



**Edmonton International Film Festival**  
**Sept. 23 to Oct. 1, 2011**  
[www.edmontonfilmfest.com](http://www.edmontonfilmfest.com)

It's that time of year again! EIFF is the little festival that could. Every year audiences continue to grow and every filmmaker we host speaks glowingly about Edmonton and the warmth our audiences show towards their film... their cinematic 'baby'. EIFF takes place in the downtown core – exclusively at Edmonton City Centre – we host parties, filmmaker Q&A's, a 24-hour filmmaking challenge, short film packages over the noon hour for people working downtown, a full day of made-in-Alberta films and programs for High School students.

## Film Festivals offer a unique perspective of the world!

So what's in it for you? Why should you advertise with EIFF? Well, does it help to know we'll love you forever? I know. You can't sell that to the Executive team. Here's some hard facts:

- Our advertisers reach a committed audience of more than 15,000 movie-loving festival-goers.
- 20,000 Festival Program Guides are printed and distributed throughout Edmonton
- The EIFF Program Guide is available online in a downloadable version.
- Audiences to EIFF have grown 20% annually since 2004 – people want to be part of the EIFF 'experience'.
- Festival-goers are 58% female, 27% are 18 to 25 years of age, 53% are 26 to 40 years, and 62% have a household income of \$100,000+.

## EIFF Program Guide Advertising – Reserve space by JULY 15!

Full Page Trim Size 5.25"W x 8.0"H (add 1/4" on all sides for bleeds)

Full Page	Half Page	Quarter Page
4.687"W x 7.5"H	4.687"W x 3.675"H	2.281"W x 3.675"H
\$900	\$500	\$300

### Premium Full Pages

Outside back Cover	Inside Front Cover	Inside Back Cover
\$1,500	\$1,200 <b>SOLD!</b>	\$1,200

### File Requirements.

Please send your digital files saved in CMYK colour mode as high resolution PDF, EPS or TIFF files with fonts embedded or outlined. All ads are full colour. Microsoft Word files not accepted.

### Payment Terms.

Payment is required by August 30th. We are honored to offer a 20% discount for non-profit organizations. Organizations that advertise in more than two (2) Edmonton Festival Program Guides other than EIFF also receive a 20% discount – our way of thanking you for supporting Festival City!

### Important Deadlines.

JULY 15 Reserve your space  
JULY 29 Camera-ready artwork delivered  
AUGUST 30 Payment is required

### Contact.

Glenda Dennis, Advertising Sales  
E: [gedennis@telus.net](mailto:gedennis@telus.net)  
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Please submit ads by email to Glenda Dennis at: [gedennis@telus.net](mailto:gedennis@telus.net). Files may also be uploaded to our FTP site (please ask for details).