Plan your

MEDIA CAMPAIGN

MORE THAN 3 MILLION PAGE VIEWS!

OF AN URBAN CLIENTELE









- 10 days of concerts and fine dining experiences
- More than 20 guest chefs

- More than 40 participating restaurants
- A different featured city, region or country every year

- More than 1 million festival-goers
- More than 185 activities throughout the city during the Nuit blanche









WEBSITE

15TH EDITION

February 20 to March 2, 2014

MORE THAN 2 MILLION PAGE VIEWS TARGET MARKET

Men and women ages 16 to 54

- University graduates
- Average income: \$70,000 and up



TECHNICAL SPECIFICATIONS BANNERS

WEB SIZES

728 x 90 px, 45 k 300 x 250 px, 45 k

MOBILE SIZE

300 x50 px, 25 k (without animation)

TYPE

Still image, .gif or .jpg (mandatory for mobile) Animation, animated gif, Flash)

FLASH

Compulsory initial weight of 40 k Progressive download of 150 k Compulsory program button -ActionScript 2

on (release) {
 getURL(clickTag, "_blank");
}

NOTE

Maximum 24 images/second up to Flash 9 inclusive; Maximum of 3 sequences before still image; No sound;

Animation loop maximum 30 seconds, except upon interaction; No external files; one file must contain everything.

PROVIDE US WITH

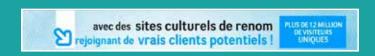
The Internet link to the location where the banner must point;
A replacement .gif or .jpg image for browsers that do not support Flash.

OPACITY

Add a layer with a solid colour or an image that is the same size as the banner. Banners without a solid-colour background layer (image) may display poorly on our websites.

EXAMPLE

This banner without a solid background should appear on a white background. As opacity is activated in our banner management system and there is no solid white background, we see what lies behind the banner.



CONTACT US FOR PERSONALIZED PLANNING

Marie-José Asselin Consultant, Advertising and Sponsorships marie-jose.asselin@equipespectra.ca 514 525-7732, ext. 5518



PRINTED PROGRAM ARTS SECTION AND FINE DINING SECTION

15TH EDITION

February 20 to March 2, 2014

MORE THAN 150,000 BILINGUAL COPIES TARGET MARKET

Men and women ages 16 to 54

- University graduates
- Average income: \$70,000 and up



TECHNICAL SPECIFICATIONS MONTRÉAL EN LUMIÈRE PROGRAM

REACH OVER 1 MILLION FESTIVAL-GOERS IN THE HEART OF WINTER

ONE PROGRAM INCLUDING THE ARTS AND WINE-AND-DINE EXPERIENCE

- 150,000 bilingual copies
- Extensive free distribution network across Montreal, in tourist information offices throughout Québec and outside the province; copies are sent elsewhere in Canada, to the United States, and overseas.

DATA SHEET

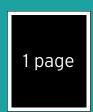
TRIMMED SIZE: 7.875" X 10.75"

- Printing: On semi-glossy paper
- Material requested:
- Advertising must be supplied by FTP or on CD in high-resolution PDF or EPS format (fonts outlined)
- No QuarkXpress document will be accepted
- Proof must be in colour or black and white for reference
- Image resolution: 300 dpi (real size)
- Full page with bleed:

The size of the file must be 8.375" x 11.25" with no trim marks

- Maximum color density: 280%
- 1. Advertising copy must be approved by a Festival representative before the deadline.
- 2. Final material supplied without appropriate proofs automatically releases the Festival from any liability.
- 3. Use of the Festival logo in ads is prohibited.
- 4. It is the client's responsibility to ensure that the text contains no spelling mistakes.

AD FORMAT AND RATE CARD



FULL PAGE

- Trimmed size: 7.875" x 10.75"
- Allow 0.25" for bleed all around
- Allow 0.25" for security margins

Colour - \$2,750* Black and white - \$2,050* horizontale

1/2 page

1/2 PAGE

Format: 7,375" x 5" (no bleed)

Colour - \$1,750* Black and white - \$1,350* outricale 1/2 page

1/2 PAGE

Format: 3,625" x 10,25" (no bleed)

Colour - \$1,750* Black and white - \$1,350*



1/4 PAGE

Format: 3,5625" x 5" (no bleed)

Colour - \$1,050* Black and white - \$850*

* Taxes not included.

400 De Maisonneuve Blvd. W. 9th floor Montreal, Quebec H3A 1L4

ftp.equipespectra.ca

username: PUBFML password: protocol

FOR INFORMATION:

Marie-José Asselin Tel.: 514 525-7732, ext. 5518 Fax: 514 525-8033 ventepub@equipespectra.ca

^{*} Certain categories of advertisers may be excluded from these publications due to exclusivity agreements with Festival sponsors.





PRINTED PROGRAM

11TH EDITION

March 1, 2014

MORE THAN 100,000 BILINGUAL COPIES

MORE THAN 350,000 ALL-NIGHTER FESTIVAL-GOERS



TECHNICAL SPECIFICATIONS NUIT BLANCHE PROGRAM

AS PART OF THE MONTRÉAL EN LUMIÈRE (MEL) FESTIVAL, REACH OVER 300,000 FESTIVAL-GOERS!

BE PART OF THE OFFICIAL NUIT BLANCHE PROGRAM:

- 100,000 bilingual copies
- Extensive free distribution network throughout Montreal and in the Festival's partner restaurants and hotels.

TECHNICAL INFORMATION

TRIMMED SIZE: 7" X 8,5"

• **Printing:** On semi-glossy paper

Material requested:

- Advertising must be supplied by FTP or on CD in high-resolution PDF or EPS format (fonts outlined)
- No QuarkXpress document will be accepted
- Proof must be in colour or black and white for reference
- Image resolution: 300 dpi (real size)
- Full page with bleed:

The size of the file must be 7.5" x 9" with no trim marks

- Maximum colour density: 280%
- Advertising copy must be approved by a Festival representative before the deadline.
- 2. Final material supplied without appropriate proofs automatically releases the Festival from any liability.
- 3. Use of the Festival logo in ads is prohibited.
- 4. It is the client's responsibility to ensure that the text contains no spelling mistakes.

AD FORMAT AND RATE CARD

1 page

FULL PAGE

- Trimmed size: 7" x 8.5"
- 0.25" for bleed all around
- 0.25" for security margins

Colour - \$1,500* Black and white - \$1,000* horizontale

1/2 page

1/2 PAGE

Format: 6" x 3,875" (no bleed)

Colour - \$1,000* Black and white - \$650* 1/4 page 1/4 PAGE

Format: 3" x 3,875" (no bleed)

Colour - \$500*

400 De Maisonneuve Blvd. W. 9th floor Montreal, Quebec H3A 1L4

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username: PUBFML password: protocol

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· A reach of **1,428,850** during the Festival

• **33 000** twitter followers

• **67 000** downloads



FRANCOFOLIES DE MONTRÉAL

· 21 000 🖒 Like



• A reach of **680,435** during the Festival

• 11,000 twitter followers

• **29,500** downloads



MONTRÉAL EN LUMIÈRE

· 12 000 🖒 Like



• 13 000 Nuit Blanche likes

• A reach of **130,452** during the Festival

• 4400 twitter followers

• **58 000** downloads



