES Members). However, an advertiser may not use any actual VES Awards submission. VES reserves the right to review and approve individual clips at its discretion.

CANCELLATION POLICY: Cancellations made 14 days or more from the run date incur no cancellation fee. Cancellations between 7-13 days prior to run date incur a 25% cancellation fee; 1-6 days incur a 50% cancellation fee. Cancellations on or after the run date or clients failing to provide artwork pay the full rate.



Specifications

Print Ad Specifications

Size	Trim	Live Area	With Bleed
Full Page	8.5x11	7.5x10	8.75x11.25
2-page Spread	17x11	16x10	17.25x11.25

Print Production Requirements

Accepted document formats:

- High-resolution PDF (300 dpi, CMYK), saved in X1:A format. PDFs are strongly encouraged.
- High-resolution (300dpi, CMYK) TIFF, EPS or JPG file

When creating your digital ad:

- Embed all fonts or convert to outlines. Include crop marks for 8.5 X 11 trim size.
- Make sure all images are 300 dpi and CMYK, and the file is fully flattened. RGB and spot colors must be converted to CMYK.
- Do not use JPG compression or native Photoshop files.
- Bleed Ads: make sure all text and logos are within the live space (1/2 inch from trim) and that the bleed size extends (1/8 inch beyond trim) on all four sides of the ad.

Email files to: publisher@vfxvoice.com

Online Ad Specs for VFXVoice.com

SIZES (pixels)	DESCRIPTION*	Max Banner Ad Size: 40K
700x466	Large Rectangle	Accepted Formats: .jpg, .png, or .gif up to 100KB
300x600	Skyscraper	Animation Length: 30 seconds
300x250	Premium Cube	Frame Rate: 24 fps

Online ad units rotate throughout VFXVoice.com. Site served ads only. 1x1 tracking tags ok. No third-party serving tags at this time. All ads must be responsive. We do not accept rich media. Ad unit content must be clearly distinguishable from normal webpage content and include a clearly defined border (at least 1 pixel). Ads should not be confused with normal page content. No more than 3 creatives may be submitted per size for rotation throughout campaign. See Rates for fees that may correspond to additional creative units. Ad materials are due 5 business days prior to run date. Client is responsible for reporting any issues with 3rd party tracking tags or other performance issues within 24 hours of ad start confirmation.

Digital Sponsorships

Dedicated E-Blasts - Materials are due 5 business days prior to run date.

- Up to 200 words of copy
- JPG image 600 pixels wide x up to 1600 pixels high
- Can link to PDF, video* or website

Social Media Posts on VES Platforms - Materials are due 5 business days prior to run date.

Facebook:	Twitter:
<ul style="list-style-type: none"> • Up to 50 words of copy. • .jpg or .png image dimensions 1200x628. • Can link to video* or URL. 	<ul style="list-style-type: none"> • 280 characters including link* and image. • In-stream photo must be 440x220 pixels (minimum) 1024x512 pixels (maximum). • Maximum file size 5 MB for photos; 3 MB for animated .gifs

*Ads may link to website, video, or other off site content, subject to Publisher approval. During "Awards Season" links will be permitted on VES digital advertising platforms (social media, VFXVoice.com and E-Blasts to VES Members) however, an advertiser may not use an actual VES Awards submission. VES reserves the right to review and approve individual clips at its discretion.



Join us! For more information and to advertise, contact:

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