



2011 Arizona Production Guide Rate Card

Advertising rates effective March 1, 2010.

Early Bird Discount Deadline is **May 28, 2010**.

Final advertising deadline (including all payments & artwork) is **Friday, July 30, 2010**.

The APA is proud to announce the 2011 Arizona Production Guide, which is scheduled to be published in **January 2011** and distributed in February 2011. 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.

Arizona Film Offices distribute 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. The 2010 Guide was distributed to:

- Ad agencies/production companies/other film offices/industry events, etc. – apx. 4000 copies
- APA members and distribution sites: apx. 400 copies

Over 4,700 copies total!

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

*To qualify as a Returning Advertiser, you must have advertised in the 2006 issue or later.

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 28, 2010.
FINAL ADVERTISING DEADLINE (payment & artwork) IS JULY 30, 2010

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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 Thursday, May 28, 2010, 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 2011 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. Advertisers requesting PMS specified colors will incur additional costs.

Artwork Requirements

- All artwork MUST be submitted on a disk or uploaded to an ftp site for APA to download. If you choose to upload to an ftp site instead of submitting on a disk, APA will NOT keep your artwork on file for future use.
- 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, changes, 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 2011 printed Production Guide, contact Traci Langston at 480-345-6464 or via e-mail: apasales@hotmail.com. Once you've completed your ad contract, FAX it to APA at 480-941-2557. Final payment must accompany advertising materials to guarantee insertion.

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