

**November
11-15, 2009**

Demographics

AGE	
<18	4%
18-24	20%
25-34	32%
35-49	26%
50-64	15%
65+	3%

GENDER	
FEMALE	53%
MALE	47%

BACKGROUND:	
ASIAN	76%
CANADIAN	24%

HOUSEHOLD INCOME:	
\$50,000+	46%

RESIDENCE IN GTA	
DOWNTOWN	37%
EAST	14%
WEST	13%
NORTH	15%
905 AREA	19%

EMPLOYMENT	
PROFESSIONAL	57%

EDUCATION	
HIGH SCHOOL	7%
COLLEGE	15%
UNIVERSITY	60%
GRADUATE	18%

For terms and conditions, visit
www.reelasian.com/advertising/ReelAsian.php

Charitable Registration #
870021383RR0001

The 13th Annual Toronto Reel Asian International Film Festival Programme Guide Advertising Rate Card 2009

"In a city crowded with the celebration of film, [Reel Asian] has matured into one of the best alternative film festivals going" – The Toronto Star

"A diaspora festival both nostalgic and relentlessly hip." – The Globe and Mail

"Reel Asian strikes the best balance between cutting edge and community. Strong programming and deep roots attract a super-hyphenated tribe." – NOW Magazine

Reel Asian is Canada's premier pan-Asian international film festival. A unique showcase of contemporary Asian Canadian and Asian cinema, it fuses North American cheek with Asian chic in its slate of international work from filmmakers with roots in East and Southeast Asia. Founded in 1997, this not-for-profit festival has grown into an eagerly anticipated annual event with an audience of **over 7,000 cultural consumers** to five frenetic days of galas, screenings, forums, workshops and parties. By advertising in Reel Asian's festival programme guide, your organization will reach an informed community of film lovers and film industry professionals.

Rates

	b+w	colour
Inside Front Cover		\$2,250
Inside Back Cover		\$2,050
Outside Back Cover		\$3,250
Full page, Pull-out	\$1,500	
Full page	\$1,250	
1/2 page	\$650	
1/4 page	\$400	
Business Card	\$250	
Inserts	Please contact Reel Asian for a price quotation.	

Dates

Booking Deadline	Aug 14, 2009
Material Deadline	Aug 21, 2009
Publication Date	Oct 13, 2009

Ad Sizes

	without bleed	with bleed
Inside Front Cover	8.5" w x 11" h	8.75" w x 11.25" h
Inside Back Cover	8.5" w x 11" h	8.75" w x 11.25" h
Outside Back Cover	8.5" w x 11" h	8.75" w x 11.25" h
Full page	8.5" w x 11" h	8.75" w x 11.25" h
1/2 page Vertical	3.875" w x 10.5" h	
1/2 page Horizontal	8" w x 5.125" h	
1/4 page	3.875" w x 5.125" h	
Business Card	3.875" w x 2.5" h	

File Formats

platform	Mac OS
storage	CD or DVD (clearly label your files and disc: ReelAsian_PG_organization_name.pdf)
ad preparation	Press ready PDF file format conforming to pdf/x-1 standards with 1/8" bleed and crop marks; All photographic images in the pdf must be high resolution (300 dpi) Other acceptable formats include TIFF (high resolution 300 dpi) at 100% actual size.
artwork submission	advertising@reelasian.com

Design

Please contact an advertising sales representative for a price quotation for your advertisement production.

Contact

T 416 703 9333 F 416 703 9986 E advertising@reelasian.com

The Toronto Reel Asian International Film Festival - Advertising Agreement

All other terms and conditions are included herein by reference. Reel Asian is authorized to insert the advertising of:

Company Name: _____

Contact: _____

Invoice to (if different from Company above): _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Client Authorization (signature): _____ Booking Date: _____

Method of Payment

Cheque payable to Toronto Reel Asian International Film Festival (attached) Visa Mastercard Amex

Name on Card: _____

Credit Card #: _____ CSC #: _____

For Visa/MC: last 3 digits on card back. For Amex: first 4 digits on card front

Expiry Date: _____ Signature: _____

Ad Selection

size	rates	net total
<input type="checkbox"/> Inside Front Cover, colour	\$2,250.00	_____
<input type="checkbox"/> Full page, black + white	\$1,250.00	_____
<input type="checkbox"/> Full page, black + white, pull-out (20% premium)	\$1,500.00	_____
<input type="checkbox"/> 1/2 page, black + white	\$650.00	_____
<input type="checkbox"/> 1/4 page, black + white	\$400.00	_____
<input type="checkbox"/> Business Card, black + white	\$250.00	_____
<input type="checkbox"/> Inserts		_____
	total:	_____

Payment due within 30 days of Booking Date

Ad Information

artwork deadline	September 3, 2008
platform	Mac OS
storage	CD or DVD (clearly label your files and disc: ReelAsian_PG_organization_name.pdf)
ad preparation	Press ready PDF file format conforming to pdf/x-1 standards with 1/8" bleed and crop marks; All photographic images in the pdf must be high resolution (300 dpi) Other acceptable formats include TIFF (high resolution 300 dpi) at 100% actual size.
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