

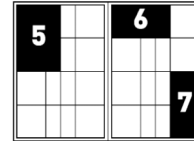
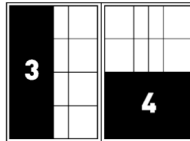
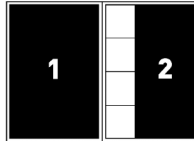


2007 Souvenir Program

26th Annual VIFF

September 27 – October 12, 2007
Same Planet, Different Worlds

RATE SHEET



Advertising Rates 2007

The Vancouver International Film Festival is one of the key events on the cultural calendar of both Vancouver and Canada. In terms of the number and quality of films presented, the size and sophistication of its audience, the stature of its guests and the attention paid it by the media, the Festival is now one of the major events of its kind on the continent.

Our plans this year will again include over 300 films to run at 10 screens for a total of approximately 500 screenings over 16 days. Attendance is expected to surpass last year's total of 151,000.

Festival Demographics:

75% are repeat yearly patrons • 72% own a vehicle • 65% eat in restaurants • 52% live in Vancouver's westside • 55% are male • 45% are female • 52% are between 18 and 34 • 26% are between 35 and 44 • 22% are 45 plus • 62% are single • 28% are married • 52% earn \$20,000 to \$45,000 • 32% earn \$45,000 to \$70,000 • 16% earn 70,000 plus.

Distribution of the festival program starts ten days prior to the Festival's opening and will be the essential guide throughout the Festival's duration. The magazine reaches thousands of filmgoers and functions as the event's prime promotional and marketing tool. The magazine remains a souvenir with many households for years as a valuable film reference tool. It is an ideal advertising source. 25,000 copies are printed.

Deadlines:

The closing date for orders and material for ads requiring preparation is: **August 1, 2007**

The deadline for rip-ready insertion material is:

August 10, 2007

Please send artwork to:

Vicky Jones, VIFC, 1181 Seymour St, Vancouver BC V6B 3M7

Contact

Trevor Battye 604.684.8294
Advertising Rates and Information
trevorbattye@yahoo.ca

Vicky Jones 604.685.0260
Sponsor Advertising Rates
vicky@viff.org

The Souvenir Program

A 208-page **full colour** glossy magazine is distributed to Festival attendees for \$8 and supplied free to industry professionals and advertisers.

Rates

1.	1 page*	\$2000‡
2.	2/3 page*	1575‡
3. & 4.	1/2 page*	1275‡
5.	1/4 page*	675‡
6. & 7.	1/6 page*	600‡

* Alterations, design, typesetting or production will be invoiced separately at prevailing rates.

‡ Rip-ready files in InDesign, QuarkXpress, Photoshop, Illustrator or PDF format must be provided by the client. Cover position rates upon request. The above prices do not include G.S.T.

Dimensions in inches

	Width	Depth
Full Page + bleed	8-5/8	11
Full Page trim size	8-3/8	10-3/4
1 – Full Page text area	7-3/8	9-7/8
2 (2/3 V)	4-1/2	9-7/8
3 (1/2 V)	3.1/2	9.7/8
4 (1/2 H)	7.1/4	4.7/8
5 (1/4 Square)	3.1/2	4.7/8
6 (1/6 H)	4.1/2	2.1/4
7 (1/6 V)	2.1/4	4.7/8

Format Requirements:

The guide is laid out in QuarkXpress on a Mac platform. We prefer to receive your ad as a pdf file, but if you are using a Mac you can send rip-ready files in InDesign, QuarkXpress, Photoshop, or Illustrator. **Remember to include all linked files and fonts, and a hardcopy proof.**

If you are using any platform other than Mac, pdf files are the only way to minimize problems.

Pdf files must be high resolution press ready pdfs prepared by:

1. First printing to a postscript file
2. Then distilling the postscript file using Distiller that comes with Adobe Acrobat version. Don't enable any color management while doing this.

For further information on settings please go to www.mitchellpress.com/pdf_work.html.