

Philadelphia QFEST

Advertising Rate Card & Specs Program Guide Print Run 25,000

QFest Program Guide Advertising Rates:

Special Offer: Pre-book and pre-pay by May 14, 2010 for QFest 2010 and receive a 25% discount on your advertising rates.

Double Truck

(15.75"W x 9.75"H) **\$3,400**
reduced from \$3,400

Full Page

(7.5"W x 9.75"H) **\$2,200**
reduced from \$2,200

1/2 Page Horizontal

(7.5"W x 4.75"H) **\$1,500**
reduced from \$1,500

1/2 Page Vertical

(3.375"W x 9.5"H) **\$1,500**
reduced from \$1,500

1/4 Page

(3.625"W x 4.75"H) **\$600**
reduced from \$600

1/8 Page

(3.625"W x 2.5"H) **\$300**
reduced from \$300

Cover 2: 10% premium

Cover 3: 15% premium

Cover 4: 20% premium

Film Sponsorships

Logo underneath Film Description and the opportunity to co-introduce the sponsored film.

For Profit **\$250**

Non-Profit **\$150**

Restaurant Directory Guide **\$125**

Business and Industry Directory .. **\$125**

Pick Up Rates for QFEST:

Advertisers get 10% off pick up rate on advertising space in the Philadelphia QFest, Program Guide, July 9-18, 2010 if same ad as Philadelphia QFest 2009.

**Payment due with Ad copy by
Monday, May 14, 2010**

Advertise in the official 120-page full color, **Philadelphia Qfest Program Guide** (25,000 print run), a complete reference to all programs, events, screenings, ticket information and hotspots of **Philadelphia QFest 2010**. It is an invaluable resource to our patrons (over 65,000 in 2009) during the festival, and as a souvenir item, offers a long shelf life that other print media cannot offer.

For corporate sponsorship, film sponsorships, underwriting opportunities in-kind advertising, and Program Guide advertising, contact:

The Guide is distributed free to all festival ticket buyers, all TLA Video stores (3), Whole Foods stores (7), Giovanni's Room, William Way Community Center, Twelfth Street Gym, and local bars, restaurants, coffee shops, hotels, libraries and other businesses. The Guide offers the chance to reach a wide and diverse market that frequents restaurants, theaters, cultural institutions and retailers. It is MAILED DIRECT to a select 6,000 badge holders and ticket buyers from the past three years.

Ad Reps:

Thom Cardwell

267.765.9800 x237

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Joe Speakman

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Artwork Specs Software Formats:

Ads must adhere to printing standards and be high resolution art (300ppi).

Acceptable formats for ads are Adobe InDesign, Adobe Illustrator, Adobe Photoshop, QuarkXpress, PDF, TIF, EPS, and JPG (high quality of 10+). It is preferred you send a grayscale or CMYK tif that is 300ppi via email. We do not accept ads made in Microsoft Word. We don't print "full bleed" (to the edge) and your ad will not touch other ads.

Email ads to graphics@tlavideo.com

or send by mail to Attn: Thom Cardwell/Art Dept, 234 Market St, 4th Floor Philadelphia PA 19106. Call Robert Dieters if you have questions: 215.765.9800 x226.