

**Advertising Rates  
Formats and Order**

**Montreal World Film Festival**

**35<sup>th</sup> Anniversary**

**August 18 to August 28, 2011**

# Official Programme

# RATES

Deluxe Official Program, bilingual, in 4 colours, with full synopses of all films.

*10,000 copies distributed during the Festival (\$20)*

*This reference tool is consulted multiple times daily by Festival clients.*

Target audience: Cinephiles / Market participants / Producers / Directors / Screenwriters  
/ Stars / Journalists

## Costs

<b>1/4 page, color</b>	<b>1 500\$</b>
<b>1/2 page, color</b>	<b>3 000\$</b>
<b>1 Page, black &amp; white</b>	<b>3 000\$</b>
<b>1 Page color</b>	<b>5 000\$</b>

To make a reservation, please fill the provided form and send it back to Daniel Bouchard: mail [commandites@ffm-montreal.org](mailto:commandites@ffm-montreal.org)  
Fax: 514-848-3886 Dead line for the reception of your final material is July 23, 2010.



**Printed advertisement  
with bleed on four sides**



**FULL PAGE WITH BLEED**

Final format: 8" X 10<sup>7/8</sup>"  
(204 mm x 277 mm)

**FOR THE BLEED,**  
add 1/8" (4 mm) **1**  
on four sides.

**For the texts and others  
important graphic  
elements, 3**  
add a safety margin  
of 1/2" (13 mm) **2**  
on four sides inside  
the final format.

PLEASE NOTE: Illustrations on this page are approxima-  
tive. The margins shown do not have the real proportions.

**REQUIRED MATERIAL:**

**Acceptable Softwares**

- Quark XPress (Mac)
- InDesign (Mac)
- PDF
- EPS
- TIFF

**Important details to follow:**

- Images & Fonts used to edit the AD are *essential* and must be provided with the final document.
- The photos used require a 300 ppi (dpi) as **minimum** resolution.
- All photos and illustrations used require process colours (CMYK). This applies also to PDF files generation.
- A color proof of the AD is *essential* and must be provided for verification purposes, in the following manner:
  - Color proof (paper), included with CD.
  - PDF file sent on our FTP site.

**Note :** No advertisements via email are accepted. Please use our FTP site:

- If you use Internet Explorer or another Internet browser:  
ftp://rsts.no-ip.com  
User name: RSTS  
Password: 6726880
- If you use Fetch:  
Hostname: rsts.no-ip.com  
User name: RSTS  
Password: 6726880

After transfer, please confirm by E-mail at: [commandites2@ffm-montreal.org](mailto:commandites2@ffm-montreal.org)

**Printed advertisement with  
white contour on four sides**



**FULL PAGE  
WITH  
WHITE CONTOUR**

Format:  
7" X 9<sup>7/8</sup>"  
(178 mm x 251 mm)



**HALF-PAGE  
HORIZONTAL**

Format:  
7" X 4<sup>3/4</sup>"  
(178 mm x 121 mm)



**HALF-PAGE  
VERTICAL**

Format:  
3<sup>3/8</sup>" X 9<sup>7/8</sup>"  
(86 mm x 251 mm)



**QUARTER-PAGE  
HORIZONTAL**

Format:  
7" X 2<sup>1/4</sup>"  
(178 mm x 58 mm)



**QUARTER-PAGE  
VERTICAL**

Format:  
3<sup>3/8</sup>" X 4<sup>3/4</sup>"  
(86 mm x 121 mm)

**ORDER FOR THE PROGRAM**

***Official Program***



**Advertiser :** \_\_\_\_\_

**Direction :** \_\_\_\_\_  
\_\_\_\_\_ **Postal Code :** \_\_\_\_\_

**Phone :** \_\_\_\_\_ **Fax :** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Dimension of the advertising :** \_\_\_\_\_ **Rate #** \_\_\_\_\_ **\$ Quantity x** \_\_\_\_\_

**TOTAL :** \_\_\_\_\_ **\$**

**Nom :** \_\_\_\_\_

**Title :** \_\_\_\_\_

**Signature :** \_\_\_\_\_

**Date :** \_\_\_\_\_

Please print, sign and fax the present order to 514-848-3886

# Schedule RATES

80-page, bilingual magazine/circular, the Daily Schedule is distributed free at Festival venues, cinemas, and across the city.

*200,000 copies*

*Distribution to the general public via the Festival's promotional teams*

## Costs

<b>1/4 page, color</b>	<b>1 750\$</b>
<b>1/2 page, color</b>	<b>3 000\$</b>
<b>1 Page, black &amp; white</b>	<b>3 000\$</b>
<b>1 Page color</b>	<b>5 000\$</b>

To make a reservation, please fill the provided form and send it back to Daniel Bouchard: mail [commandites@ffm-montreal.org](mailto:commandites@ffm-montreal.org)  
Fax: 514-848-3886. Dead line for the reception of your final material is July 23, 2010.



**Printed advertisement  
with bleed on four sides**



**FULL PAGE WITH BLEED**

Final format: 8" X 10 1/2"  
(204 mm x 267 mm)

**FOR THE BLEED,**  
add 1/8" (4 mm) **1**  
on four sides.

**For the texts and others  
important graphic  
elements, 3**  
add a safety margin  
of 1/2" (13 mm) **2**  
on four sides inside  
the final format.

PLEASE NOTE: Illustrations on this page are approxima-  
tive. The margins shown do not have the real proportions.

**REQUIRED MATERIAL:**

**Acceptable Softwares**

- Quark XPress (Mac)
- InDesign (Mac)
- PDF
- EPS
- TIFF

**Important details to follow:**

- Images & Fonts used to edit the AD are *essential* and must be provided with the final document.
- The photos used require a 300 ppi (dpi) as **minimum** resolution.
- All photos and illustrations used require process colours (CMYK). This applies also to PDF files generation.
- A color proof of the AD is *essential* and must be provided for verification purposes, in the following manner:
  - Color proof (paper), included with CD.
  - PDF file sent on our FTP site.

**Note :** No advertisements via email are accepted. Please use our FTP site:

- If you use Internet Explorer or another Internet browser:  
ftp://rsts.no-ip.com  
User name: RSTS  
Password: 6726880
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Hostname: rsts.no-ip.com  
User name: RSTS  
Password: 6726880

After transfer, please confirm by E-mail at: [commandites2@ffm-montreal.org](mailto:commandites2@ffm-montreal.org)

**Printed advertisement with  
white contour on four sides**



**FULL PAGE  
WITH  
WHITE CONTOUR**

Format:  
7" X 9 1/2"  
(178 mm x 242 mm)



**HALF-PAGE  
HORIZONTAL**

Format:  
7" X 4 5/8"  
(178 mm x 118 mm)



**HALF-PAGE  
VERTICAL**

Format:  
3 3/8" X 9 1/2"  
(86 mm x 242 mm)



**QUARTER-PAGE  
HORIZONTAL**

Format:  
7" X 2 1/4"  
(178 mm x 58 mm)



**QUARTER-PAGE  
VERTICAL**

Format:  
3 3/8" X 4 5/8"  
(86 mm x 118 mm)

**ORDER FOR THE Schedule**

**Schedule**



**Advertiser :** \_\_\_\_\_

**Direction :** \_\_\_\_\_

\_\_\_\_\_ **Postal Code :** \_\_\_\_\_

**Phone :** \_\_\_\_\_ **Fax :** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Dimension of the advertising :** \_\_\_\_\_ **Rate #** \_\_\_\_\_ **\$ Quantity x** \_\_\_\_\_

**TOTAL :** \_\_\_\_\_ **\$**

**Nom :** \_\_\_\_\_

**Title :** \_\_\_\_\_

**Signature :** \_\_\_\_\_

**Date :** \_\_\_\_\_

Please print, sign and fax the present order to 514-848-3886

**Montreal World Film Festival  
35th Anniversary**

<b>Item</b>	<b>Quantity</b>	<b>Value</b>	<b>Total</b>
<b>Add in Official Program</b>			
Full color page	_____	5 000,00	_____
1/2 Page	_____	3 000,00	_____
1/4 Page	_____	1 750,00	_____
<b>Add in the Schedule</b>			
Full color page	_____	5 000,00	_____
2/3 de page vertical	_____	3 200,00	_____
1/2 Page	_____	3 000,00	_____
1/3 Page vertical	_____	1 900,00	_____
1/4 Page	_____	1 750,00	_____
1/6 Page vertical	_____	900,00	_____
1/8 Page horizontal 800,00 \$ 0	_____		_____
<b>Logos</b>			
Acknowledgements - Program	_____	1 000,00	_____
Acknowledgements - Schedule	_____	1 000,00	_____
Sponsors Trailer before each film	_____	5 000,00	_____
Poster	_____	2 000,00	_____
Banner at press conference	_____	5 000,00	_____
Add printed media	_____	5 000,00	_____
Banners over streets	_____	15 000,00	_____
Web Site	_____	5 000,00	_____
Press release	_____	2 000,00	_____
Sampling by day	_____	1 000,00	_____
<b>Others</b>			
Gold Card	_____	500,00	_____
Professional Card	_____	300,00	_____
Ticket for opening night	_____	50,00	_____
Ticket for closing night	_____	50,00	_____
Opening Gala	_____	150,00	_____
Closing reception	_____	150,00	_____
10 tickets slip	_____	60,00	_____
Poster	_____	10,00	_____
Program Book	_____	20,00	_____
T Shirt	_____	15,00	_____
Total	_____		_____

Contact: Daniel Bouchard  
Marketing and Sponsorship  
Montreal World Film Festival  
1432 de Bleury, Montréal,  
Québec, H3A 2J1, 514-848-  
3883 #310  
[commandites@ffm-montreal.org](mailto:commandites@ffm-montreal.org)  
[www.ffm-montreal.org](http://www.ffm-montreal.org)

\_\_\_\_\_ \$