



Toronto International Deaf Film and Arts Festival (TIDFAF) is gearing up and getting ready for this fabulous festival on May 12-15, 2011 in Toronto, Ontario. Our mission statement promotes cultural diversity and the celebration of emerging "Deaf Cinema" through the visual medium.

The biannual festival showcases the work of talented national and international Deaf, Hard of Hearing, Deafened, Deaf Blind filmmakers and artists as well as those who produce works in collaboration with the Deaf community. We are hosting a High School Film Festival showcase, for students, families, friends and participants of the festival generously sponsored by Global Toronto.

Enclosed is a copy of 2011 TIDFAF Program Book Advertising Rates for your company to place an ad in our program book, and the deadline is on **Friday April 15, 2011**. Should you have any further questions, please feel free to contact us at associate_director@tidfaf.ca. We look forward to hearing from you.

Kind Regards,

A handwritten signature in black ink that reads "Frank Folino".

Frank Folino
associate_director@tidfaf.ca
Associate Director: Sponsorship, Development and Finance
Toronto International Deaf Film and Arts Festival (TIDFAF)
www.tidfaf.ca

CC: Catherine MacKinnon, Festival Director
Kelly Halligan, Arts & Entertainment Manager

Founding Sponsor: Global Toronto



www.GlobalToronto.com



Why Advertise?

- TIDFAF is an international event that is attended by industry professionals, film lovers, filmmakers, sponsors, etc from across Canada and around the world.
- TIDFAF reaches both mainstream and niche audiences through our founding sponsorship with Global Toronto with the unique opportunity for promoting high school students to attend youth-related festival.
- TIDFAF’s program book is an ideal advertising source for companies wishing to promote goods, program and services to a diverse international audience and across Canadian audience. This is your wonderful opportunity for your company to show ad in our program book.
- The program book is distributed to all registrants, participating filmmakers, sponsors, festival attendees and media representatives.

Ad Sizing: (All amounts are in Canadian dollars)

FULL PAGE ADS (FULL BLEED)	8.5" x 11.25"	\$500
HALF PAGE (NON-BLEED)		
Vertical	3.75" x 10"	\$350
Horizontal	10" x 3.75"	\$350
1/4 PAGE (NON-BLEED)	3.75" x 5"	\$200
1/8 PAGE (NON-BLEED)	3.75 x 2.2"	\$75

Digital Artwork Requirements:

PLATFORM: Macintosh

FILE FORMAT: All artwork should be supplied in a press ready PDF or PDFX-1a format. Please ensure all fonts are embedded, colour images are in CMYK mode with a minimum resolution of 300dpi, and the PDF is correct size of the ad. If supplying full-page with bleed ad, please include printer/crop marks. Artwork created with spot colour is not accepted in PDF format.

Hi-Res Adobe Photoshop CS3 (minimum 300dpi) TIFF, JPEG and EPS files are accepted. Adobe Illustrator CS3 EPS and AI files are also accepted only if fonts are converted to outlines and all images are embedded in or included with the file.

Accepted native artwork files include InDesign CS3 or QuarkXpress 6.0. If sending native artwork files please make sure to package all fonts, the original document file, all images and a low-res PDF for proofing purposes. Compressed ZIP or SIT/SEA files only.

Unaccepted artwork files include Microsoft Word, Excel, Powerpoint, Microsoft Publisher or Coreldraw.

Submitting artwork:

Please submit your final artwork in digital format to Toronto International Deaf Film and Arts Festival by **Friday, April 15, 2011** at marketing@tidfaf.ca

Payment:

All amounts are in Canadian dollars and please make the payment to Toronto International Deaf Film and Arts Festival in money order and/or certified check/cheque in Canadian dollars by **Thursday, April 21, 2011**. Any questions regarding about the payment, please contact Frank Folino, Associate Director: Sponsorship, Development and Finance at associate_director@tidfaf.ca

Business Name: _____

Address: _____

City: _____

Province/State: _____

Country: _____

Contact Name: _____

Email: _____

Ad Specs: _____

Cost: _____

Payment:

Please make the payment in either certified cheque/check and/or money order in Canadian dollars to Toronto International Deaf Film and Arts Festival.

Terms of Agreement:

Client agrees to deliver the final artwork in digital format to Toronto International Deaf Film and Arts Festival by **Friday, April 15, 2011**, at the client's expense. The positioning of advertisements is at the sole discretion of the Director of Marketing and the Program Designer.

I have read and understand the terms of the advertising agreement.

Advertiser's Signature: _____

Date: _____

