

## Program Guide Advertising

### 1. Advertising Information

Description of Ad	Color	Black & White
Double Truck	\$4,200	\$2,400
Full Page	\$2,250	\$1,300
1/2 Page	\$1,500	\$ 750

### 2. Mechanical Requirements Dimensions:

AFI FEST Presented by Audi Program Guide is produced in a Macintosh based format using:

- Adobe Illustrator (EPS): fonts need to be outlined or included, photos linked in the document need to be included at 300dpi or more and CMYK
- Adobe Photoshop: TIFF flattened, CMYK at 300dpi or more
- PDFs: 300dpi or more, CMYK

We are not accepting ads submitted on film. All digital files submitted should be in one of the above formats. PC based files will not be accepted.

All ads need to be submitted in electronic format such as CD-ROM.

A most recent laser output must accompany the file. Failure to provide a laser output may affect the ad's accuracy.

### Dimensions:

Live area	7-1/2"w x 10"h
Trim size	8-3/8"w x 10-7/8"h
Full Page (Bleed)	8-3/8"w x 10-7/8"h + 3/8" extra on all sides
Full Page (No bleed)	7-1/2"w x 10"h
1/2 Page	7-1/2"w x 4-7/8"h
1/4 Page	3-5/8"w x 4-7/8"h

Return of materials: All materials will be held by printer for 30 days following the closing date of AFI FEST 2005. Return and/or pick-up of materials is available upon request at Advertiser's or Sponsor's expense.

### IMPORTANT DEADLINES

**Artwork due: September 16, 2005**  
**Payment in full due: September 14, 2005**

Payments not received by due date will result in loss of placement space and a 50 percent service charge.

**For additional information on AFI FEST 2005 presented by Audi Program Guide Advertising, please call 323.856.7762 or email to FESTsponsorship@AFI.com.**