

NOVEMBER 1-11 2007

SEE A  
FILM

AFI FEST

PRESENTED BY



IMPORTANT  
DEADLINE

ARTWORK DUE:  
SEPTEMBER 18, 2007

For additional information  
on AFI FEST 2007 presented  
by Audi Program Guide  
advertising, please call  
**323.5856.7762** or email to  
**FESTsponsorship@AFI.com.**

## RETURN OF MATERIALS

All materials will be held by printer  
for 30 days following the closing  
date of AFI FEST 2007 presented  
by Audi. Return and/or pick-up  
of materials is available upon request  
at Advertiser's or Sponsor's request.

# 2007 PROGRAM GUIDE

## ADVERTISING RATES AND SPECIFICATIONS

### ADVERTISING INFORMATION

DESCRIPTION OF AD	COLOR	BLACK & WHITE
Full page	\$3,500	\$2,500
Half page	\$2,000	\$1,500

### MECHANICAL REQUIREMENT DIMENSIONS

AFI FEST 2007 presented by Audi Program Guide is produced in a Macintosh-based format. The ads will be accepted in one of the following formats:

- **Adobe Illustrator (EPS)**  
Fonts need to be outlined and include all images used in the document. Images should be 300dpi, CMYK and should not be resized within the illustrator file larger than 120%.
- **Adobe Photoshop**  
Flattened Tiff, 300dpi, CMYK.
- **PDF**  
300dpi, CMYK. All fonts should be embedded.

### PLEASE NOTE:

- PC-based files will not be accepted.
- All ads should be supplied on disc, along with a laser printout (failure to provide a laser printout may affect the ad's accuracy).
- Ads may also be uploaded. Please contact Ken Rose for instructions or for further information.

### DIMENSIONS

#### FULL PAGE

Live Area	7.5" (W) x 10" (H)
Trim Size	8.375" (W) x 10.875" (H)
With Bleed	8.375" (W) x 10.875" (H) + .375" extra on all sides
No Bleed	7.5" (W) x 10" (H)

#### HALF PAGE

Horizontal	7.5" (W) x 4.875" (H)
Vertical	3.625" (W) x 10.875" (H)

### CONTACT

#### KEN ROSE

*Representing The American Film Institute (AFI) and AFI Fest*

c/o AFM Advertising, Inc., 6520 Platt Ave. Suite 200, West Hills, CA 91307  
818-999-9356 / 818-674-1042 (cell) / 866-563-6193 (fax)  
Krose@afmla.com / <http://www.afmla.com>