

The logo for 'creativescreenwriting' is displayed in a stylized, bold, yellow font with a black outline and a slight drop shadow, set against a textured, light brown background.

6404 Hollywood Blvd. Suite 415
Los Angeles, CA 90028 USA

Telephone: **888-556-6274** or **323-810-4381** cell
Email: advertising.director@creativescreenwriting.com

2010 ADVERTISING MEDIA KIT

Now in its 16th year of publication ***Creative Screenwriting*** is the premier magazine for the professional and aspiring screenwriter. Named ***“Best Screenwriting Magazine”*** by the Los Angeles Times and voted the ***“#1 Screenwriting Publication”*** in a poll of over 500 writers at screenwritersutopia.com. ***Creative Screenwriting*** is the most widely respected and read screenwriting periodical. Published six times a year, every full-color issue offers 80 pages of in-depth reports.

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Who Reads Creative Screenwriting?

- Scriptwriters
- Filmmaker
- Film Lovers
- Tastemakers
- Entertainment Industry Professionals and Agents
- Writers (professional and aspiring)
- Educational Institutions Devoted to Entertainment
- Industry Executives
- Actors, Directors and Producers

The Audience

We reach every type of Screenwriter from a novice buying their first issue off the newsstands to Oscar and Emmy winning Writers working daily in Hollywood. Beyond this, our readers are also active filmmakers.

- Over 60% of our readers are interested in directing their own work, whether feature or for new media online
- 35% of our readers are interested in writing videogames
- 93% of our readers use computers, software, and the internet regularly

The average Creative Screenwriting reader is a wealthy, highly educated adult looking for new ways to improve his or her writing.

Mean Household Income \$93,000

50% have a Master's Degree or Ph.D.

Total readership is over 65000

Percent who make their living writing: 65%

Newsstand Distribution

BARNES & NOBLE
BOOKSELLERS

BORDERS

BAM!
BOOKS·A·MILLION
shop online at booksamillion.com

Hastings
Discover Your Entertainment



BOOK \$MART



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SIZE/LOCATION	COLOR	1X	3X	6X	SIZE (W X H)
Back Cover	4 Color	\$3,291	\$2,988	\$2,636	8.5 x 10.875*
Inside Front Cover	4 Color	\$3,135	\$2,842	\$3,135	8.5 x 10.875*
Inside Back Cover	4 Color	\$2,743	\$2,842	\$2,745	8.5 x 10.875*
First Page	4 Color	\$2,351	\$2,134	\$1,879	8.5 x 10.875*
2 page spread	4 Color	\$3,487	\$2,812	\$2,636	17 x 10.875*
Full Page	4 Color	\$1,803	\$1,672	\$1,465	8.5 x 10.875*
Full Page	Black	\$1,176	\$1,065	\$ 946	8.5 x 10.875*
2/3 page vertical	4 Color	\$1,332	\$1,210	\$1,065	4.9 x 10
2/3 page vertical	Black	\$940	\$880	\$748	4.9 x 10
1/2 page horizontal	4 Color	\$1,052	\$968	\$836	7.5 x 4.75
1/2 page horizontal	Black	\$660	\$616	\$660	7.5 x 4.75
1/3 page vertical	4 Color	\$619	\$572	\$493	2.45 x 10
1/3 page vertical	Black	\$516	\$462	\$396	2.45 x 10
1/6 page vertical	4 Color	\$392	\$361	\$317	2.45 x 4.875
1/6 page vertical	Black	\$313	\$286	\$251	2.45 x 4.875

* If your full page ad is designed to bleed, add .125" (1/8 inch) to all sides.

ARTWORK REQUIREMENTS

Digital files only. PDF files preferred. Tiff or EPS files also accepted. All artwork should be set up to be 300dpi at 100% scale. Color ads must be CMYK with any Pantone or other special colors converted to CMYK.

PAYMENT

Must accompany artwork or ad will not be placed. Make checks payable to "Creative Screenwriting".

ADDITIONAL SERVICES

Contact advertising representative for price and availability of Mailing List Rental, Poly Bags, Inserts.

Please Note: Publisher reserves the right to refuse any ad. Rates are subject to change without notice.

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Creative Screenwriting Production Schedule

March-April 2010 Through March-April 2011 Issues

MARCH APRIL 2010 / 17.2

Advertising Deadline Wed., Feb. 3

On sale date: Friday March 5

NOVEMBER DECEMBER 2010 / 17.6

Ad deadline Wed., Sept. 29

On sale date Friday Oct. 29

MAY JUNE 2010 / 17.3

THE CONTEST ISSUE

Advertising deadline Wed., March 31

On sale date Friday April 30

JANUARY FEBRUARY 2011 / 18.1

ACADEMY AWARDS ISSUE;

SUNDANCE PREVIEW

Ad deadline Wednesday Dec. 1

On sale date Monday, Jan. 3

JULY AUGUST 2010 / 17.4

THE EDUCATION ISSUE

Advertising deadline Wed., June 2

On sale date Thursday July 1

MARCH APRIL 2011 / 18.2

Advertising Deadline Wednesday, Feb. 2

On sale date: Friday March 4

SEPTEMBER OCTOBER 2010 / 17.5

“TOOLS OF THE TRADE” ISSUE

Ad deadline Wednesday, Aug. 4

Digital Edition On Sale By Aug. 27

Newsstand On sale date Friday, Sept. 3

The logo for creativescreenwriting.com, featuring the text in a stylized, bold, orange-to-yellow gradient font with a black outline.The text '2010 ADVERTISING MEDIA KIT' in a white, sans-serif font, set against a textured, light brown background.

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Creative Screenwriting ONLINE ADVERTISING

CS Weekly Rates

Reach over 95,000 writers every week with CS weekly, *Creative Screenwriting's* email magazine. Perfect for time-sensitive promotions, such as conferences, contests, and book launches. If you want to get the word out quick, don't waste time and money on dubious email lists – reserve space in a publication writers are reading every week.

Top Box \$400 per insertion.
Top Banner \$300 per insertion.
Middle Banners \$200 per insertion.

Creativescreenwritingcom Web Site Rates

Reach over 25,000 unique visitors per month – *Screenwriting-related banner ads can have no better home than Google's top-ranked result for "screenwriting" – creativescreenwriting.com. Contains exclusive free online content, and an ever-expanding archive of free content, presence on creativescreenwriting.com results in ultra-high visibility in the screenwriting community.*

\$400 per month
Ad may rotate with up to 2 other advertisers

CS Solo email blast to 90,000

\$2,199 as available or \$750 with full page or equivalent display ad package

Creative Screenwriting Podcast Rates

These podcasts are among the most downloaded on iTunes. Also includes banner in email invitation to 15,000+ Los Angeles Area Subscribers and 30 second spot in podcast and "Thank You" at end of podcast.

\$1000