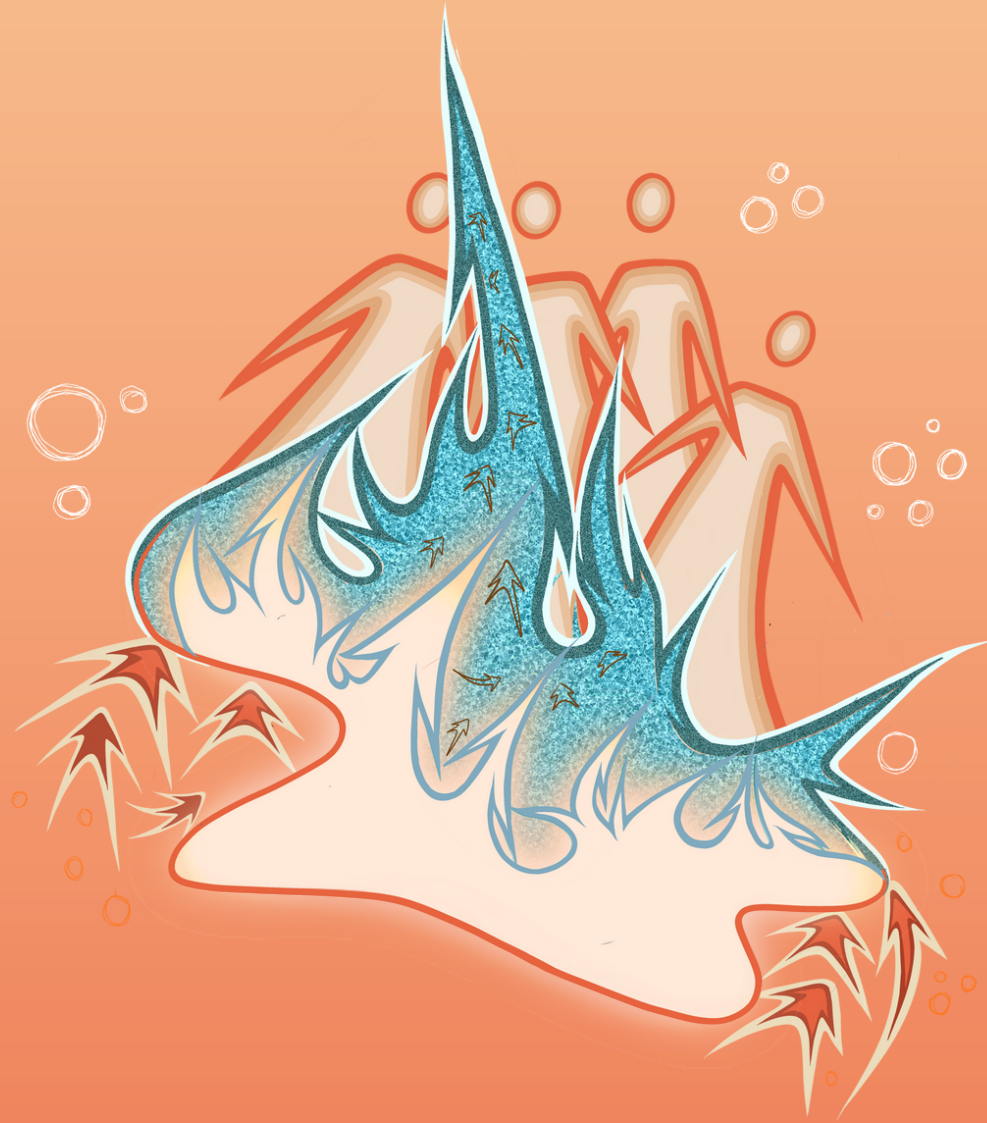




# REFRAME FILM FESTIVAL



## 2024 Program Ad Guidelines

Funded by the  
Government  
of Canada



Funded by the  
Government of Ontario  
Community Services Recovery Fund



Conseil des arts  
du Canada



Community  
Foundation  
© Greater Peterborough



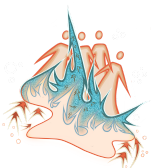
ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO



# WHY PLACE AN AD IN REFRAME'S PRINTED PROGRAM?



- ReFrame lights up downtown Nogojiwanong/Peterborough during one of the coldest, darkest times of the year and knits our community together around timely issues
- The Festival features over 60 fine documentary films, prestigious guests, live performances, art exhibitions, events and more over the four day in-person Festival (Jan 25-28)
- Your ad will be printed in 1500 copies of the program, and will receive nearly 20,000 impressions over the Festival dates
- The ReFrame program is designed by a professional graphic designer, and is widely distributed before and during the Festival weekend
- ReFrame audiences are a diverse group of active citizens who value shopping locally and supporting important social and environmental causes
- 91.5% of our audience supported local restaurants during our last in-person Festival, spending an average of \$95 per person on meals
- Our printed program is a collector's item and keepsake for many audience members, extending the impact of your ad well beyond the Festival dates

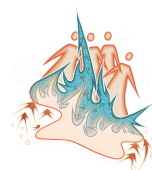


# AD SIZES AVAILABLE IN OUR 7.5 X 9" 2024 PRINTED PROGRAM

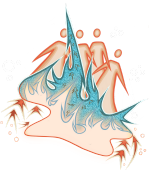
**1/8 PAGE HORIZONTAL**  
**3.1667" W X 1.875" H**  
**\$150**

**1/4 PAGE VERTICAL**  
**3.1667" W X 3.9167" H**  
**\$300**

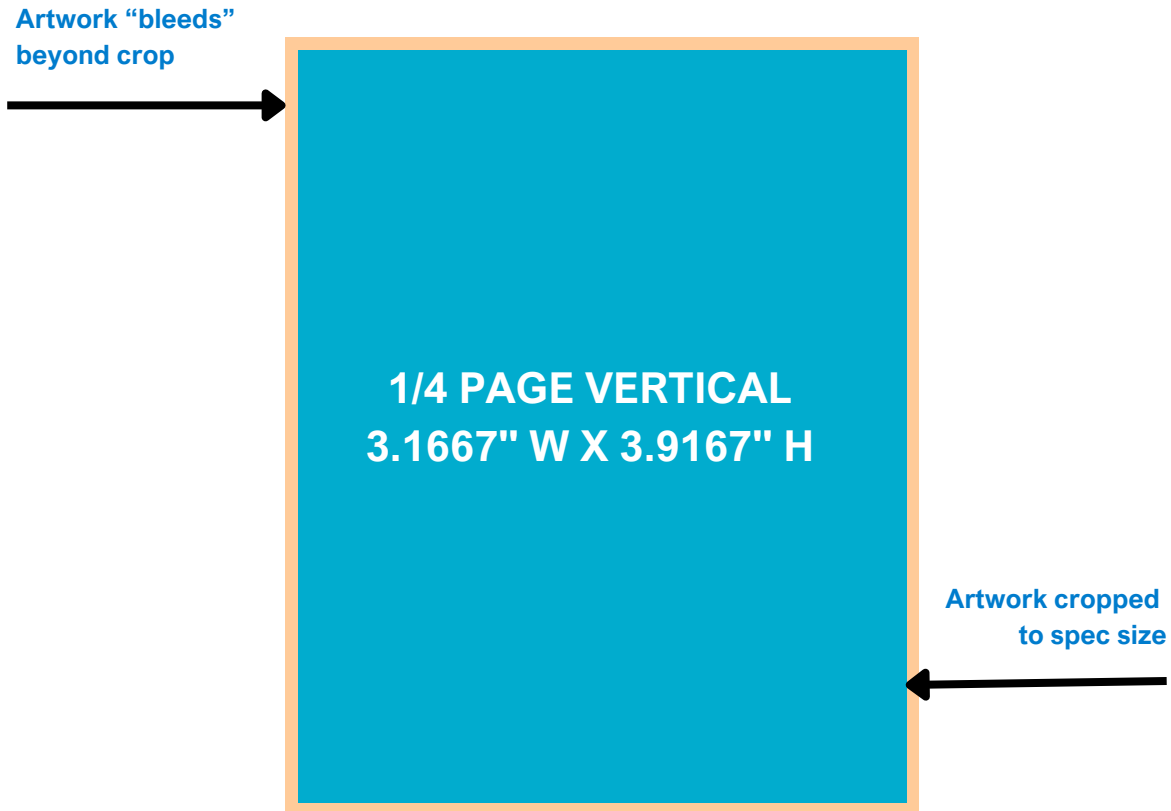
**1/2 PAGE HORIZONTAL**  
**6.5" W X 3.9167" H**  
**\$500**



**FULL PAGE**  
**6.5" W X 8" H**  
**\$775**



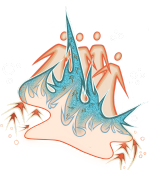
**PLEASE INCLUDE AN ADDITIONAL "BLEED" OF .125" (1/8")  
ON ALL SIDES OF YOUR ARTWORK**



**All ads are printed in high-resolution greyscale.  
Please ensure your artwork is designed accordingly.**

### **ACCEPTABLE FORMATS FOR YOUR AD:**

- **TIFF or JPEG files @ 300 DPI**
- **Illustrator EPS files with fonts outlined**
- **High-resolution PDF files with fonts embedded**
- **INDD files for Mac w/ links, fonts & images (300 DPI) included**



# HOW TO SUBMIT YOUR AD



**[CLICK HERE](#)** to visit our online form, where you will:

- Share your business name and contact information
- Choose your ad size: 1/8 page horizontal (\$150), 1/4 page vertical (\$300), 1/2 page horizontal (\$500), or full page (\$775)
- Upload your artwork to spec in an acceptable format
- Choose your payment method

We'll be in touch with an invoice and to confirm your artwork.

**THANK YOU FOR SUPPORTING REFRAME!**

