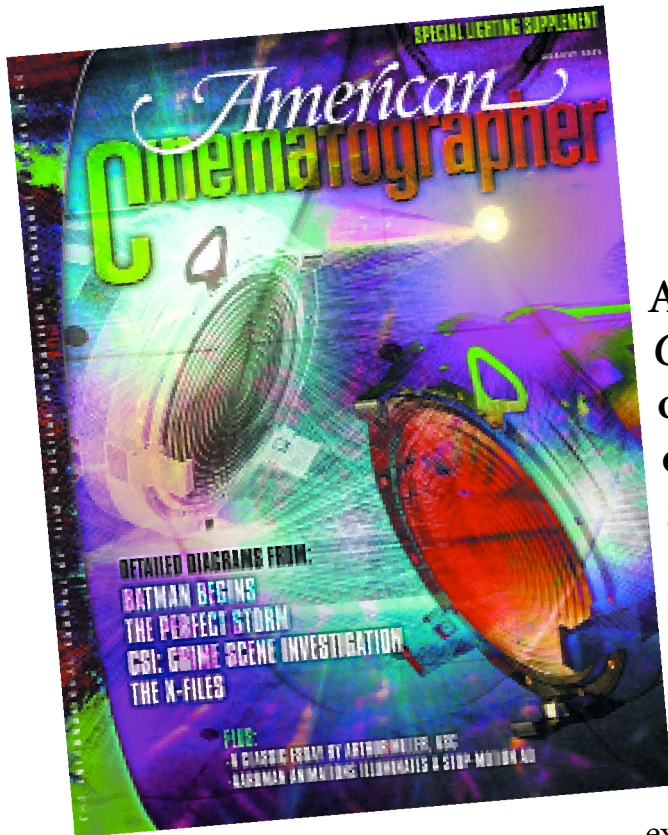


# SPECIAL LIGHTING SUPPLEMENT



## ADVERTISING DEADLINES

Space reservation: **7/21/05**

Ad materials due: **7/28/05**

## DISTRIBUTION:

50,000 copies will be printed.

Distribution of these copies will begin with the October issue of *American Cinematographer* magazine. The additional copies will be taken to trade shows, sent to new and expired subscribers and also promoted and sold through the pages of *AC* and the ASC's Web store.

This supplement will be distributed to cinematographers, directors, producers, production managers and other key decisionmakers

A bonus issue for *American Cinematographer* subscribers on the subject that 70% of our readers have the strongest interest in learning more about.

The editorial for this special supplement includes new content along with articles from the *AC* archives:

- An additional lighting diagram from *Batman Begins*, along with a detailed explanation of cinematographer Wally Pfister, ASC's approach to the scene
- New products and services focusing on lighting
- A classic essay on lighting from 1966 written by Arthur Miller, ASC
- Reprints of popular articles from the past few years that include informative lighting diagrams from *The Perfect Storm*, *CSI: Crime Scene Investigation*, *The X-Files* and a stop-motion commercial by Aardman Animations.

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