

General Rate Policy

The general rate applies to advertising copy and the publisher reserves the right to adjust rates upon 30 days' notice.

In order to earn dollar-volume contract or frequency discounts, the advertiser must sign a contract in advance. At the expiration of the contract, there will be a review to determine whether the terms of the contract were fulfilled. Contracts not fulfilled will receive a short rate billing, or a rebate will be given if a lower rate is earned.

Contract and Copy Regulations

- Exophagy Dot Com reserves the right to revise copy containing phrases objectionable to it or to reject in its sole discretion any advertisement whether on account of its text, illustrations, artwork, extra-large type size, or otherwise.

- Order or signed contracts received with rates which do not agree with this rate card will be returned to sender.

- Photoengraving and reproduction processes can cause the dimensions of the advertisements as printed to be minimally smaller.

- Exophagy Dot Com reserves the right to suspend contract rates if the advertiser's account is delinquent.

EXOPHAGY DOT COM
11322 110A Ave
Edmonton, Alberta
T5H 1K3

Tel : 780.690.5583
email : sales@exophagy.com



Advertiser's Responsibility

The advertiser and advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed, and agree jointly and severally, to indemnify Exophagy Dot Com against all claims arising from printing such advertisements in the magazine, including, but not limited to, claims for libel, unfair competition, unfair trade practice, infringement of trademarks or patents, violation of rights of privacy, infringement of copyright and other property rights and all related costs and expenses (including reasonable attorney's fee) associated with defending against such claims.

Claims For Errors or Omissions

Exophagy Dot Com accepts no liability for its failure, for any reason, to print an advertisement, and shall be under no liability whatsoever for any error for which it may be responsible beyond liability to give the advertiser credit for so much of the space occupied by the advertisement as is materially affected by the error, provided that Exophagy Dot Com is notified by the advertiser of such error in an advertisement within ten days of the date of invoice. Exophagy Dot Com's obligation to give such credit shall not apply to more than one incorrect advertisement unless it is notified of the inaccuracy prior to the deadline for repetition of the advertisement.

Orders for Position

Position subject to publisher's option. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is at the time sold by Exophagy Dot Com. Every effort will be made to comply with the request but acceptance of the order does not imply a guarantee.

Electronic Transfer of Advertising

AdDIRECTOR: This software allows advertisers and Ad agencies to send ads electronically along with other information, packaged in PDF (Portable Document file) format. AdDirector personal computer software is free to advertisers of Blue Magazine and it is available from ACI (Advertising Communications International, Inc.) at 617-449-0881 or free download from ACI's web-site: www.addirect.com.



ExoFEST 
EDMONTON INTERNATIONAL HORROR FILM FESTIVAL

Sponsorship
&
Donations
Sales
Package





Welcome to Exofest: The Edmonton International Film Festival starting August 15 to September 5, 2003.

This is the 3rd Exofest, a showcase for new features, documentaries and shorts, the Festival is dedicated to highlighting current horror trends in international film and video production with an emphasis on work which has not yet secured North American distribution. The invitational, noncompetitive section for recent narrative features, archival presentations, retrospectives and special awards and tributes recognizing individual achievement. We have Directors and Actors for all over the world in attendance, for this one of the top ten largest genre related film festival in the world

We feel this would be an ideal situation for both you and Exofest as the exposure of your company and the Festival to the people of Edmonton would be enormous. We also feel that the international exposure by media from Edmonton, across Canada, North America, Europe and Asia would be of inestimable value.

Sincerely
David Bond
Festival Director

Box 64054 11528 - 107 Avenue Edmonton, Alberta T5H 4K7 CANADA
Tel: 780.690.5583 <http://www.exophagy.com/exofest>

THE PACKAGES

The Packages

FESTIVAL PARTNER - \$10,000

20 Festival passes (transferable)
14 tickets to opening gala screening and reception
10 tickets to closing gala screening and reception
100 additional tickets to other regular Festival screenings
Full page ad in the Film Festival Programme (camera-ready ad supplied by your firm)
20-second trailer or slide saluting your company's prominent sponsorship preceding every Festival screening (camera-ready supplied by your firm)
Your company name and logo prominently featured:
on Exofest website with reciprocal website links
on Film Festival Programme cover
in Film Festival Programme
on Exofest posters, brochures and all other printed promotional material
on Festival signage at theatres and receptions

PREMIER SPONSOR - \$5,000

6 Festival passes (transferable)
8 tickets to opening gala screening and reception
8 tickets to closing gala screening and reception
30 additional tickets to other regular Festival screenings
1/4 page ad in the Film Festival Programme (camera-ready ad supplied by your firm)
10-second trailer or slide saluting your company's prominent sponsorship preceding every Festival screening (camera-ready supplied by your firm)
Your company name and logo featured:
on Exofest website with reciprocal website links in Film Festival Programme
on Exofest posters, brochures and all other printed promotional material
on Festival signage at theatres and receptions

OPENING OR CLOSING NIGHT SPONSOR - \$5,000

30 tickets to your gala (either opening or closing)
10 tickets to your non-sponsored gala
1/3 page ad in the Film Festival Programme (camera-ready ad supplied by your firm)
10-second trailer or slide saluting your company's prominent sponsorship preceding every Festival screening (camera-ready supplied by your firm)
Your company name and logo featured:
on Exofest website with reciprocal website links in Film Festival Programme
on Exofest posters, brochures and all other printed promotional material
on Festival signage at theatres and receptions

SILVER SPONSOR - \$5,000

4 Festival passes (transferable)
4 tickets to opening gala screening and reception
4 tickets to closing gala and reception
20 additional tickets to other regular Festival screenings
1/8 page ad in the Film Festival Programme (camera-ready ad supplied by your firm)
Your company name and logo featured:
on Exofest website with reciprocal website links in Film Festival Programme
on Exofest posters, brochures and all other printed promotional material on Festival signage at theatres and receptions

AD SIZES



Full Page
(10 1/2 x 14)



1/2 Page Vertical
(5 1/4 x 14)



1/4 Page Vertical
(5 1/4 x 7)

MECHANICAL REQUIREMENTS

Black & White Requirements

Camera ready, fully completed, original artwork along with reproduction proofs of photographs are required for black and white advertisements. When using photographs, a 100 line screen is preferred

Four (full) Color Requirements

Final film negatives, hard dot, right reading emulsion down must be accompanied by one set of progressive proofs, or color key. Ad material on disk is accepted. Inquire about compatibility and additional film costs. All disks submitted must include a print out of the ad.

Production Charges

Any necessary artwork or copy preparation will be charged to the advertisers in addition to the regular space rate. This includes typesetting, proofreading, mechanicals, stripping, laser proofs, color keys, negatives and any other necessary work to produce a final advertisement.

RATES

500 Full Page
300 Half Page
200 1/4 Page

FILM "SERIES" SPONSOR - \$1,000, \$2,500, \$5,000

Sponsor a series of films spotlighting a particular country or group of countries, film genre, film subjects or target audience. Examples include:
Secret Festival
Czech Films
Grim Prairie Tales
Film Talks
Sponsorship fee and benefits vary according to scope and profile of the Film series.

FILM SPONSOR - \$500

Adopt a film at the Exofest.
2 Festival passes (transferable)
4 tickets to opening gala screening and reception
30 additional tickets to your adopted film or other regular Festival screenings
Slide acknowledging your company's sponsorship preceding the Festival screening of your adopted film
Your company logo featured with Festival Programme listing of your adopted film

AWARD SPONSOR - \$500

Share the spotlight with a prize-winning filmmaker by sponsoring an award at the Exofest. Potential awards available include:

Best Actor
Best Actress
Best Film
Best Special Effect
Best Short Film
Best Documentary Film

Sponsorship benefits vary according to sponsorship level and investment