



présente

LES FRANCOFOLIES DE MONTRÉAL^{MD}



JUNE 10 TO 18, 2011

AD FORMATS AND RATES CARD

FULL PAGE

- Full page: 6.5" x 10.5"
- Allow 0.25" on each side for bleeds
- Allow 0.25" safety margin for text

Colours - \$3,500*
 Black and 1 colour (CMYK) - \$3,100*
 Black and white - \$2,900*

1 page

horizontal

1/2 PAGE

Horizontal no bleed:
 6" x 4.875"

Colours - \$2,350*
 Black and white - \$1,850*

1/2 page

vertical

1/2 page

1/2 PAGE

Vertical no bleed
 2.875" x 10"

Colours - \$2,350*
 Black and white - \$1,850*

1/4 PAGE

No bleed
 2.875" x 4.875"

Colours - \$1,700*
 Black and white - \$1,200*

1/4 page

- * Taxes to be added to client invoice
- Agency commission to recognized advertising agencies: +15%
 - Any guaranteed position: +20%
 - The advertiser is responsible for artwork creation and costs.
 - No QuarkXpress files will be accepted.

For information:

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 Les FrancoFolies de Montréal

9 DAYS OF FESTIVAL, 800,000 VISITORS

REACH A YOUNG, LIVELY CLIENTELE!

THE OFFICIAL FRANCOFOLIES DE MONTRÉAL PROGRAM:

• 100,000 COPIES DISTRIBUTED FREE OF CHARGE

• A LARGE DISTRIBUTION NETWORK

- the medias
- Montréal's hotels and restaurants and various downtown buildings
- record stores and bookstores
- on the Festival site, at Ticketpro and Admission ticket offices and at the concert halls
- Québec tourist information offices and tourist guides
- Copies are also sent outside Québec to the media, travel agencies, trade delegations, embassies, and tourism offices across Canada, the United States and abroad
- Also disseminated via our websites.

Our Festival enjoys broad media coverage on the local, national and international stages, as well as the support of all of Montréal's political, economic, tourist industry and cultural representatives. This event therefore offers a prospect of continuity and excellence, and represents a high-return, targeted ad for our partners.

DATA SHEET TRIMMED SIZE: 6.5" X 10.5"

- Printing: on semi-glossy paper
- Material requested:
 - Advertising must be supplied on CD or by FTP in PDF high-resolution or in EPS format (fonts outlined)
 - No QuarkXpress document will be accepted
 - Proof must be in colour or black and white for reference
- Image resolution: 300 dpi (real size)
- **Full page with bleed:** the size of the file must be 7" x 11" with no trim marks
- **Please note: Maximum color density: 280%¹**

¹: The color density represents the addition of percentages from the CMYK colors.
 For example, a black 60-60-60-100 has a density of 280%. Don't hesitate to contact the graphic studio for more information.

1. Advertising copy to be approved by a Festival representative before deadline.
2. Final material supplied without appropriate proofs automatically dismisses the Festival from any responsibility.
3. The use of the Festival logo in ads is prohibited.
4. It is the client's responsibility to ensure that the text contains no spelling mistakes.

Some categories of advertisers are excluded from these publications because of exclusivity agreements with Festival sponsors.