



présente le

# FESTIVAL INTERNATIONAL DE JAZZ DE MONTRÉAL



en collaboration avec

RioTintoAlcan



**JUNE 25 TO JULY 4, 2011**

## AD FORMATS AND RATE CARD

### FULL PAGE

1 page

- Full page: 8.125" x 10.75"
- Allow 0.25" on each side for bleeds
- Allow 0.375" safety margin for text

Colours - \$6,500\*  
 Black and 1 colour (CMYK) \$6,000  
 Black and white - \$5,600\*

horizontal

### 1/2 PAGE

Horizontal no bleed: 7.625" x 5"

1/2 page

Colours - \$4,100\*  
 Black and 1 colour (CMYK) \$3,700  
 Noir et blanc - \$3,400\*

vertical

1/2 page

### 1/2 PAGE

Vertical no bleed 3.6875" x 10.25"

Couleurs - \$4,100\*  
 Black and 1 colour (CMYK) \$3,700  
 Noir et blanc - \$3,400\*

1/4 page

### 1/4 PAGE

No bleed 3.6875" x 5"

Colours - \$2,900\*  
 Black and 1 colour (CMYK) - \$2,600  
 Noir et blanc - \$2,400\*

- \*Taxes to be added to client invoice.
- Agency commission to recognized advertising agencies: +15%
  - Any guaranteed position: +20%
  - The advertiser is responsible for artwork creation and costs.
  - No QuarkXpress files will be accepted.

For information and reservation:

Tel.: 514 525-7732 poste 5518  
 Fax.: 514 525-8033  
 ventepub@equipespectra.ca

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 Montréal (Qc) H3A 1L4

ftp.equipespectra.ca  
 username: pubfijm  
 password: evenement

Marie-José Asselin  
 Consultant, Advertising and Sponsorships  
 514 525-7732, ext 5518  
 Montreal Jazz Fest

10 DAYS OF FESTIVAL, 2.5 MILLION VISITORS

WANT TO REACH A SELECT CLIENTELE?

## THE OFFICIAL FESTIVAL INTERNATIONAL DE JAZZ DE MONTRÉAL PROGRAM:

• 200,000 BILINGUAL COPIES DISTRIBUTED FREE OF CHARGE

• A LARGE DISTRIBUTION NETWORK

- the media
- Montréal's hotels and restaurants and various downtown buildings
- record stores and bookstores
- on the Festival site, at Ticketpro and Admission ticket offices and at the concert halls
- Québec tourist information offices and tourist guides
- Copies are also sent outside Québec to the media, travel agencies, trade delegations, embassies, and tourism offices across Canada, the United States and abroad
- Also disseminated via our websites.

*Our Festival enjoys broad media coverage on the local, national and international stages, as well as the support of all of Montréal's political, economic, tourist industry and cultural representatives. This event therefore offers a prospect of continuity and excellence, and represents a high-return, targeted ad for our partners.*

## DATA SHEET TRIM SIZE: 8.125" X 10.75"

- Printing: on premium newsprint
- Material requested:
  - Advertising must be supplied by FTP\* in PDF high-resolution or in EPS format (fonts outlined)
  - No QuarkXpress document will be accepted
  - Proof must be in color or black and white for reference
- Image resolution: 300 dpi (real size)
- **Full page with bleed:** the size of the file must be 8.625" x 11.25" with no trim marks
- **Attention: Maximum color density: 280%<sup>1</sup>**

<sup>1</sup>: The color density represents the addition of percentages from the CMYK colors. For example, a black 60-60-60-100 has a density of 280%. Don't hesitate to contact the graphic studio for more information.

1. A copy of the ad must be approved by a Festival representative before deadline.
2. Final material supplied without appropriate proofs automatically dismisses the Festival from any responsibility.
3. The 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.

*Some categories of advertisers are excluded from these publications because of exclusivity agreements with Festival sponsors.*