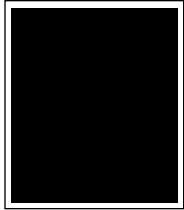


**CATALOG ADVERTISING and
 PRE-SCREENING SPONSOR TRAILER
 RESERVATION FORM**

All contributions are tax-deductible to the fullest extent allowable by law

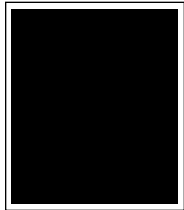
SELECT YOUR AD SIZE...



FULL PAGE (Full-Color)

7.5" x 10" live area only
 8 1/2" x 11" full page

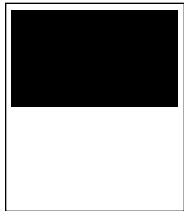
- \$2,500 Business Rate
- \$1,200 Non-Profit Rate



FULL PAGE (B/W)

7.5" x 10" live area only
 8 1/2" x 11" full page

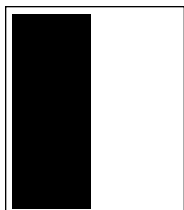
- \$1,500 Business Rate
- \$600 Non-Profit Rate



HALF PAGE (B/W)

7.5" x 4.875" horizontal

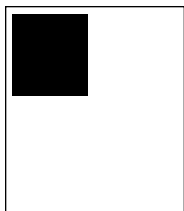
- \$800 Business Rate
- \$300 Non-Profit Rate



HALF PAGE (B/W)

3.625" x 10" vertical

- \$800 Business Rate
- \$300 Non-Profit Rate



QUARTER PAGE (B/W)

3.625" x 4.875"

- \$450 Business Rate
- \$150 Non-Profit Rate

CATALOG ADVERTISING

The catalog is a 160-page publication that features information about films, sponsors, and events. 5,000 copies of the catalog are distributed to industry professionals, special guests, and sponsors during and after the festival.

SPECIFICATIONS

• Acceptable file formats:

- 1) **Adobe Illustrator CS3:** All fonts outlined, saved as EPS.
- 2) **Photoshop EPS:** To actual size, include all MAC fonts or "render" Text Layer.
- 3) **Adobe InDesign CS3:** Include all imported files and art. Include all Mac fonts (screen and printer fonts; Type 1 or OpenType ONLY. Do NOT use TrueType fonts).

• **Line Screen:** 133 lpi; **Scanned Artwork:** photos 300 dpi; line work 1000 dpi

- All 4-color ad artwork must be CMYK-compatible.
- Non-bleed ads must have 1/2 point frame.
- Full-page ads must bleed 1/8 in. beyond edge.
- Please submit a 4-color or b/w proof (whichever is applicable).

A \$50 minimum charge will be added over and above your contribution for greeting artwork requiring additional layout/design, typography and/or camera work. The publisher is not responsible for errors due to illegible (handwritten) material or instructions.

PRE-SCREENING SPONSOR TRAILER

Screening your company's trailer at the festival is an effective way to communicate your message to a captive audience.

SPECIFICATIONS Please submit 1 copy of your sponsor trailer in digibeta format:

30-Sec. Sponsor Trailer Shown Prior to 20 Programs (exc. Opening & Closing Nights)

- \$5,000 Business Rate
- \$1,700 Non-Profit Rate

30-Sec. Sponsor Trailer Shown Prior to 10 Programs (exc. Opening & Closing Nights)

- \$2,500 Business Rate
- \$850 Non-Profit Rate

Please make check payable to: VISUAL COMMUNICATIONS

RESERVATION DEADLINE: MARCH 19, 2012 • CAMERA-READY ART DUE: MARCH 30, 2012

SPONSOR TRAILER DUE: APRIL 2, 2012

NAME _____ TITLE _____

BUSINESS _____

ADDRESS _____

CITY/STATE/ZIP _____ TELEPHONE () _____

E-mail Address _____

Return this form with your check to: **VISUAL COMMUNICATIONS**,
 120 Judge John Aiso St., Basement Level, Los Angeles, CA 90012

CONTACT: Diane Wai at (213) 680-4462 x38 or diane@vconline.org

