

Rehoboth Beach Independent Film FESTIVAL

November 10 – 14, 2010

FESTIVAL PROGRAM AD AGREEMENT

The Rehoboth Beach Independent Film Festival attracts thousands of visitors from more than twenty states for a 5-day event in November. Your business can benefit from this traffic by inserting an inexpensive ad in 10,000 copies of the souvenir quality Festival program, printed on high quality white offset stock with a gloss cover. Programs are distributed throughout Delaware, to select areas in the Mid-Atlantic region, and are available during the Festival.

Maximize your ad's impact by offering coupons or other promotions to bring people to your business!

Business Name _____ Contact name _____

Address _____ City/State/Zip _____

Authorized Signature _____

Phone _____ Fax _____ e-mail _____

Please reserve space in the Film Festival program for the ad size indicated below:
(AD COPY AND FULL PAYMENT ARE DUE BY JUNE 30, 2010)

Ad Dimensions & Rates (Dimensions are for non-bleed) (Bleed ads are 10% additional)

Use last year's ad

Full page (7 7/8" w x 10 3/8" h): B/W: \$385 4-color process: \$550 bleed ad (10% more)

Half page **select ►** Horizontal (7 7/8" w x 5" h) **OR** Vertical (3 13/16" w x 10 3/8" h)
 B/W: \$220 4-color process: \$310 bleed ad (10% more)*

Quarter page (3 13/16" w x 5" h) B/W: \$145 4-color process: \$190 bleed ad (10% more)*

Business Card (3 13/16" w x 2 3/8" h) B/W: \$ 85 4-color process: \$110 bleed ad (10% more)*

* For full page bleed ads, dimensions are 8 5/8" w x 11 1/8" h. Smaller bleed ads must add 3/8" on all sides

All ads must be submitted as specified below with the ad size designated (full page, half page, etc):

- 1) High-quality print PDF files (preferred format); embedded fonts; cmyk; high-quality print output
- 2) QuarkXpress (Mac 7.0 or lower); All fonts and images must be included.
- 3) InDesign (MAC CS5 or lower); All fonts and images must be included.
- 4) Adobe Illustrator or Adobe Photoshop; (CS5 or lower) cmyk or grayscale; EPS or TIFF; text outlined; 300 dpi; (all fonts and images must be included).
- 5) No other file formats will be accepted. No PC fonts.

***** An additional charge will be assessed for ad changes. Ad seller will provide rates *****

Festival Sponsor: Please send me information on Festival Sponsor opportunities which provide additional marketing opportunities.

For more information, please call 302-645-9095
Please send completed form with full payment by June 30 to:
Rehoboth Beach Film Society 107 Truitt Ave. Rehoboth Beach DE 19971