



1999 INTERNATIONAL STUDENT  
ANIMATION FESTIVAL OF OTTAWA  
OCTOBER 21-24, 1999

## ADVERTISING SPECIFICATIONS

### THE SAFO 99 FESTIVAL PROGRAMME BOOK

- ▶ CONTAINS OVER 75 pages filled with information on all Festival activities, tributes, retrospectives, workshops and Official Competition programmes.
- ▶ PROVIDES a convenient daily schedule of all Festival events.
- ▶ SERVES as a permanent reference guide for animators, producers, industry professionals, academics and students.
- ▶ HAS A CIRCULATION of one thousand copies, to be provided free to all Festival Pass holders and guests, and sold to the public at a price of \$10.

#### ADVERTISING RATES

(Black & white except where specified, sizes are width x height)

FULL PAGE (8" x 10 1/2") 4 Colour	\$2,500*
FULL PAGE (8" x 10 1/2")	\$1,500*
HALF PAGE (8" x 5 1/8") horizontal	\$800
HALF PAGE (3 3/4" x 10 1/2") vertical	\$800
QUARTER PAGE (8" x 2 1/4") horizontal	\$400
QUARTER PAGE (3 3/4" x 5 1/8") vertical	\$400
SPOT COLOUR	\$225
BLEEDS (full page only 8.5" x 11")	No additional cost
ELECTRONIC ART (disk) add	\$100

\*Double page spreads - 4 Colour \$4,000, black&white \$2,750

#### MECHANICAL REQUIREMENTS (please read carefully)

The programme is printed on smooth white recycled stock. Trim size is 8 1/2" x 11". Screen sizes: Black & white - 133 line, Colour - 150 line.

FILM ADS must be submitted as film negatives (1 negative per colour) at 100%, right reading, in exact registration, emulsion side down with accompanying proof (colour key, chromalin, PMT or laser for black & white). For double page spreads, two full sets of negatives are recommended.

ELECTRONIC ART (\$100 surcharge) must be submitted on disk (floppy, CD Rom or Zip) in Macintosh format only (Quark, Illustrator, Photoshop). Include all fonts, artwork and proofs. Call Barbara Jordan at (613) 728-2743 for software version info before sending.

No artwork will be accepted in word processing formats (Wordperfect, Word), Corel Draw, or any other PC formats. Artwork submitted in non Mac formats will be returned to advertiser unopened. All media (disks) will be returned by surface mail following publication.

NOTE: Any ads requiring proofs, mechanical alterations (missing fonts or artwork, wrong formats, etc.) or author's alterations are subject to additional fees based on an hourly rate of \$75.00.

#### DEADLINES

Ads must be confirmed by August 15, 1999 and film negatives/disks submitted not later than September 1, 1999.

SEND MATERIALS TO: 2 Daly Ave., Suite 120, Ottawa, Ontario, Canada K1N 6E2  
Phone (613) 232-8769 Fax (613) 232-6315, E-mail: safo@ottawa.com Web Site: www.awn.com/ottawa