

# ADVERTISING OPPORTUNITIES

## Print Advertising

Category	Spec.	Cost	Spot
<b>Festival program guide - 2000 copies</b>			
<b>Full Page Colour Ad - inside</b>	<b>8.5" X 10.5" - (V)</b>	<b>\$ 1,000</b>	<b>2</b>
<b>Full Page Black/White Ad - inside</b>	<b>8.5" x 10.5" - (V)</b>	<b>\$ 800</b>	<b>2</b>
<b>Half Page Black/White Ad - inside</b>	<b>5.125" x 8.5" - (H)</b>	<b>\$ 500</b>	<b>6</b>
<b>Quarter Page Black/White Ad - inside</b>	<b>3.5" x 5.125" - (V)</b>	<b>\$ 400</b>	<b>6</b>

**Full Page Spec:  
8.5" x 10.5" - (V)**

**1/4page  
Spec:  
3.5" x  
5.125" -  
(V)**

**Half Page Spec:  
5.125" x 8.5" - (H)**

Film Festival Program Guide:  
Ad Booking Deadline:  
September 18, 2015  
Ad Submission Deadline:  
September 25, 2015

PRINT FILE FORMAT  
300 DPI / CMYK  
PDF OR EPS ONLY

Submit to:  
[marketing@vaff.org](mailto:marketing@vaff.org)

Please make cheque  
payable to:  
Vancouver Asian Film  
Festival

PAYPAL payment:  
[info@vaff.org](mailto:info@vaff.org)  
Thank you for your support!



# ADVERTISING OPPORTUNITIES

## Digital Advertising

Category	Spec.	Cost	Spot
Web Site Ad (Oct - Dec 2015)	280 px X 280 px	\$ 500	2
Logo on website (Oct - Dec 2015)	150 px X 200 px	\$ 250	8
E-Newsletter Ad (Oct - Dec 2015)	160 px X 160 px	\$ 150	2
Film Festival Video ad (0.15 sec. spot)	15 seconds spot in 12-15 programs	\$ 1,500	6
Film Festival still image ad (0.03 second spot)	Single image spot in 12-15 programs	\$ 800	10



LogoAd:  
150 px X  
200 px

Website Ad:  
280 px X  
280 px

E-newsletter Ad:  
160 px X  
160 px

Digital Advertising Submission:  
Email: [marketing@vaff.org](mailto:marketing@vaff.org)  
DIGITAL FILE FORMAT  
HD Resolution  
Submission Deadline: October 2, 2015



## Other Advertising

- Delegate's Gift Bag swags - 100 -150 items (in-kind value between \$800 - \$1000)
  - Logo inclusion & link on website
  - Name displays on film festival print program recognized as "Friends of VAFF"
  - Social Media announcement (1 insertion)
  - Logo display on Screen - film festival
  - product advertising opportunity
- VAFF brand delegate's umbrella - 150 items (cost- \$600)
  - Logo print on VAFF brand delegate's umbrella
  - Logo inclusion & link on website
  - Name displays on film festival print program recognized as "Friends of VAFF"
  - Social Media announcement (1 insertion)
  - Logo display on Screen - film festival

Delegate's Gift Bag and Umbrella will be presented as gifts to participating filmmakers, donors, corporate sponsors, media partners and VIP guests. Please contact us at [marketing@vaff.org](mailto:marketing@vaff.org) for more details.