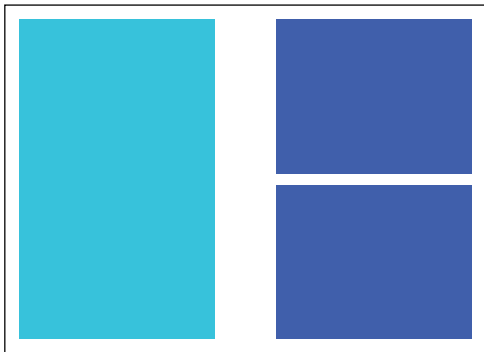
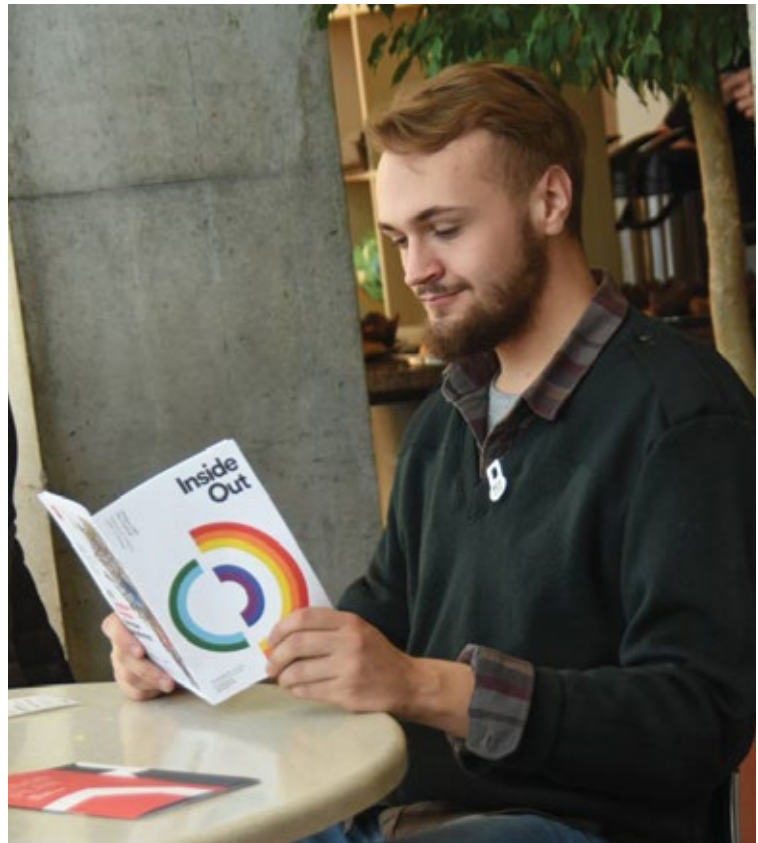


# Program Guide

Advertising in the program guide gives you guaranteed exposure to Inside Out's audiences. Your ad will be seen many times as the Guide is read and referred to constantly by Festival-goers prior to and throughout the 11-day Festival. 35,000 copies are distributed to strategic locations in the downtown core beginning the first week of May and continuing until the end of the Festival five weeks later. A PDF version of the complete Guide is also available for download from the Inside Out website, providing valuable additional exposure for your company's advertisement.



**Full page**

4.775”w x 7.8”h  
(no bleed)

**½ page horizontal**

4.775”w x 3.763”h  
(no bleed)

PRICES	
Outside Back Cover, Full Colour	<b>\$3,000</b>
Inside Front Cover, Full Colour	<b>\$2,500</b>
Inside Back Cover, Full Colour	<b>\$2,250</b>
Full Page, Full Colour	<b>\$1,800</b>
1/2 Page, Full Colour	<b>\$1,100</b>

## Other Advertising Opportunities



30-second trailer, to play in cinema	<b>\$1,500-\$5,000 (based on number of screenings, limited slots available)</b>
On-screen still advertisements	<b>\$500-\$2,000 (based on number of screenings)</b>
TIFF Bell Lightbox large format signage – columns, cement and glass panels	<b>Rates TBD</b>
Inside Out e-newsletter sponsored content	<b>\$500-\$2,000</b>
Guest Bag insert	<b>\$500</b>