

**135 x 240 BADGE**  
135 x 240 - right side

**160 x 600 SKYSCRAPER**  
160 x 600- right side

**720 x 98 LEADERBOARD**  
720x98 pixels - top of site

 **fxpodcast**

:20 advertisement  
open + close of podcast

- fxguide accepts gif, jpg, and swf files
- 5x looping restriction on all advertisements
- 60 second limit on animation duration
- maximum of 3 creatives per advertising run

**720 x 98 LEADERBOARD**

**135 x  
240**

max size: 40K

**160x  
600**

max size: 40K

max size: 50K

fxguide is the leading web destination for vfx artists looking for industry news, artist features, operational tips, trade show coverage, and special reports. The site provides consistent original content, not simply reposts of company PR materials.

Over 7000 artists are registered members at fxguide. Each month, the site has over 200,000 total page views, with a third of our readers from outside the United States.

Overwhelmingly, our site visitors are industry professionals already in the field. 70% are compositors and 25% are motion graphics designers. 40% work on Autodesk systems or software, 22% in After Effects, and the remaining visitors work in Shake, Fusion, and other software. Companies such as Discreet, GenArts, 5D, Maximum Throughput, and Eyeon have chosen to advertise with fxguide due to the high end target market of decision makers.

*"fxguide is the site i turn to for industry news, reviews, tips and techniques. I find the contributors particularly generous in sharing their knowledge and personal experience. Far better than struggling through the manual, I can find great tutorials and downloads on fxguide."*

**Robert Moggach • Sr. Inferno Artist**  
Los Angeles

*"I use fxguide.com regularly as a source of information that is not documented anywhere. It is reference information compiled by senior compositing artists, for senior compositing artists, in a truly collaborative community and as such is an invaluable resource."*

**Peter Webb • VFX Supervisor / Designer**  
Melbourne, Australia

