

# insideout

## TORONTO LGBT FILM AND VIDEO FESTIVAL

- + QUEER YOUTH DIGITAL VIDEO PROJECT
- + MARK S. BONHAM SCHOLARSHIP
- + VIEWING LIBRARY AND ARCHIVES
- + OTTAWA-GATINEAU LGBT FILM & VIDEO FESTIVAL



# 2010

## ADVERTISING RATES

## PROGRAM GUIDE

Advertising in the program guide gives you guaranteed exposure to Inside Out's affluent, well-educated and influential audiences. Your ad will be seen many times as the guide is read and referred to constantly by festival-goers prior to and throughout the 11 day Festival.

### An online survey of Festival-goers found that:

- 38% have an undergrad degree (compared to 10% of Canadian population)
- 26% have a post-graduate degree (compared to 3% of Canadian population)
- 19% have household incomes of \$100,000-\$149,999 (average Canadian household is \$51,800)
- 16% have household incomes of \$150,000 or more

**22,500 copies** are distributed to strategic locations in the downtown core (theatres, bars, cafés, restaurants, hair salons, video stores and shops) beginning the last week in April and continuing until the end of the Festival four weeks later. The Guide is seen by many in these locations and is also mailed to Inside Out members, donors and a range of businesses and community leaders who support the Festival.

## ADDITIONAL EXPOSURE

- **SCREENING SLIDE:** Include your ad to be screened in our rotation of slides before each of approximately 85 screenings to a potential audience of over 35,000. There are a maximum of 20 slides, giving each slide a minimum of 2 minutes of screen time. *PRICE: \$1,000*
- **SCREENING SPONSORSHIP:** Choose a film from over 85 screenings. Benefits include: logo with program notes for the screening, business message in a specially designated section, representatives can address the audience prior to the sponsored screening and 2 free tickets to the screening. *PRICE: \$750*
- **LANYARDS:** Worn by festival employees, visitors and VIP's. *PLEASE CONTACT FOR QUOTATION.*
- **WEBSITE:** Tap into our year-round online exposure with a web banner on our site. *PLEASE CONTACT FOR QUOTATION.*
- **TICKET JACKETS:** A customized ticket jacket will hold festival tickets. *PRICE: \$3,500 (includes printing)*
- **BACK OF TICKET:** Over 35,000 tickets are sold every year. *PRICE: \$4,500*
- **INSERTS:** Place your insert into our program guide! *PLEASE CONTACT FOR QUOTATION.*

# SIZES

## PROGRAM ADS

**1/4 PAGE:**  
3.437"w X  
4.812"h

**1/2 PAGE  
(Vertical):**  
3.437"w X  
9.875"h

**1/8 PAGE:**  
3.437"w X  
2.275"h

**FULL PAGE  
(BLEED):**  
8.375"w X 11.125"h  
**TRIM SIZE:**  
8.125"w X 10.875"h

**FULL PAGE  
(NO BLEED):**  
7.125"w X 9.875"h

**1/2 PAGE  
(Horizontal):**  
7.125"w X 4.81"h

## WEB BANNERS

**Option 1:** 120px X 240px  
**Option 2:** 728px X 90px  
**Option 3:** 180px X 180px

# FORMATS

## PROGRAM ADS

Platform: Macintosh (preferred)

- File:
- Press-ready PDF, 300dpi, all fonts embedded;
  - EPS, 300dpi, all fonts outlines;
  - TIF, 300dpi, no layers
  - NO JPG, GIF, BMP, DOC, PPT FILES

All ads must be supplied in either grayscale or CMYK, depending on the ad.

## WEB BANNERS

File: JPG, GIF  
72dpi, RGB/Index, no more than 100k

FOR MORE INFORMATION OR TO  
BOOK YOUR AD PLEASE CONTACT  
**BRAD AT 416.977.6847 OR  
BRAD@INSIDEOUT.CA**

# PRICES

## PROGRAM ADS

OUTSIDE BACK COVER - FULL COLOUR	\$3,000
INSIDE FRONT COVER - FULL COLOUR	\$2,500
INSIDE BACK COVER - FULL COLOUR	\$2,250
FULL PAGE (BLEEDS) - FULL COLOUR	\$1,800
FULL PAGE (BLEEDS) - GRAYSCALE	\$1,450
1/2 PAGE - FULL COLOUR	\$1,100
1/2 PAGE - GRAYSCALE	\$850
1/4 PAGE - FULL COLOUR	\$700
1/4 PAGE - GRAYSCALE	\$550
1/8 PAGE - GRAYSCALE	\$275

## WEB BANNERS

PRICE TO BE DETERMINED BY TIME OF YEAR AND  
PLACEMENT. *PLEASE CONTACT FOR QUOTATION.*

# DEADLINES

**Booking Deadline:** 5pm - March 26  
**Artwork Deadline:** 5pm - April 2

# DELIVERY

Ads are best sent on CD, **WITH A PRINTED  
PROOF** to Brad at:

**401 Richmond Street West, Suite 219  
Toronto, Ontario M5V 3A8**

Ads can also be emailed to **brad@insideout.ca**,  
but if no hard copy proof is supplied, we cannot  
be held responsible for any printing errors.

# insideout

WWW.INSIDEOUT.CA