

# LF Examiner

## 2012 Editorial Calendar and Advertising Rates

*As of 5/3/2012*

### Editorial calendar

<b>2012</b>	<i>Inserts due</i>	<i>Published</i>	<i>Lead article</i>
May	May 21	May 25	
Summer	July 30	Aug. 3	<i>(dates may change)</i>
September	Sept. 4	Sept. 7	GSCA conference preview
October	Oct. 15	Oct. 19	GSCA coverage
November	Nov. 12	Nov. 16	GSCA coverage cont'd
January 2013	Dec. 28	Jan. 4	Films of 2013

*All dates are subject to change.*

### Ad insert rates:

Pre-printed inserts, provided by you. Maximum size: one sheet, 8.5x11 inches.

Issues:	1	3	6	9
Rate (per issue):	\$600	500	450	400

### Who will I reach?

We currently have over 200 subscribers in 20 countries around the world. About one quarter are outside the United States. Subscribers represent the full spectrum of the giant-screen industry, including theaters, production companies, distributors, and other service providers.

### How many subscribers are at theaters?

We have subscribers at 80 individual theaters, and at 11 companies that operate a total of 230 theaters. Altogether, representatives of more than 310 of the world's most popular and successful giant-screen theaters will see your ads.

### Can *LF Examiner* print the inserts from our artwork?

Yes. Please contact us for details and rates.