

MICRO-FILM™ presents  
**C-U Confidential**  
The Movies of Champaign, Urbana, and the Cities Beyond

**ADVERTISING INFO – 2014 – A**

**Title:** “C-U Confidential”

**Issue:** #8

**Frequency:** Annual

**Press run:** 1,500 (projected)

**Format:** 5.5 in. wide x 8.0 in. tall

**Cover Price:** \$3.00 US/\$3.50 Canada

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

Specialty merchants in Champaign-Urbana, Danville,  
Decatur, and Bloomington-Normal, IL, April 2014

New Art Film Festival

@ The Art Theater Co-op, Champaign, IL, April 2014

Roger Ebert’s Film Festival

@ The Virginia Theatre, Champaign, IL, April 2014

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

**Booking, Payment & Artwork Delivery:**

Final Deadline – **Tuesday, April 8, 2014, 5 p.m.**

**Advertisers returning from C-U Confidential #7:**

Take 10% off *any* Half or Full Page price! Offer only good for **C-U Confidential #8!**

## Ad Dimensions + Rates:

We offer the following ad sizes that you can choose from.

### BASIC DATA

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

Bargain (50 words + graphic): \$40.00

Quarter-Page: \$60.00

Half-Page: \$100.00

Full-Page: \$175.00

#### Color Advertisements (4/C):

Interior: Full/\$250, Half/\$175, Quarter/\$100

Inside Back: Full/\$250, Half/\$175

Inside Front: Full/\$300, Half/\$200

Back: Full/\$350, Half/\$225

### DETAILED SPECS

#### Interior Ads (B/W)

- **Bargain:** Up to 50 words + 1 B/W graphic - **\$40.00**
- **Quarter:** B/W, 2.25 inches by 3.25 inches - **\$60.00**
- **Half Horizontal:** B/W, 5 inches by 3.25 inches - **\$100.00**
- **Half Vertical:** B/W, 2.25 inches by 7 inches - **\$100.00**
- **Full:** B/W, 5 inches by 7 inches - **\$175.00**
- Artwork (including **Bargain** graphic) must be “ready for reproduction” and can be delivered as an e-mail attachment in one of the following file formats: hi-res TIFF, hi-res JPEG, PDF
- Hi-res = 300 dpi, minimum; Dimensions are listed at “width times height”
- **Bargain:** Text may be pasted in the body of an e-mail, or delivered in one of the following 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 that you introduce in your submission. *Please review carefully before sending!*
- Advertisement will be placed in **C-U Confidential #8** at the publisher’s discretion.

## Color Ads (4/C)

- **Interior Full:** 4/C, 5 by 7 inches (no bleed) or 6 by 8.5 inches (bleed) - **\$250.00\*\***
  - **Interior Half:** 4/C, 5 by 3.25 in. (no bleed) or 2.25 by 7 in. (no bleed) – **\$175.00\*\***
  - **Interior Quarter:** 4/C, 2.25 by 3.25 inches (no bleed) - **\$100.00\*\***
- **Inside Back Full:** 4/C, 5 by 7 inches (no bleed) or 6 by 8.5 inches (bleed) - **\$250.00**
  - **Inside Back Half:** 4/C, 5 by 3.25 inches (no bleed) – **\$175.00**
- **Inside Front Full:** 4/C, 5 by 7 inches (no bleed) or 6 by 8.5 inches (bleed) - **\$300.00**
  - **Inside Front Half:** 4/C, 5 by 3.25 inches (no bleed) – **\$200.00**
- **Back Full:** 4/C, 5 by 7 inches (no bleed) or 6 by 8.5 inches (bleed) - **\$350.00**
  - **Back Half:** 4/C, 5 by 3.25 inches (no bleed) – **\$225.00**
- Artwork must be “ready for reproduction” and can be delivered in one of the following file formats: hi-res TIFF, hi-res JPEG, PDF
- Hi-res = 300 dpi, minimum; Dimensions are listed at “width times height”
- 4-color (4/C) = CMYK color space ... *no* RGB!
- 4-color can be delivered on CD-Rom if file size is too large to e-mail. Please ask for snail-mailing instructions.
- We will not be responsible for spelling, grammar, or content errors that you introduce in your submission. *Please review carefully before sending!*
- Ad placement for **Inside Covers** and **Back Cover** is FIRST COME, FIRST SERVE, and can *only* be secured by promptly delivering your payment!
- \*\* Ad placement for **Interior** is only available *if* we book 75% advertising coverage per 4-page color spread. Please inquire when placing your ad!

Please contact us at (217) 352-1312 or [cuconfidential@gmail.com](mailto:cuconfidential@gmail.com) if you have any further questions!

**WARNING:** If your payment is not delivered by deadline,  
*your ad does not run!*

### Miscellaneous:

- All personal checks, money orders, or cashiers checks can be made payable to **Jason Pankoke**. We *will* accept cash, but send at your own risk. You may use the “Donate” **Paypal** button on the “DONATE!” Page of **C-U Blogfidential** to make any advertising purchases, or send a payment directly to [cuconfidential@gmail.com](mailto:cuconfidential@gmail.com).
- We cannot offer donations, freebies, or trades of advertising space in **C-U Confidential #8**.
- Because of the tight production turnaround for **C-U Confidential #8**, ALL DEADLINES ARE FINAL!

- **We do reserve the right to refuse ads for ANY reason.** Also, purchasing advertising space in **C-U Confidential #8** does not grant advertisers authority over the content or opinions expressed in the magazine.
- All advertisers will receive complimentary advance copies of **C-U Confidential #8** if located within the immediate Champaign-Urbana, IL, area. All advertisers located outside the immediate Champaign-Urbana, IL, area will have comp copies mailed to them at the earliest possible date.
- **C-U Confidential #8** will be marketed via print and PDF, thereby increasing the reach of your advertising dollars.

### **Suggestions for the content of your ad:**

- *All advertisers* – angle your ad copy and imagery so they appeal to reader interest in: **Film, Video, Theater, Music, Fine and Performance Arts, and Multi-media!**
- *Media-making advertisers* – promote the fact that **YOU MAKE FILMS, VIDEOS, AND TELEVISION!** Remember that this magazine is being geared towards the **MAKERS** as well as **CONSUMERS**, and serve as a **MEDIA-MAKERS' DIRECTORY** as well as a **YEAR-IN-REVIEW** of what has been produced in the area!
- *Fine-arts and performance-arts advertisers* – remember that it takes **ALL ARTISTIC DISCIPLINES** in order to create films, videos, and television. If you have the interest in applying your talents in these areas, then someone else will have interest in considering what you can do for their projects!

**C-U Confidential #8** 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 and support!

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# ADVERTISING SAMPLES

Bargain Ad (2007 issue)

U of CONFIDENTIAL

## Ebertfest in Brief

Below is the complete list of movies slated for the sixth annual edition of Roger Ebert's Overlooked Film Festival, April 23-25, 2007, at the Virginia Theatre, 201 W. Park St., Champaign, Illinois. Thanks to Mary Susan Bell and the College of Communications at the University of Illinois at Urbana-Champaign for allowing U of Confidential to report this information to you readers!

| Wednesday, April 25  | Friday, April 27   | Saturday, April 28   |
|--|--|--|
| 7:00 p.m.<br><b>SUNTICK</b><br>1942, 82 min.<br>Dir. Andrew Steiner                      | 12:00 p.m.<br><b>SAVING THOMPSON</b><br>1976, 95 min.<br>Screenplay/Dir. John Wood                                   | 12:00 p.m.<br><b>WINGS</b><br>1926, 70 min.<br>Dir. Andrew Steiner   |
| 11:00 p.m.<br><b>THE WASTELAND MAN</b><br>2007, 82 min.<br>Dir. Lane Johnson             | 8:00 p.m.<br><b>LONG LATE MORNING</b><br>2005, 97 min.<br>Dir. Jack Lauer & Adam                                     | 2:00 p.m.<br><b>WAX OF FLOWERS</b><br>1974, 26 min.<br>Dir. Alan Chin                                      |
| 7:00 p.m.<br><b>MINIATURE</b><br>1996, 128 min.<br>Dir. Christopher Sandford             | 7:00 p.m.<br><b>LA DOLCE VITA</b><br>1960, 97 min.<br>Dir. Federico Fellini  | 7:00 p.m.<br><b>MINORITY</b><br>2007, 92 min.<br>Dir. Robert Alamy   |
| 9:00 p.m.<br><b>POURING THE WINE<br/>ON A MEMBER</b><br>2005, 82 min.<br>Dir. Sam Taylor | 10:30 p.m.<br><b>FRONTO WARRIORS</b><br><b>THE UNWOUND EYE</b><br>2005, 97 min.<br>Dir. Paul Fierstein & Damon Brown | 10:30 p.m.<br><b>REARVIEW MIRROR FOR THE<br/>WINDING EYEZ REAR</b><br>2007, 92 min.<br>Dir. Andrew Steiner |
|  |  | 11:00 p.m.<br><b>BEYOND THE GREAT<br/>OF THE GREATS</b><br>1975, 95 min.<br>Dir. Alan Stein                |

For [www.ebertfest.com](http://www.ebertfest.com) for the guest list, panels, signings, special events, and more!



**Michael Weiss Productions**  
For 25 years, MWP has supplied talent and professional production and editing with America's best "Top 50" film and video events. For a complete list of all aspects of our staff, visit [www.mwp.com](http://www.mwp.com). Your talent needs are our passion. At "Ebertfest" in Urbana-Champaign, April 23, 2007, at the Virginia Theatre.

Half-page Ad (2007 issue)

APRIL 2007

# IFV

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

Your source for all things student film on the UIUC campus

MultiMedia Productions

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, Style, Comfort, Game-Triggered Lighting Effects and Shattering Bone Vibration™ via 12 Game-Sync'd Vibration Motors.

Experience like music, movies and action in true comfort with the ingenious Racing Style seat 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 recline and relax with a one of several pre-programmed variable massage modes.



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



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



 **pc powerzone**  
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1000 UPS POWER