

# FESTIVAL MONTREAL EN LUMIERE

13th edition  
FEBRUARY 16 TO 26, 2012



## OFFICIAL PROGRAM OF THE MONTREAL HIGH LIGHTS FESTIVAL

### AD FORMAT AND RATE CARD

1 page

#### FULL PAGE

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

Colours - \$2,750\*

Black and white - \$2,050\*

horizontal

#### 1/2 PAGE

Format: 7.375" x 5"  
(no bleed)

1/2 page

Colours - \$1,750\*

Black and white - \$1,350\*

vertical

1/2 page

#### 1/2 PAGE

Format: 3.625" x 10.25"  
(no bleed)

Colours - \$1,750\*

Black and white - \$1,350\*

1/4 page

#### 1/4 PAGE

Format: 3.5625" x 5"  
(no bleed)

Colours - \$1,050\*

Black and white - \$850\*

\* Taxes not included.

- Agencies: + 15%.

- Guaranteed position: + 20 %.

- The advertiser is responsible for supplying graphic design and final material on cd.

\* Some categories of advertisers might be excluded from these publications due to exclusivity agreements with Festival sponsors.

400, De Maisonneuve blvd  
9th floor  
Montréal (Qc) H3A 1L4

ftp.equipespectra.ca  
username: PUBFML  
password: protocol

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

### AN EXCEPTIONAL CLIENTELE!

- 79 % of festival-goers have a college or university degree.

- *Revenu familial supérieur à celui de la population du grand Montréal.*

### ONE PROGRAM INCLUDING THE ARTS AND THE WINE AND DINE EXPERIENCE:

- 100,000 bilingual copies.
- Extensive free distribution network across Montréal, in Tourist Information Offices throughout Québec and outside the province, copies are sent to Canada, Unites State 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 to 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.

For information :

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3 FESTIVALS IN 1!



montrealenlumiere.com