

PUBLICATION DATA

RATE CARD EFFECTIVE: OCT 1, 2010

AD RATES & SPECS

FILM FLORIDA
PUBLISHING COMPANY

Film Florida Publishing Company is proud to present

The **FILM FLORIDA PRODUCTION GUIDE** in a **FLASH**
The **NEW FILM FLORIDA.COM Website**

Advertise in Florida's number one source book for film industry equipment, accommodations, locations and crew members in ways never before available!

ADVERTISING SPACE IS NOW AVAILABLE IN

- All Ads are now in **Full Color**
- Traditional Static Format
- Animated .gif
- Adobe Flash with Sound
- Hyperlinking of Web and/or Email Address
- Mobi Application for Handheld PDA's



With interactive capabilities, Film Florida Publishing Company now transcends the realm of traditional print publishing. The benefit of our eBook version is your ad will now really stand out, will always be in full color and you will be interactive by adding hyperlinks and flash animation to your ads. Plus, our website now offers positioned ads in both animated .gif and flash formats for even more exposure. On top of all of this, the availability of a mobile application means we are now covering the state of Florida as we never have before.



Film Florida Publishing Company, publishing the leading Florida source guides for the film industry since 1990 is now leading the way into the future of publishing!

MORE THAN EVER BEFORE WE OFFER AFFORDABLE ADVERTISING THAT WORKS SIGN UP TODAY, LIMITED SPACE AVAILABLE

Production Guides Specifications:

ELECTRONIC

Final Trim Size of Publication.....5.5" x 8.5"

*Bleed Size for Full Page Ads5.75" x 8.75"

Info FormatAdobe PDF 9.0

Encased for Distribution.USB 2.0 Flash Drive

*Live copy area for full page ads is 4.5 x 7.625. Please remember when designing your ad to keep copy within this range. We are not responsible for image and text that trims because ad is supplied improperly sized or does not conform to our published sizes and specification requirements.

*Bleed will not appear in ebook but is necessary in case image must be shifted to accommodate screen edges.

Ad Sizes Final Trim Page Size is 5.5" x 8.5"

<p>LIVE COPY AREA 4.5" x 7.625"</p> <p>Full Page - Full Bleed 5.75" x 8.75" 1/8" bleeds all four sides *Live copy area 4.5" x 7.625"</p>	<p>Full Page 4.5" x 8.5"</p>
<p>1/2 Page Horizontal 4.5" x 3.75"</p>	<p>1/2 Page 2.125" x 4.5"</p>
<p>1/3 Page Horizontal 4.5" x 2.125"</p>	<p>1/3 Page 2.125" x 4.5"</p>
<p>1/6 Page 2.125" x 2.125"</p>	<p>WEB SMALL Web Banner Small 240 x 120 PIXELS</p>

The above ad sizes reflect maximum size at outer edge of keyline border surrounding ad. If ad is supplied without keyline border (box surrounding ad) then Film Florida Publishing Company reserves the right to place a keyline around ad.



NOW YOU CAN

- Advertise in the Guide and add a Banner Ad to our website for only \$100.00 more.
- Advertise in Guide and get your email and website hyperlinked for Free.
- Appear on the Front Page of our website for less than \$600.
- Actually show a sample of your work by using Flash to create your ad for our eBook.
- Advertise in our Guide and ads appear in the eBook and on our website.
- Reach a targeted market for each of your services by placing multiple ads in vendor and crew sections.
- Submit your ad via ftp and proof and review ads over the internet.
- New mobi application allows you to advertise direct to PDA's and mobile media devices.

DESIGN & GRAPHIC DEPARTMENT

RATES

WEB

Static Ad.....	\$35
Animated Gif.....	\$75
Flash Small.....	\$125

E-BOOK

Embed email or Website address.....	\$10
TIFF file conversion to hyperlinked pdf.....	\$50
Flash Small.....	\$125
Flash Large.....	\$175 & up

ELECTRONIC GUIDE & WEBSITE

ALL ADS ARE NOW IN FULL COLOR

PRINT & ELECTRONIC GUIDE	Florida Keys
Ad Size	
Full Page - Full Bleed	\$ 1850.00 / \$ 560.00
1/2 Page Horizontal	\$ 1190.00 / \$ 360.00
1/2 Page Vertical	\$ 1190.00 / N/A
1/3 Page Horizontal	\$ 960.00 / \$ 280.00
1/3 Page Vertical	\$ 960.00 / N/A
1/6 Page	\$ 540.00 / \$ 160.00
Bold Listing	\$ 65.00

WEBSITE

**HOME PAGE

Banner Ad 240 x 120 pixels	\$590.00
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CATEGORY PAGES

Banner Ad 240 x 120 pixels	\$390.00
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***When you purchase a display ad you can add a **Banner Ad** on a **Category Page** for an additional \$100.00

Mobi ADVERTISING

Call for pricing 305-442-9444

COLOR:

Bleed: No charge
Color Covers and Tabs: Limited availability. Call for position and pricing.

Internet Services: Link to existing website \$250.00.
Online resume set up fee \$50.00. Free for CREW with display ad.
Must be provided in MS Word or PDF Format. Restrictions apply.

** Home Page Banner Ads include weblink and rotate in and out.
*** Category Page Ads do not rotate. When purchased with a display ad the web ad includes weblink in all categories, resume if applicable and ad display link. Banner ad Only includes weblink in all categories.



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Publishers of the Miami Production Guide & Film Florida Production Guides