



2009 Arizona Production Guide Rate Card

Advertising rates effective March 21, 2008.

*Early Bird Discount Deadline is **May 30, 2008.***

*Final advertising deadline (including all payments & artwork) is **Friday, August 1, 2008.***

The APA is proud to announce the 2009 Arizona Production Guide, which is scheduled to be published in **January 2009** and distributed in February 2009. The on-line directory is also available on the APA web site at www.azproduction.com. This is the **ONLY** statewide printed guide published in Arizona for film, video and television industry professionals and support services, and is the state's **ONLY** source of verified listings.

The Arizona Film Office distributes the APA Guide to all film production companies, etc. who inquire about filming in our state (about 400 copies). In addition, APA distributes copies of this attractive book locally and nationally to the following:

- Ad agencies/production companies/other film offices/industry events, etc. – apx. 3100 copies
- APA members and distribution sites: apx. 500 copies

Around 4,000 copies total!

In addition, an exact copy of the printed Guide is also published on CD, giving you **DOUBLE** exposure for your ads!

If you work in the film industry in our state, you need to be in this book.

REGULAR DISPLAY ADVERTISING RATES (*all rates are net*)

	<u>Returning Advertisers</u>	<u>New Advertisers</u>
Full page - 4 color	\$1,400.00	\$1,650.00
Full page - 2 color	\$1,025.00	\$1,200.00
2/3 page - 4 color	\$1,125.00	\$1,325.00
2/3 page - 2 color	\$ 775.00	\$ 900.00
1/3 page - 4 color	\$ 750.00	\$ 875.00
1/3 page - 2 color	\$ 375.00	\$ 450.00
1/3 page - b/w	\$ 300.00	\$ 350.00

NOTE: "Hot Links" to your web site from your display ads are available in the CD/PDF version of the 2009 Guide for \$15 for the first display ad and \$10 for each additional ad.

PREMIUM DISPLAY ADVERTISING RATES (4 Color Only)

	<u>Returning Advertisers</u>	<u>New Advertisers</u>
Back Cover	\$3,400.00	\$4,000.00
Inside Front Cover	\$2,500.00	\$2,950.00
Inside Back Cover	\$2,225.00	\$2,625.00
Tab Dividers	\$1,875.00	\$2,200.00

"EARLY BIRD" DISCOUNT DEADLINE IS FRIDAY, MAY 30, 2008.
FINAL ADVERTISING DEADLINE (payment & artwork) IS AUGUST 1, 2008

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AD Positioning: Every effort will be made to run ads where requested; however, ONLY ads in Premium Positions will have guaranteed placement.

AD Incentives

Early Bird Discount – Any advertiser who pays for their ad(s) IN FULL by Friday, May 30, 2008, will receive a 5% discount off of the published ad rate for each ad purchased.

TAB Advertisers – Any Tab advertiser who also purchases two, 2/3-page color ads will receive 50% off of the THIRD color ad.

Volume Advertisers – Any advertiser who purchases four or more ads of any size/type will receive 15% off of their total advertising bill. This offer is NOT AVAILABLE and cannot be used in conjunction with the TAB Advertiser incentive.

In order to qualify for ANY incentive, the advertiser must submit a completed and signed advertising contract along with payment by the published deadline. All ads purchased must be for the 2009 printed Guide.

AD Sizes

Covers (bleed)	6" X 8-1/2" trim size, with 1/8" bleed all the way around
Tabs (bleed)	5-1/2" X 8-1/2" trim size (live image area 5 1/8" x 8 1/8") with 1/8" bleed all the way around
Full page (no bleed)	4-3/4" X 7-3/4"
Full page (bleed)	5-1/2" X 8-1/2" trim size, with 1/8" bleed all the way around
2/3 page	4-3/4" X 5"
1/3 page	4-3/4" X 2-1/2"

Color: 2-color ads will have publisher specified spot color. Advertising requesting PMS specified colors will incur additional costs.

Digital File Requirements

- All ads must be provided digitally in either Quark, Adobe Photoshop®, or Adobe Illustrator®. Advertisers are responsible for supplying all images, screen and printer fonts and linked files.
- All Photoshop rasterized images, photos or logos must have a minimum resolution of **300 dpi**. These files should be saved as CMYK or Grayscale. No RGB, please. Any text in files should be rasterized to avoid font problems.
- All vector art or logos should be Illustrator files version 8 or later. Any text in files should be converted to outlines to avoid font problems. Files should be saved as Illustrator 8 .eps or later. When placing rasterized images into Illustrator files, please include the placed images on disk.
- Files for black-and-white ads should be submitted as such. Two-color ads should identify second color as spot color.
- Advertisers purchasing color ads will receive ONE free proof from the designer, upon request. Costs for film output and additional color proofs on all 2- and 4-color ads will be billed to advertiser at prevailing rates. Advertisers may incur additional charges for any time necessary for file conversions, corrections, applying traps or special file output. If so, advertiser will be notified in advance and will be billed at prevailing rates.
- APA is not responsible for the accuracy, quality or content of artwork files received from advertisers.

Advertising Sales Manager

To sign up for advertising in the 2009 printed Production Guide, contact Traci Langston at 602-672-7061 or via e-mail: apasales@hotmail.com. Once you've completed your ad contract, FAX it to Traci at 602-840-4636 or to APA at 480-941-2557. Final payment must accompany advertising materials to guarantee insertion.

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