



SILVERDOCS

AFI/Discovery Channel Documentary Festival

RATE CARD 2006 Catalogue Advertisement Rates

AD SIZE	COST	NUMBER of VOUCHERS *
Double Truck	\$3,000	15
Full Page - Four Color	\$1,500	8
Full Page - Black and White	\$1,000	6
1/2 Page - Four Color	\$750	6
1/2 Page - Black and White	\$650	4
1/4 Page - Four Color	\$650	4
1/4 Page - Black and White	\$350	2

Catalogue print run: 7,000 Catalogue size: 6.25"x9.25"

DIMENSIONS & TECHNICAL SPECS

Live Area	5.5" w x 8.5" h
Trim Size	6.25" w x 9.25" h
Full Page (bleed)	6.375" w x 9.5" h
Full Page (no bleed)	5.5" w x 8.5" h
1/2 Page	5.5" w x 4.125" h
1/4 Page	2.625" w x 4.125" h

SILVERDOCS Catalogue is produced using Adobe InDesign, Illustrator and Photoshop. All files must be submitted in an eps, tiff, pdf, or InDesign (mac) format. We do not accept ads submitted on film.

Files must be a minimum 300 dpi. Ensure all necessary fonts (both screen and printer type) and artwork are included. All Illustrator files must be "converted to outlines." Please make sure color ads contain no spot colors.

All files must be submitted on a CD. Files under 5MB can be emailed to graphicdesign@SILVERDOCS.com but a laser print and disk with files must be mailed in addition. SILVERDOCS will design your ad at no additional charge using a pre-designed template.

DUE DATES

Camera ready art due: April 28, 2006
Payment in full due: May 19, 2006

MAILING ADDRESS for payment and art

SILVERDOCS Sponsorship Department
Attn: Topher Kandik
AFI Silver Theatre and Cultural Center
8633 Colesville Road
Silver Spring, MD 20910
301.495.6748, Sponsorship@SILVERDOCS.com

Please make check payable to: American Film Institute or complete and mail form below. Please note that payments not received by due date will result in loss of placement space and a 50% service charge.

*Vouchers are good for 1 ticket to select SILVERDOCS Screenings. Call Topher at 301.495.6748 for more details.

CREDIT CARD PAYMENT FORM

Ad Size/Cost:

Name Printed on Card:

- VISA American Express
 MasterCard

Billing Address:

Credit Card Number

Exp. Date

Signature

Date