REFRAME FILM FESTIVAL

2027 ADVERTISING OPPORTUNITIES

A Community Celebration of Documentary Film and Media Art

Reach festival audiences in ReFrame's beloved printed film guide.

Each winter, thousands of people come together in Nogojiwanong / Peterborough for one of the region's most celebrated cultural events. They come to discover bold new documentaries, meet filmmakers, and spend time downtown.

Your ad reaches people as they're deciding what to see, where to eat, and what to explore between screenings. Since 2005, ReFrame has brought locals and visitors downtown in the depths of winter. During the 2026 festival, attendees spent an estimated $250,000 on meals alone.

ReFrame returns **January 28–31** in downtown Nogojiwanong / Peterborough, with documentaries, filmmaker talks, Q&As, panels, and more. The festival continues **February 2–7**, with a selection of films streaming on demand across Canada.

Your ad will appear in over **1,500 printed film guides, with an estimated 20,000 impressions during the festival**. We distribute the guide widely before and during the festival. Many attendees take it home as a keepsake, giving your ad a life well beyond the final screening.

Choose from four ad sizes, from an eighth page to a full page. ReFrame's printed film guide measures 7.5″ × 9″.

Ad Sizes and Rates

Choose the size that fits your message and budget. All four ad sizes are available in black and white or full colour. Please note that colour space is limited.

Ad Size	Dimensions Before Bleed	Greyscale	Full Colour
⅛ page horizontal	3.1667″ × 1.875″	$150	$225
¼ page vertical	3.1667″ × 3.9167″	$300	$375
½ page horizontal	6.5″ × 3.9167″	$500	$575
Full page	6.5″ × 8″	$775	$850

Please see page 3 for an actual-size comparison.

Prepare Your Artwork

Size and bleed: Use the dimensions above as your crop size. Add ⅛″ (0.125″) of bleed on all four sides and extend any background or image that reaches the edge into the bleed.

Colour: Prepare your ad in greyscale or full colour to match the option you'll select in the form.

File formats: Submit a high-resolution PDF with fonts embedded, a TIFF, PNG, or JPEG at 300 dpi at final size, or an Illustrator EPS with fonts outlined. We also accept packaged InDesign files for Mac with fonts, links, and 300 dpi images included.

Choose your payment method: You can pay by e-transfer to partners@reframefilmfestival.ca (preferred), PayPal (@ReFrame), or cheque to ReFrame Film Festival, Box 895 Peterborough, ON K9J 7A2.

Submit Your Ad: Once your artwork is ready, complete the advertising form HERE (reframefilmfestival.ca/2027ads) to select your size and colour, provide your contact details, and upload your file. We'll confirm your artwork and send an invoice with instructions for paying by e-transfer, PayPal, or cheque. **Submit your form and artwork by December 31, 2026 at 5PM.**

Questions? Contact us at **info@reframefilmfestival.ca**.



¼ page vertical



⅛ page horizontal

½ page horizontal

Dashed outline shows the 6.5″ × 8″ full-page ad.
Actual size before bleed when printed at 100%.

CLICK HERE to Upload Your Ad