

ADVERTISING OPPORTUNITIES AT THE OTTAWA INTERNATIONAL ANIMATION FESTIVAL

1 FESTIVAL PROGRAM

15,000 copies of this full colour, saddle-stitched, 96 page booklet are distributed across Ottawa and at the Festival itself. Great for companies that want to reach a wider audience and the animation crowd. Long shelf life as a OIAF souvenir and reference tool.



2 TAC Delegate Guide

Make an impact on the 350 entertainment executives at our industry conference. This popular, spiral-bound reference book stays on the desks of decision makers for a year or more after the event.

3 On-Screen Slide

Showcase your company on the big screen throughout the Festival. The slides can be used to advertise a new property, give info about your company or ask a trivia question. Reach 18,000 throughout the week of the Festival. Free for Partner and Showcase level sponsors.

4 Delegate Bag Stuffers Reach 1500+ TAC and Festival Passholders. Put your company's swag in the Festival Delegate bag.

PRESENTING, PARTNER, SHOWCASE AND MAJOR SUPPORTER SPONSORS CAN TAKE A FREE AD IN ONE OF THE OIAF'S PUBLICATIONS.

PRESENTING, PARTNER AND SHOWCASE SPONSORS GET A FREE ON-SCREEN SLIDE.

ALL SPONSORS GET TO PUT A FREE STUFFER IN OUR DELEGATE BAGS.

THE TAC Delegate Guide



The TAC Delegate Guide is an essential tool for production executives in attendance. The TAC Guide includes a delegate list with contact information as well as a picture, bio and company profile for all attendees. It has a circulation of 350 and is distributed to an audience is made up almost entirely of decision-makers in the animation industry. Delegates constantly refer to this spiral-bound book throughout the year.

DEADLINE TO RESERVE AD SPACE: August 3, 2018

DEADLINE TO SUBMIT ART WORK: August 17, 2018

	Final Cropped Size	Price
FULL PAGE COLOUR	5.5" x 8.5" (14cmx21.6cm)	\$1000
HALF PAGE HORIZONTAL (add \$500 for colour)	4.75" x 3.75" (12cmx9.5cm)	\$500
HALF PAGE VERTICAL (add \$500 for colour)	2.35" x 7.5" (6cmx19cm)	\$500
QUARTER PAGE HORIZONTAL (add \$500 for colour)	4.75" x 1.875" (12cmx4.8cm)	\$250
QUARTER PAGE VERTICAL (add \$500 for colour)	4.75" x 1.875"(12cmx4.8cm)	\$250

All ads must have a 1/8" BLEED ON ALL SIDES.

Keep crop marks outside of the trimmed area.

Keep essential text 1/4" from the actual, cropped edge.

Also keep in mind spiral binding on the left or right side of your artwork.

CMYK Colour or Grayscale only.

MECHANICAL REQUIREMENTS (READ CAREFULLY)

- Booklet 5.5"wide by 8.5"high (15.2 x 21.6 cm), spiral bound.
- Inside pages are printed on uncoated white paper (80 lb).
- Screen sizes: Black & White - 133 line; Colour- 150 line.

SENDING ARTWORK

Large files may be uploaded to our ftp site using a client such as Transmit or Filezilla or try emailing to sponsorship@animationfestival.ca

ACCEPTABLE FORMATS

Please send ads as a 300dpi tiff or as a print quality pdf with with embedded or outlined fonts.

Please include your Graphic Designer's email.

If you have design questions, please contact sponsorship@animationfestival.ca.

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.



The Festival Program

15,000 copies of this full colour, saddlestitched, 96 page magazine style flyer are distributed across Ottawa and at the Festival itself.

Great for companies that want to reach a wide Ottawa audience and the animation community.

DEADLINE TO RESERVE AD SPACE: July 20, 2018

DEADLINE TO SUBMIT ART WORK: July 27, 2018

	Trim Size	Price
FULL PAGE Colour	8.1250''w x 10.5''h	\$1500
HALF PAGE HORIZONTAL	5.5''w x 3.9''h	\$700
QUARTER PAGE HORIZONTAL	5.5''w x 1.5'' h	\$300
QUARTER PAGE VERTICAL	2.875''w x 3.9''h	\$300

Please add a 1/8'' bleed on all sides.

Keep crop marks outside of the trimmed area.

Keep essential text 1/4'' from the actual, cropped edge.

CMYK Colour only

MECHANICAL REQUIREMENTS (READ CAREFULLY)

The Guide is printed on coated gloss and is saddle-stitched

SENDING ARTWORK

Large files may be uploaded to our ftp site using a client such as Transmit or Filezilla or try emailing to sponsorship@animationfestival.ca

ACCEPTABLE FORMATS

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Delegate Bag Stuffers

\$500.00

ANIMATION INVASION!

All 1700 Festival and TAC passholders receive a tote bag potentially containing some of your company's swag! Send us your branded items by September 1, 2017.

Shipping address: 2 Daly Ave, Suite 120, Ottawa, ON K1N 6E2

Onscreen slide

\$1000



Showcase your company on the big screen throughout the Festival. The slides can be used to advertise a new property, give info about your company or ask a trivia question. The specs for each slide are 1280 x 720 in tiff format, DV pixel aspect ratio. The deadline for slides is August 4 . Free for Presenting, Partner and Showcase sponsors.