



SOUVENIR PROGRAM ADVERTISING

25TH ANNUAL GEMINI AWARDS

Insertion Deadline:
Material Deadline:
geminiawards.ca

October/November 2010

September 8, 2010
September 15, 2010

30TH ANNUAL GENIE AWARDS

Insertion Deadline:
Material Deadline:
genieawards.ca

March/April 2011

February 16, 2011
February 23, 2011

CONTACT INFORMATION

Academy of Canadian Cinema & Television

Tel. 416-366-2227
Fax. 416-366-8454
academy.ca

Idalette Martins
Marketing & Development
Assistant, x 249
idalette@academy.ca

Genevieve D'Iorio
Publications & Archive
Manager, x 227
gdiorio@academy.ca

RATES > > >

SIZES		COST
Outer Back Cover	(Full Page Bleed)	\$ 5,000.00
Inside Front/Back Cover	(Full Page Bleed)	\$ 3,500.00 ea.
Full Page Bleed		\$ 2,500.00
Half Page		\$ 1,500.00
Quarter Page		\$ 950.00
Quarter Page on Insert	(Black & White) (Colour)	\$ 5,000.00 \$ 6,000.00
Full Page Bleed & 2 Tickets to an Awards Gala		
⇒ Gemini Industry Gala I		\$ 2,900.00
⇒ Gemini Industry Gala II		\$ 2,900.00
⇒ Gemini Awards Gala		\$ 2,900.00
⇒ Genie Awards Gala		\$ 2,900.00

*10% discount on price for ads placed in both publications. Prices do not include HST.

ARTWORK

1. The Souvenir Program Book's final publication size is 8.5" w by 11" t.
2. Ad rates and sizes include 4-colour, except Quarter Page Ad on Insert (Colour optional).
3. FTP site is available upon request. Ad PDF proof must be included. Contact the Academy for further details.

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. Publisher does not accept responsibility for reproduction when materials supplied do not meet the above specifications. Publisher reserves the rights to charge back to Advertiser costs of all work incurred for conversion of materials supplied into these specifications.



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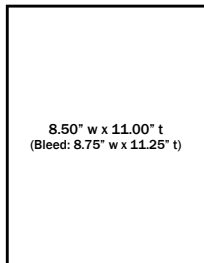
30TH ANNUAL GENIE AWARDS

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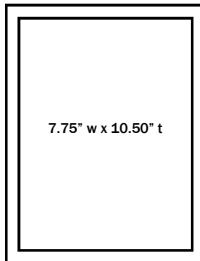
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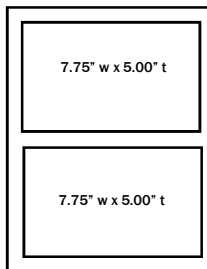
Full Page
Bleed



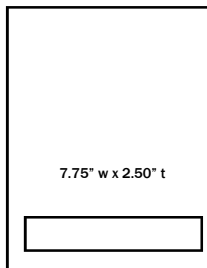
Full Page
Non-Bleed



Half Page



Quarter Page



FORMATS > > > All measurements are width by height.

SIZES	LIVE AREA Non-Bleed	TRIM AREA	BLEED AREA
Full Page Bleed	7.75" x 10.50"	8.50" x 11.00"	8.75" x 11.25"
Half Page	7.75" x 5.00"	n/a	n/a
Quarter Page	7.75" x 2.50"	n/a	n/a

DIGITAL FILES

Accepted on: High density floppy disks/Zip disks/Syquest 44 or 88 meg./CD ROM/JAZ disks. MAC format preferred. Use hi-res photos, 300 dpi resolution.

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.

Black & White PDF's - all files embedded in PDF must be B/W.

Colour PDF's - 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.

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