



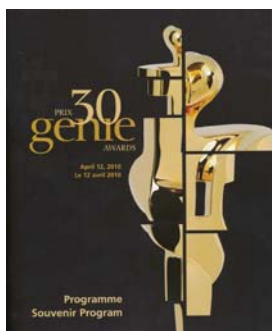
ACADEMY OF CANADIAN CINEMA & TELEVISION

## AWARDS SOUVENIR PROGRAM BOOK

### Advertising Rates & Specs

Book Your Ad Space Today for the  
31<sup>st</sup> Annual Genie Awards Souvenir Program Book!

**DEADLINE: FRIDAY, FEBRUARY 18, 2011**



*The Academy of Canadian Cinema & Television is gearing up for the 31<sup>st</sup> Annual Genie Awards! We are now booking print and online advertising for the Genie Awards Souvenir Program Book and for the website, respectively. This is a unique opportunity for you to reach a niche national audience.*

#### THE GENIE AWARDS

Since 1980, the Academy has served to unify the national film industry by annually honouring and showcasing the achievements made in Canadian cinema with the Genie Awards. Promoting all facets of film, the Genies have evolved over the years to reflect the ongoing growth and development of the industry. These Awards also continue to foster our Canadian star-system with a Red Carpet, which has featured such talented guests as Joshua Jackson, Kim Cattrall, Sandra Oh, Sara Polley, Wendy Crewson, Scott Speedman and Kirsten Booth.

#### Advertise In Print - Genie Awards Souvenir Program Book

This high-quality print piece highlights the year's best Canadian films and is distributed to an average of 1,200 guests each year including industry professionals, government and cultural officials, the media and corporate partners from across Canada. The souvenir program book provides in-depth lists and profiles of nominees and special awards recipients, government and sponsor messages, and is a keepsake for attendees of the Genie Awards. Moreover, it is distributed year-round in Academy information packages.

#### Advertise Online - [www.genieawards.ca](http://www.genieawards.ca) [www.geminiawards.ca](http://www.geminiawards.ca) [www.academy.ca](http://www.academy.ca)

Advertise on all three Academy websites or host unique galleries and web content. These websites are continuously referenced by industry professionals during the submission, jury and voting processes, and by entertainment enthusiasts and cinephiles year-round. During the Genie Awards and Gemini Awards, these websites receive up to 4 million page views from over 1 million visitors, making this an opportunity not to be missed.

#### ADVANTAGES OF ADVERTISING WITH US

The Genie Awards Souvenir Program Book is a high impact, cost-effective way to reach the core of the Canadian film industry. Advertising/Broadcast Gala tickets packages are also available.

#### As an advertiser in the Genie Awards Souvenir Program Book, your benefits include:

1. Enjoying a variety of ad size options to fit every budget;
2. Raising your organization's visibility and showcasing your products and services;
3. Connecting directly to industry professionals such as producers, broadcasters, directors, sponsors, distributors and service providers, as well as government and cultural officials and the media;
4. Increasing your organization's exposure beyond the awards season as the program is a reference tool and promotional piece for the Academy year-round.

For booking enquiries contact: **Idalette Martins**, Marketing & Development Assistant  
Tel.: 416-366-2227 ext. 249 / E-mail: [idalette@academy.ca](mailto:idalette@academy.ca)



**ACADEMY OF CANADIAN CINEMA & TELEVISION**

# **AWARDS SOUVENIR PROGRAM BOOK**

## **Advertising Rates**

### **ADVERTISING RATES**

<b>Genie Awards Souvenir Program Book</b>	
<b>SIZES</b>	<b>COST</b>
<b>Outer Back Cover</b> (Full-page Bleed)	\$ 5,000.00
<b>Inside Front/Back Cover</b> (Full-Page Bleed)	\$ 3,500.00 each
<b>Full-page</b> (Bleed or No-Bleed Options)	\$ 2,500.00
<b>Half-page</b> (No-Bleed)	\$ 1,500.00
<b>Quarter-page</b> (No-Bleed)	\$ 950.00
<b>Quarter-page on Insert</b> (No-Bleed)	\$ 6,000.00
<b>Full-page + 2 Tickets to the Genie Awards Gala</b>	\$ 2,900.00

<b>Gemini Awards Souvenir Program Book</b>	
<b>SIZES</b>	<b>COST</b>
<b>Outer Back Cover</b> (Full-Page Bleed)	\$ 5,000.00
<b>Inside Front/Back Cover</b> (Full-Page Bleed)	\$ 3,500.00 each
<b>Full-page</b> (Bleed or No-Bleed Options)	\$ 2,500.00
<b>Half-page</b> (No-Bleed)	\$ 1,500.00
<b>Quarter-page</b> (No-Bleed)	\$ 950.00
<b>Quarter-page on Insert</b> (No-Bleed)	\$ 6,000.00
<b>Full-page + 2 Tickets to a Gemini Awards Gala</b>	\$ 2,900.00

**Please Note:** 10% discount on rates for advertising placed in both publications. Prices do not include HST.

### **PUBLICATION DISTRIBUTION & DEMOGRAPHICS**

**Gemini Awards Souvenir Program Book** - 3,500 circulation

**Genie Awards Souvenir Program Book** - 1,200 circulation

Attendees of the Genie Awards and Gemini Awards include industry professionals from across Canada, government officials, members of the local community and cultural associations, event sponsors, the media and volunteers.

### **UPGRADE YOUR PROFILE BY BECOMING A SPONSOR!**

The Genie Awards offers a wealth of opportunities to help achieve your organization's unique goals and objectives. Through the collective strength of our marketing and communications initiatives (worth over \$1.9 million in 2010) the Genie Awards targets both a broad audience of entertainment lovers, and a niche market of entertainment professionals. Many sponsors return year after year, recognizing the Genie Awards' ability to promote their products and services, strengthen their relationships and identify prospective clients.

For more information on sponsorship opportunities, please contact **Amy Dennis**, Marketing & Development Manager  
Tel.: 416-366-2227 ext. 242 / E-mail: amy@academy.ca

For booking enquiries contact: **Idalette Martins**, Marketing & Development Assistant  
Tel.: 416-366-2227 ext. 249 / E-mail: idalette@academy.ca

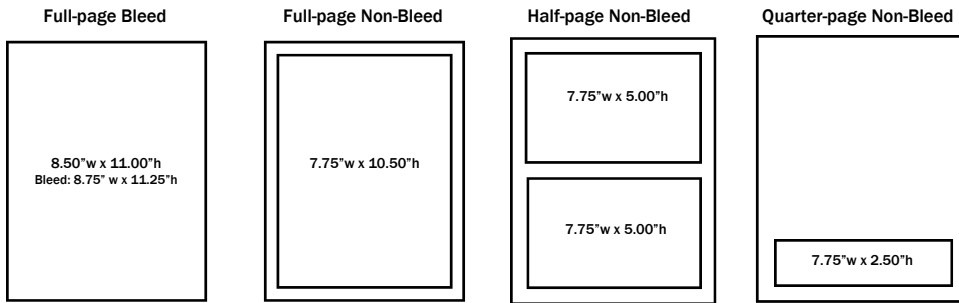


# AWARDS SOUVENIR PROGRAM BOOK

## Advertising Specifications

### ADVERTISING SPECIFICATIONS

SOUVENIR PROGRAM BOOK ADVERTISING SIZES	LIVE AREA (width x height)	TRIM AREA (width x height)	BLEED AREA (width x height)
Full-page Bleed	7.75" x 10.50"	8.50" x 11.00"	8.75" x 11.25"
Full-page Non-Bleed	7.75" x 10.50"	n/a	n/a
Half-page Non-Bleed	7.75" x 5.00"	n/a	n/a
Quarter-page Non-Bleed	7.75" x 2.50"	n/a	n/a



*The Genie Awards Souvenir Program Book and the Gemini Awards Souvenir Program Book final publication sizes are 8.5" wide by 11" high.*

*All advertising rates include 4-colour printing process.*

#### **DIGITAL FILE FORMATS ACCEPTED:**

- QUARK: Include fonts on disk and any images used. Save as a QUARK file (3.3 or 4.4, 5.0 NOT Version 4.0)
- PHOTOSHOP: Save file as a .tiff or .eps (4 colour & B/W output minimum 300 dpi)
- ILLUSTRATOR: Save file in .eps format with text to outlines/curves (NOT Version 7.0) and include placed images
- PRINT OPTIMIZED PDF's: Embed all fonts; For Colour PDF's, they must not contain RGB, LAB or Indexed colours—only CMYK; Ensure colours are trapped prior to writing PDF, paying attention to files created in Adobe Illustrator; For Black & White PDF's, all files embedded in PDF must be B/W
- Please Note: Use hi-res photos, 300 dpi resolution. MAC format is preferred

#### **DELIVERY OF ADVERTISING ARTWORK:**

- Artwork should be delivered before or on the material deadline. PDF or hard copy proof must accompany the file(s)
- Submit artwork via disk to our office address: ACCT, 49 Ontario Street, Suite 501, Toronto, Ontario, M5A 1V2
- Submit artwork via email if the file is less than 5 MB
- An FTP site is available upon request for uploading larger digital files

#### **ADVERTISING POLICY**

1. Cancellations will not be accepted after the deadline date for copy. Cancellations after that date will be billed at the full rate of space confirmed.
2. Advertising material is subject to approval by the Academy of Canadian Cinema & Television.
3. The publisher does not accept responsibility for reproduction when materials supplied do not meet the above specifications.
4. The publisher reserves the rights to charge back to Advertiser costs of all work incurred for conversion of materials supplied into these specifications.



## ACADEMY OF CANADIAN CINEMA & TELEVISION

# ONLINE Advertising Rates & Specs

### ADVERTISING RATES

### ONLINE DISTRIBUTION

Genie Awards website - [www.genieawards.ca](http://www.genieawards.ca) - Gemini Awards website - [www.geminiawards.ca](http://www.geminiawards.ca)  
Academy website - [www.academy.ca](http://www.academy.ca)

NO. OF IMPRESSIONS	COST
100,000 Impressions	\$ 1,300.00
50,000 Impressions	\$ 750.00
25,000 Impressions	\$ 400.00
10,000 Impressions	\$ 250.00

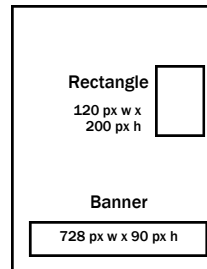
The Academy's three websites offer comprehensive resources about Canadian film and television for the public, media and industry, and attract on average 20 million hits per year.

**Please Note:** Increments can be negotiated. You may choose one specific site or multiple sites. Prices do not include HST.

For booking enquiries contact: **Idalette Martins**, Marketing & Development Assistant  
Tel.: 416-366-2227 ext. 249 / E-mail: [idalette@academy.ca](mailto:idalette@academy.ca)

### ADVERTISING SPECIFICATIONS

SIZE	AREA (width x height)
Banner	728 x 90 pixels
Rectangle	120 x 200 pixels



#### DIGITAL FILE FORMATS ACCEPTED:

- PHOTOSHOP: save file as a .jpeg, .tiff or .eps (output minimum 72 dpi)
- ILLUSTRATOR: save file in .eps format with text to outlines/curves and include placed images
- PRINT OPTIMIZED PDF's: Embed all fonts. Ensure colours are trapped prior to writing PDF, paying attention to files created in Adobe Illustrator

#### DELIVERY OF ADVERTISING ARTWORK:

- Artwork should be delivered on or before the material deadline via email
- PDF proof must accompany the file(s)
- FTP site is available upon request

#### ADVERTISING POLICY

1. Cancellations will not be accepted after the deadline date for copy. Cancellations after that date will be billed at the full rate of space confirmed.
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4. The publisher reserves the rights to charge back to Advertiser costs of all work incurred for conversion of materials supplied into these specifications.

For Artwork or File Delivery enquiries contact: **Genevieve D'Iorio**, Publications & Archive Manager  
Tel.: 416-366-2227 ext. 227 / E-mail: [gdiorio@academy.ca](mailto:gdiorio@academy.ca)