

A nighttime cityscape featuring a large festival stage with bright lights and a massive crowd of people. In the background, several tall buildings are illuminated, and a sign on one of the buildings reads "QUARTIER DES SPECTACLES".

PLAN YOUR

MEDIA CAMPAIGN

OUR FESTIVALS

FESTIVAL DE JAZZ DE MONTRÉAL



ALMOST 2 MILLION FESTIVAL VISITORS,
OVER 26% OF THEM TOURISTS

TARGET AUDIENCE: AGES 16 TO 44

200,000 PRINT PROGRAMS

APPROX. 7.5 MILLION PAGE VIEWS



FRANCOFOLIES DE MONTRÉAL



APPROX. ONE MILLION SPECTATORS

TARGET AUDIENCE: AGES 16 TO 34

APPROX. 3.6 MILLION PAGE VIEWS



MONTRÉAL EN LUMIÈRE



1,300,000 VISITS BY FESTIVAL FANS

TARGET AUDIENCE: AGES 25 TO 45

APPROX. 2.2 MILLION PAGE VIEWS



NUIT BLANCHE



350,000 NIGHTOWLS

TARGET AUDIENCE: AGES 18 TO 34

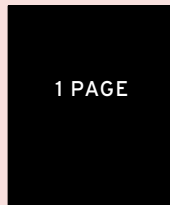


SPECS AND SIZES PRINT

FESTIVAL DE JAZZ FORMATS

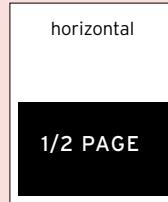
Printing: on improved newsprint

ftp.equipespectra.ca username: pubfijm / password: evenement



FULL PAGE

- Trimmed format: **8.125" x 10.75"**
- Add 0.25" of bleed area
- Please allow 0.375" for safety margin



1/2 PAGE

Format: **7.625" x 5"**
(no bleed area)



1/2 PAGE

Format: **3.6875" x 10.25"**
(no bleed area)



1/4 PAGE

Format: **3.6875" x 5"**
(no bleed area)

MONTREAL EN LUMIERE FORMATS

Printing: on semigloss paper

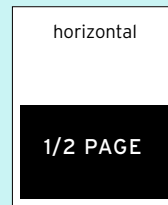
ftp.equipespectra.ca username: PUBFML / password: protocol

ARTS AND GASTRONOMY PROGRAMS



FULL PAGE

- Trimmed format: **7.875" x 10.75"**
- Add 0.25" of bleed area
- Please allow 0.375" for safety margin



1/2 PAGE

Format: **7.375" x 5"**
(no bleed area)



1/2 PAGE

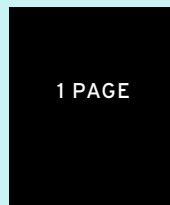
Format: **3.625" x 10.25"**
(no bleed area)



1/4 PAGE

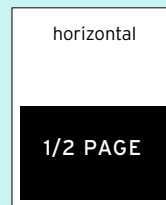
Format: **3.5625" x 5"**
(no bleed area)

OUTDOOR PROGRAM AND NUIT BLANCHE PROGRAM



FULL PAGE

- Trimmed format: **7" x 8.5"**
- Add 0.25" of bleed area
- Please allow 0.375" for safety margin



1/2 PAGE

Format: **6" x 3.875"**
(no bleed area)



1/4 PAGE

Format: **3" x 3.875"**
(no bleed area)

TECHNICAL SPECIFICATIONS

- **Material required:**
 - Publicity transferred by FTP in high resolution PDF format or EPS format (all fonts outlined)
- **Image resolution :** 300 dpi (actual size)
- **Full-page ads with bleed area:**
The file must be in its final format with bleed area and **no crop marks**
- **Maximum colour density:** 280 %

1. All visuals must be approved by a representative of the festival before the deadline.
2. Use of material submitted without the required proof sheets releases the festival of all liability for any potential print error.
3. Use of the festival logo is prohibited.
4. The client is responsible for verifying the spelling of all editorial content.

SPECS AND SIZES WEB

WEB FORMATS	FESTIVAL DE JAZZ DE MONTRÉAL	FRANCOFOLIES DE MONTRÉAL	MONTRÉAL EN LUMIÈRE
DESKTOP, 970x200 px, max 200 k	X		
TABLET, 728x150 px, max 150 k	X		
LEADERBOARD, 728x90 px, max 50 k Desktop computer and tablet (screen resolution 753 pixels or higher). Appears on homepage, concert pages and static pages for special events.		X	X
BIG BOX, 300x250 px, max 50 k Desktop computer, tablet and mobile. Appears on programming grid pages.	X max 100 k	X	X
MOBILE, 300x150 px, max 75 k	X		
MOBILE LEADERBOARD, 300x50 px, max 35 k Mobile and tablet (maximum screen resolution 753 pixels). Appears on homepage, concert pages and static pages for special events.		X	X

TYPE

Still image: .png ou .jpg

Animation: animated gif. Maximum of **3 sequences** before still image.

PLEASE PROVIDE

Internet link to site where the banner must point.