

# PUBLICATION DATA

RATE CARD EFFECTIVE: JUNE 1, 2010

## Production Guides Specifications:

### PRINT

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

\*Bleed Size for Full Page Ads .....5.75" x 8.75"

Cover Stock .....120# Gloss Coated Cover

Text Stock 80# Coated #3 Gloss Enamel Text

Printing Process Sheetfed Offset Lithography

Binding.....Spiral Wire O Bound

### ELECTRONIC

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

\*Bleed Size for Full Page Ads .....5.75" x 8.75"

Info Format .....Adobe 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 to **prevent bindery from trimming or binding into your ad headlines or text.** 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.



## Black & White or Color Ad Sizes Final Trim Page Size is 5.5" x 8.5"

<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 - No Bleed 4.5" x 7.675"</p>
<p>1/2 Page Horizontal 4.5" x 3.75"</p>	<p>1/2 Page Vertical 2.125" x 7.125"</p>
<p>1/3 Page Horizontal 4.5" x 2.125"</p>	<p>1/3 Page Vertical 2.125" x 4.5"</p>
<p>1/6 Page 2.125" x 2.125"</p>	
<p>WEB LARGE Web Banner Large 240 x 240 pixels</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.

# AD RATES & SPECS

**FILM FLORIDA**  
PUBLISHING COMPANY

*Film Florida Publishing Company is proud to present*

The **FILM FLORIDA PRODUCTION GUIDE**  
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

- 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. You will still benefit from a traditional print version of your ad in our printed guide. Add to that the benefit of really standing out in our eBook version 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**

P.O. Box 143913 • Coral Gables, Florida 33114-3913 • Toll Free: 877-FilmFLA  
Tel: 305-442-9444 • Fax: 305-446-5168  
Publishers of the Miami Production Guide & Film Florida Production Guides

P.O. Box 143913 • Coral Gables, Florida 33114-3913 • Toll Free: 877-FilmFLA  
Tel: 305-442-9444 • Fax: 305-446-5168  
Publishers of the Miami Production Guide & Film Florida Production Guides

# NOW YOU CAN

- Advertise in Printed Guide and Add a Banner Ad to our website for only \$100.00 more.
- Advertise in Printed Guide and get your email and website hyperlinked in our eBook 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 Print edition and ads appear in the eBook and on our website.
- Reach a targeted market for each of your services by placing multiple ads in category and crew sections.
- Instantly upload your ad via ftp and proof and review ads via 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
Flash Large.....	\$175

### E-BOOK

Embed email or website address.....	\$10
TIFF file conversion to hyperlinked pdf.....	\$50

# PRINT, ELECTRONIC GUIDE & WEBSITE

## BLACK & WHITE AND COLOR AD RATES

Ad Size	Florida Keys			
	B&W	*Color	B&W	*Color
Full Page - Full Bleed	\$ 1850.00	\$ 2590.00	\$ 560.00	\$ 895.00
1/2 Page Horizontal	\$ 1190.00	\$ 1670.00	\$ 360.00	\$ 585.00
1/2 Page Vertical	\$ 1190.00	\$ 1670.00	N/A	
1/3 Page Horizontal	\$ 960.00	\$ 1350.00	\$ 280.00	\$ 475.00
1/3 Page Vertical	\$ 960.00	\$ 1350.00	N/A	
1/6 Page	\$ 540.00	\$ 800.00	\$ 160.00	\$ 280.00
Bold Listing			\$ 65.00	

### WEBSITE

#### \*\*HOME PAGE

Banner Ad 240 x 120 pixels	\$590.00
Banner Ad 240 x 240 pixels	\$830.00

#### CATEGORY PAGES

Banner Ad 240 x 120 pixels	\$390.00
Banner Ad 240 x 240 pixels	\$630.00

\*\*\*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.  
 \*Color Ads: Call to check availability of color positions in your category.

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.



P.O. Box 143913 • Coral Gables, Florida 33114-3913 • Toll Free: 877-FilmFLA  
 Tel: 305-442-9444 • Fax: 305-446-5168  
 Publishers of the Miami Production Guide & Film Florida Production Guides