



**VANCOUVER  
QUEER  
FILM  
FESTIVAL**

**options**

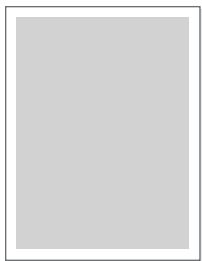
## **2011 Advertising Guide**

- 1. Festival Guide**
- 2. Movie Slide Advertising**
- 3. Celebrate Queer  
Vancouver Program**
- 4. Combo Pack**

Reach an audience of more than 13,000 at the 2011 Vancouver Queer Film Festival! We proudly present 11 days of groundbreaking and provocative films each August — featuring over 50 film screenings. Our Festival is the largest gay and lesbian arts event in Western Canada, and the second largest film festival in Vancouver.

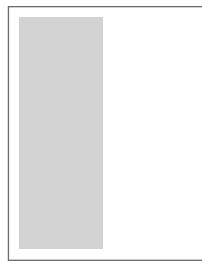
## Guide features include:

- 6,500 copies reaching 17,500 readers
- 64+ pages
- high quality paper stock
- full colour



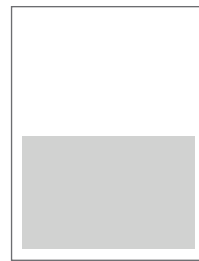
Full Page

\$1,000



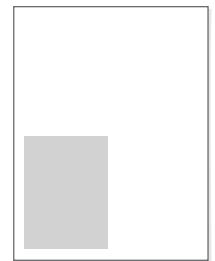
1/2 Page Vert

\$600



1/2 Page Horiz

\$600



1/4 Page

\$400

The Festival Guide is available from early July to late August.

The Guide is available at various outlets throughout Vancouver and is delivered to donors, sponsors, Festival artists and other supporters.

**“ 2010 was the first year I advertised in the Queer Film Festival’s Guide. Within days of the Festival, we received several calls from new landscape design clients. Talk about a great return on investment! ”**

- Michael Howell,  
Terra Luma Design

Be part of the action! Movie slide ads play prior to film presentations. Festival patrons are seated in the theatre 20-30 minutes before each film. Slides are rotated every eight seconds and shown an average of 10 times before each film. The average number of impressions per screening is 1,960.



## Full Slide Package

**\$600**

All 5pm, 7pm, 9:30pm non-Gala screenings — approx 49 screenings with an average total of 86,240 impressions.

## Late Night Package

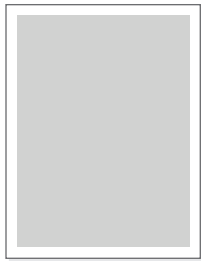
**\$350**

All 9:30 screenings — approx 18 screenings with an average total of 35,280 impressions.

The Celebrate Queer Vancouver Program will be available from late June to late August. This program will be delivered to donors, sponsors, Festival artists and will be available at various outlets throughout Vancouver.

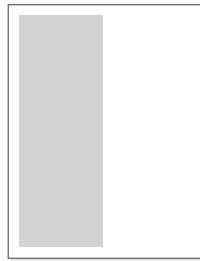
## Program features include:

- 15,000 copies reaching 40,000 readers
- 24 pages
- newsprint
- full colour



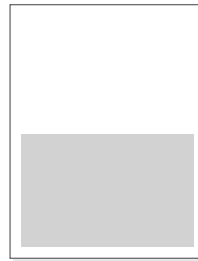
Full Page

\$900



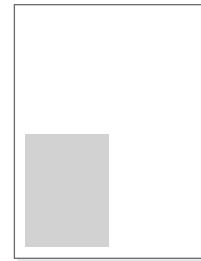
1/2 Page Vert

\$500



1/2 Page Horiz

\$500



1/4 Page

\$300

## Combo Pack: More Exposure for Less

**Purchase 2 or more types of advertising and...**

**SAVE 15%**



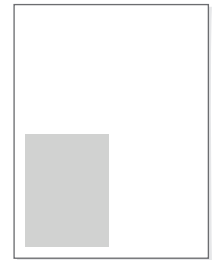
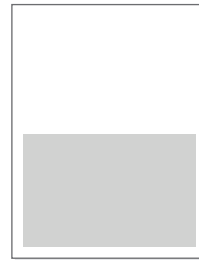
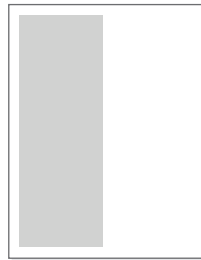
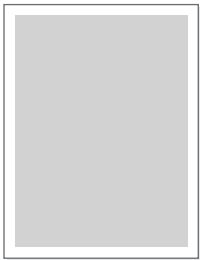
0093 567 1243 5555 6679 0098 9098 7645 1123 4564 3377 7070 9812

## Festival Guide

Full Page	1/2 Page Vert	1/2 Page Horiz	1/4 Page
7.25(w)" x 9.75(h)"	3.5(w)" x 9.75(h)"	7.25(w)" x 4.75(h)"	3.5(w)" x 4.75(h)"

## Celebrate Queer Vancouver Program

Full Page	1/2 Page Vert	1/2 Page Horiz	1/4 Page
10.375(w)" x 12.25(h)"	5(w)" x 12.25(h)"	10.375(w)" x 6(h)"	5(w)" x 6(h)"



## Movie Slide Advertising

640(w) x 480(h) pixels



No animated ads will be accepted. Please submit movie slide ads in either JPEG, TIFF, or PDF

### File Guidelines

Files must be Mac-friendly. Files may be submitted as Ai, EPS, PDF, TIF or JPG format with a minimum of 300 dpi. If Ai or EPS, please outline type and embedded images or send linked images and fonts in archived folder.

## Deadlines

	Artwork	Release
Celebrate Queer Vancouver Program	May 6	Mid-June
Festival Guide	May 16	Mid-July
Movie Slide Advertising	July 15	August 11

### Questions?

Paul Crosby, Director of Development at paul@outonscreen.com or 604.844.1615

### Out On Screen

405-207 W Hastings St  
Vancouver, BC V6B 1H7