



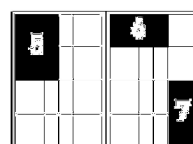
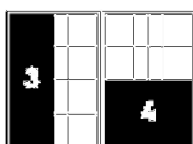
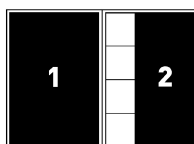
Souvenir Program Guide

28th annual VIFF

September 25 – October 10, 2008

Same Planet. Different Worlds.

RATE SHEET



About VIFF

With 150,000 admissions, the Vancouver International Film Festival ranks among the five biggest film fests in North America. The annual 16-day celebration of film shows some 350 films at 650 screenings in 10 cinemas in downtown Vancouver.

A great target market

VIFF's souvenir program guide delivers a diverse, multicultural audience (32 "first spoken" languages identified) of young (61% are under age 44), single, well-educated (80% have at least some university), media-savvy urban professionals with high disposable income. The gender mix is 58% female and 42% male. For more VIFF demographics see [\(link\)](#).

Souvenir Program Guide

Our 208-page **full colour** glossy magazine is sold to festival attendees for \$10 and supplied free to industry professionals and advertisers. The print run is 10,000.

Distribution

The souvenir program guide is widely available through bookstores and video outlets, including Book Warehouse, starting 10 days prior to the festival. It also is available through festival advance box office, which opens **Saturday September 13**.

Deadlines:

The closing date for orders and material for ads requiring preparation is: **August 1, 2008**

The deadline for rip-ready insertion material is: **August 10, 2008**

Please send artwork to:

Chuck Gregory, VIFC, 1181 Seymour St, Vancouver BC V6B 3M7

Contact

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

Chuck Gregory 604.685.0260
Sponsor Advertising Rates
chuck@viff.org

Rates

1.	1 page*	\$2,100
2.	2/3 page*	\$1,700
3. & 4.	1/2 page*	\$1,400
5.	1/4 page*	\$ 725
6. & 7.	1/6 page*	\$ 650

* 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. 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

* **N.B. all full page cover artwork needs a .25 inch bleed, whilst interior full pages need a .125 inch bleed.**

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. No transparencies. **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.