

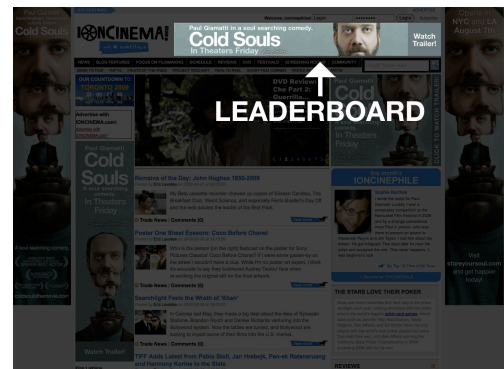
Fit the personality of your film, your product or your company with a website that understands your needs and is dedicated to the same audience as yours. Circa 2000, IONCINEMA.com has flourished into a popular destination for cinephiles/art-house patrons. We provide them with daily film news, previews and interviews on the independent film, foreign language film, documentary film, film festival scene and quality popcorn flicks. IONCINEMA.com has a fully integrated database, our built social media community who benefit from a contest reward/auction-token system, and a daily updated listings of all U.S theatrical releases. Our special features and news coverage is offered from a team of world contributors and our fest coverage includes annual visits to the Sundance, Cannes and Toronto Film Festival. Over 150,000 cinephiles visit our site reading 1.3 million pages monthly.

**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.

**LEADERBOARD (728X90)**

Located at the top of our home page and 30,000+ unique pages, the Leaderboard ad is an ideal location to instantly grab the reader's attention. The area is clutter free and therefore emphasizes your art.

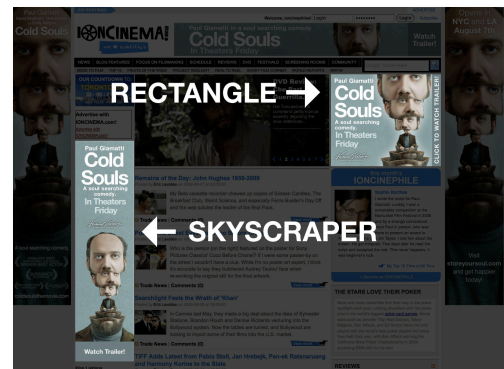
Ad Unit Type	1 week	2 weeks
728 x 90	\$150.00	\$270.00



**RECTANGLE & SKYSCRAPER (300X250 & 160X600)**

An ideal supplement to the 782X90 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 left hand side column and right column square offer superior click rates for the advertiser.

Ad Unit Type	1 week	2 weeks
300 x 250	\$125.00	\$225.00
160 x 600	\$125.00	\$225.00



**WALLPAPER**

Appearing vertically on the outer frame of our webpage, this space allows you to be visually creative and mount a campaign that is highly visible. The wallpaper is a can't miss option that could supplement your banner ad placements or is an easy one stop choice to make an immediate impact. Note: for those who purchase all 3 ad spaces and the wallpaper we have a special deal for you.\*

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

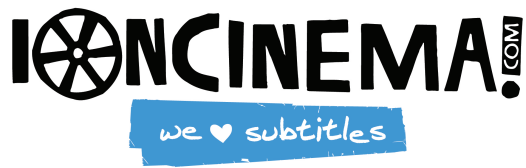
Our Take Over the Site Packages

Ad Unit Type	1 week	2 weeks
All 3 Banner Ads	\$400.00	\$700.00
All 3 plus Wallpaper*	\$500.00	\$800.00



**OTHER AD SOLUTIONS/ SPEC CHART:**

Dimensions	Formats	File Size	Video	Notes
728 x 90 or 300 x 250 or 160 x 600 or 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 1600 x 700
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



## BILLING METHOD

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

Payment must be made prior to the campaign. 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. Full payment must be made before the ad(s) appear on our site. Price are U.S. Dollars only. Send all queries to [ads@ioncinema.com](mailto:ads@ioncinema.com).