

The Festival Reader: ADVERTISING

The SAFO festival reader is 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 1500+, to be provided free to all Festival Pass holders and guests, and sold to the public.

*Sponsors receive a considerable discount on advertising options.
Please contact Kelly Neall neall@magma.ca for further details on festival sponsorship.*

Advertising Rates

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

FULL PAGE Colour	8" (204mm) x 10 1/2" (267mm)	\$2,500
FULL PAGE	8" (204mm) x 10 1/2" (267mm)	\$1,500
HALF PAGE horizontal	8" (204mm) x 5 1/8" (130mm)	\$800
HALF PAGE vertical	3 3/4" (95mm) x 10 1/2" (267mm)	\$800
QUARTER PAGE horizontal	8" (204mm) x 2 1/4" (58mm)	\$300
QUARTER PAGE Vertical	3 3/4" (95mm) x 5 1/8" (130mm)	\$300

Sponsor Discounts
Gold: FREE AD
Silver: 75% off
Bronze: 50% off

INSERT YOUR COMPANY /SCHOOL'S PROMOTIONAL MATERIAL IN THE FESTIVAL DELEGATE BAGS FOR \$200

MECHANICAL REQUIREMENTS (READ CAREFULLY)

The programme is printed on brite white coated stock and perfect bound. 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 matched proof (colour key or chromalin for colour, Laser or PMT for black&white). *For double page spreads, two full sets of negatives are recommended.*

ELECTRONIC ART must be submitted on disk (CD-Rom or Zip only). Macintosh format (Quark, Illustrator, Photoshop) including all fonts and artwork (compression options; Stuffit or Disk Doubler). No artwork will be accepted in word processing formats (i.e. WordPerfect), CorelDraw (PC or Mac) or any other PC formats. Any artwork submitted in non Mac formats will returned to advertiser. Zip disks will be returned by surface mail after 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.

DEADLINE TO RESERVE SPACE: AUGUST 1st, 2003
DEADLINE FOR ARTWORK: AUGUST 15th, 2003

