

REFRAME 2020 AD GUIDELINES



REFRAME
FILM FESTIVAL



WHY PLACE AN AD?

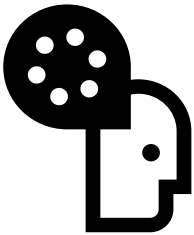
BECAUSE REFRAME...

1. Lights up PTBO at one of the coldest, darkest times of year
2. Features dozens of films, prestigious guests, events and more
3. Draws thousands of eager film-goers to the downtown core

The ReFrame program is designed by a professional graphic designer, and is widely distributed before and during the festival weekend.

In 2019, ads were featured in 1,500 printed copies of the program and received nearly 17,000 impressions at films and festival venues.

HIGHLIGHTS FROM REFRAME 2019:



- ▷ 71 films from 20 countries
- ▷ 31 guest filmmakers from across Canada
- ▷ Close to 2,500 unique audience members
- ▷ Over 3,500 meals eaten downtown PTBO

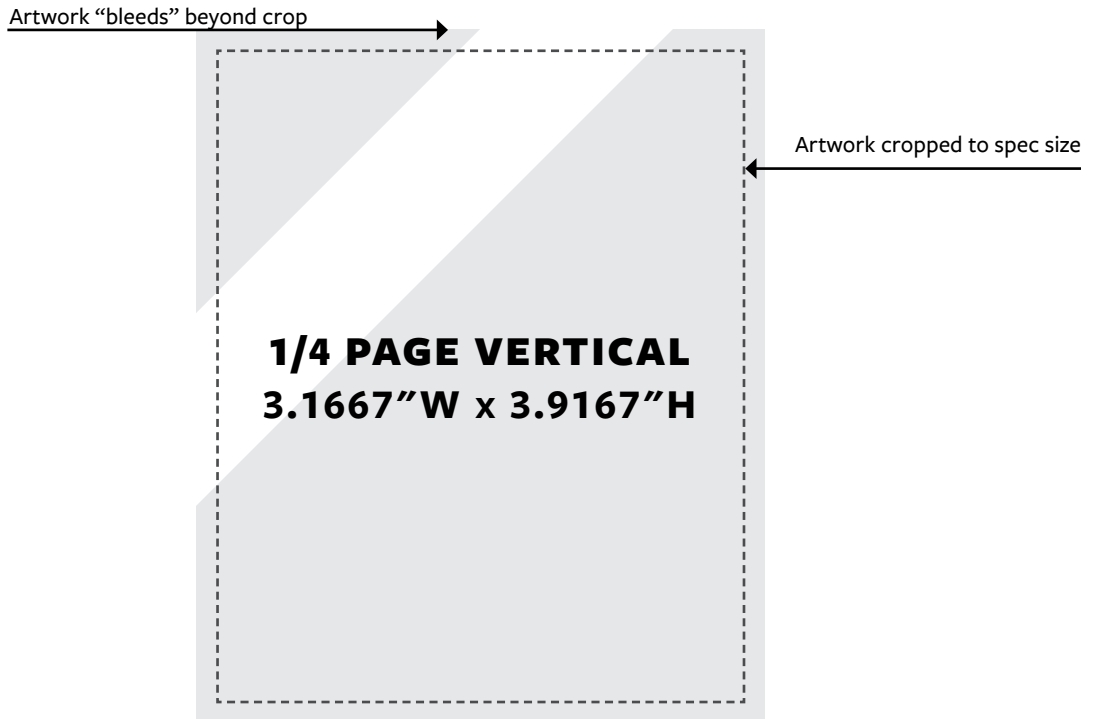
1/8 PAGE HORIZONTAL
3.1667"W x 1.875"H

1/4 PAGE VERTICAL
3.1667"W x 3.9167"H

1/2 PAGE HORIZONTAL
6.5"W x 3.9167"H

FULL PAGE
6.5"W x 8"H

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



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

ACCEPTABLE FORMATS:

- ▷ 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

1. Fill in the form below, **or** visit reframefilmfestival.ca/support/advertise/
2. Email artwork to info@reframefilmfestival.ca
3. Send payment (cheque or e-transfer) to the address below

Submissions Due:



Business/Organization: _____

Contact Name: _____

Phone: _____ Email: _____

Billing Address: _____

- | | | | |
|--------------------------|---------------------|---------------------|-------|
| <input type="checkbox"/> | 1/8 page horizontal | 3.1667"W x 1.875"H | \$125 |
| <input type="checkbox"/> | 1/4 page vertical | 3.1667"W x 3.9167"H | \$250 |
| <input type="checkbox"/> | 1/2 page horizontal | 6.5"W x 3.9167"H | \$400 |
| <input type="checkbox"/> | Full page vertical | 6.5"W x 8"H | \$700 |

Cheques payable to: **ReFrame Film Festival**

Mail to:
P.O. Box 895
Peterborough, ON K9J 7A2

OR

Send e-transfers to:
info@reframefilmfestival.ca
**include your bus./org. name in the note*