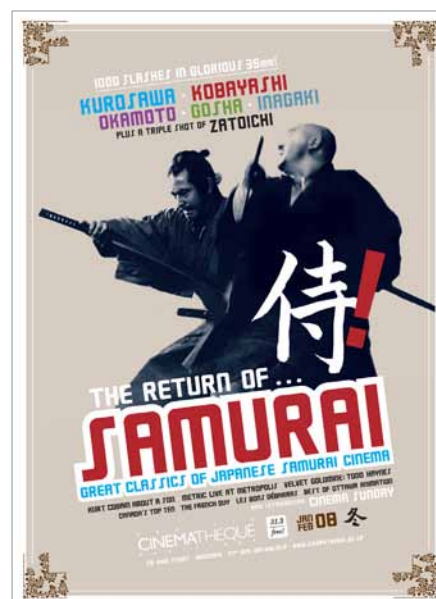
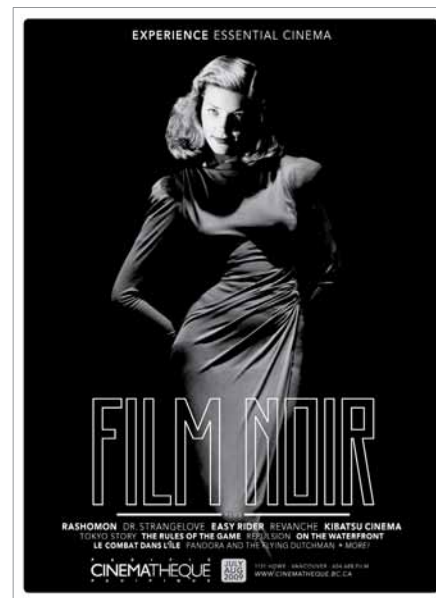
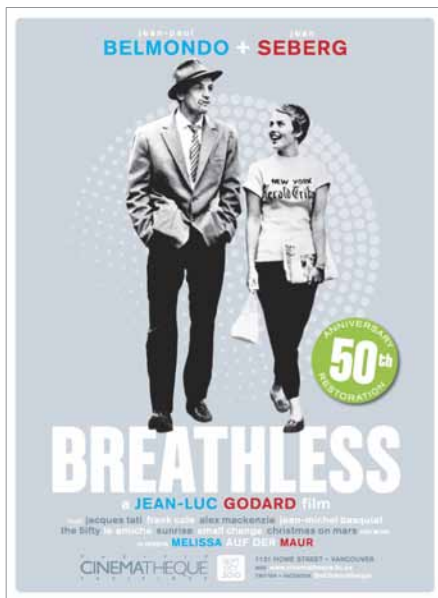


ADVERTISE WITH PACIFIC CINÉMATHÈQUE

REACH METRO VANCOUVER'S AFFLUENT, LOYAL,
HIGHLY-EDUCATED AND CULTURED MARKET



ABOUT PACIFIC CINÉMATHÈQUE

For over three decades, Pacific Cinémathèque has presented the best in international, Canadian, independent, award-winning, experimental and classic film. As one of the most active film institutes in North America and one of Vancouver's most prominent cultural organizations, we enjoy the year-round support of an informed and loyal audience.

AUDIENCE DEMOGRAPHIC

- 66% 21-49 years of age
- 56% income >\$36,000
- 33% income >\$50,000
- 89% post-secondary degree
- 75% attend screenings at least 3X / year
- 36% attend screenings at least 3X / month
- 61% attend other arts events regularly

PACIFIC CINÉMATHEQUE

PROGRAM GUIDE

ADVERTISE IN THE LONGEST RUNNING AND MOST RECOGNIZED FILM MAGAZINE IN METRO VANCOUVER.



IT WORKS

For over 30 years, arts-based, corporate and community advertisers have used Pacific Cinémathèque's *Program Guide* to reach supporters of cinema, arts and culture in Vancouver.

A "MUST READ" FOR FILM LOVERS

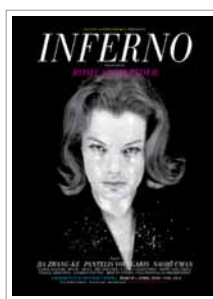
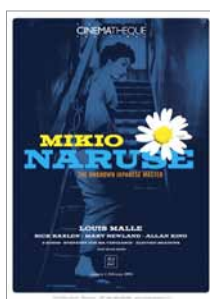
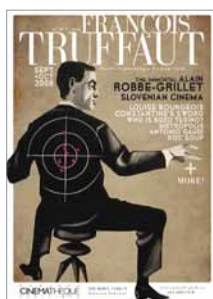
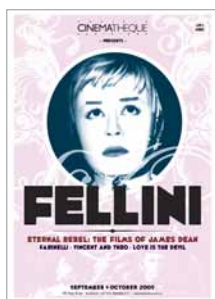
Written by Executive and Artistic Director Jim Sinclair — a frequent film festival juror, and film programmer for over 20 years — each issue features engaging and insightful notes on what to see at Pacific Cinémathèque.

STAND-OUT GRAPHIC DESIGN

The *Program Guide's* eye-catching visual language is created by Steve Chow, one of Vancouver's most in-demand and acclaimed graphic designers.

FREE AND WIDELY AVAILABLE

With monitored distribution at over 300 locations in Metro Vancouver, a minimum run of 15,000, and a street life of eight weeks, the *Program Guide* is a far-reaching and easily accessible resource.



CONTENT

The *Program Guide* has featured retrospectives and series like Film Noir, Samurai!, Canada's Top Ten, and the European Union Film Festival; works by internationally acclaimed directors Federico Fellini, Wong Kar-Wai, Jean-Luc Godard, Akira Kurosawa, Ingmar Bergman, and Alfred Hitchcock; Canadian talent like Bruce McDonald, Atom Egoyan, Deepa Mehta, Ann-Marie Fleming, Marv Newland, David Cronenberg and Guy Maddin; plus exclusive first runs, documentaries, and more!

CIRCULATION + DISTRIBUTION

- Published bi-monthly
- Free circulation + subscribers: 15,000-20,000
- Distribution: 300+ locations in Metro Vancouver, including libraries, community centres, UBC, SFU, ECUAD, cafés, bookstores, and more.

SPECIFICATIONS

10" x 13.5", full-colour, 24 pages, <20% advertising
Printed by VanPress using UV Process on 43lb Ecote

P A C I F I C
CINEMATHEQUE
P A C I F I C

CONTACT: Sonya William · Operations + Marketing
604.688.8202 x221 · sonya.william@cinematheque.bc.ca

PACIFIC CINÉMATHEQUE · 1131 Howe Street · Vancouver, BC · V6Z 2L7

PRINT ADVERTISING

ADVERTISING RATES

| | 1-2X | 3-5X | 6X + | non-profit |
|-----------|-------|-------|-------|------------|
| Full Page | \$958 | \$889 | \$815 | \$815 |
| 2/3 Page | \$692 | \$642 | \$588 | \$588 |
| 1/2 Page | \$550 | \$510 | \$470 | \$470 |
| 1/3 Page | \$377 | \$350 | \$321 | \$321 |
| 1/6 Page | \$200 | \$185 | \$170 | \$170 |
| 1/9 Page | \$140 | \$130 | \$120 | \$120 |
| 1/18 Page | \$74 | \$68 | \$63 | \$63 |

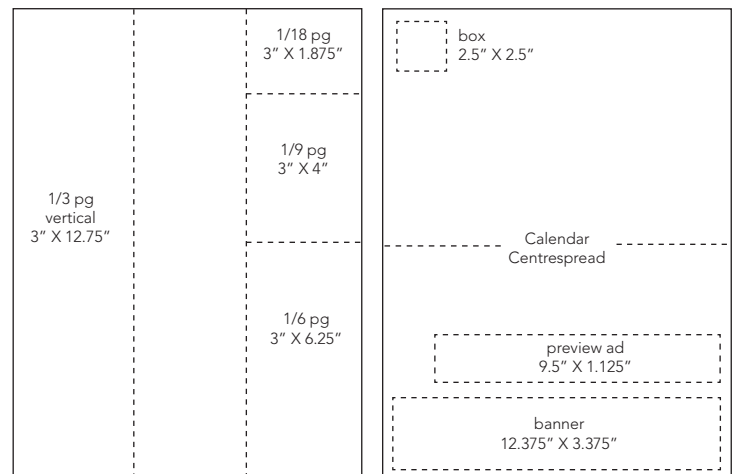
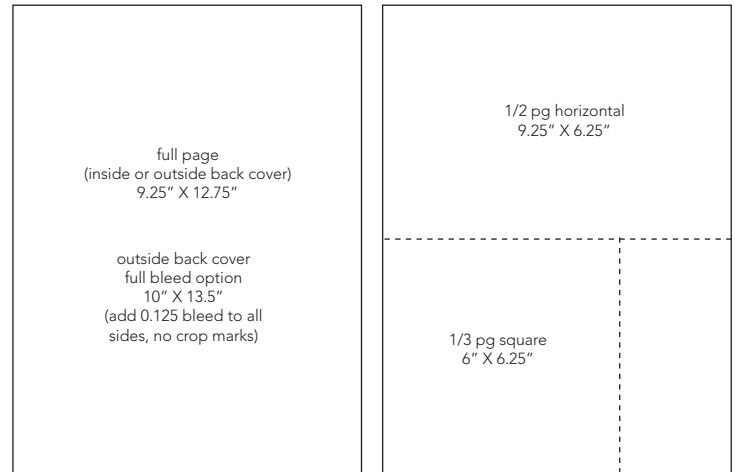
PLACEMENT PREMIUMS

| | | | | |
|-----|--------|--------|--------|--------|
| IFC | \$1150 | \$1022 | \$896 | \$896 |
| IBC | \$1100 | \$978 | \$855 | \$855 |
| OBC | \$2500 | \$2250 | \$2000 | \$2000 |

CALENDAR CENTRESPREAD

| | | | | |
|-------------|-------|-------|-------|-------|
| Box | \$150 | \$130 | \$110 | \$110 |
| Banner | \$800 | \$700 | \$600 | \$600 |
| Preview Box | \$470 | \$433 | \$400 | \$400 |

Members of the Alliance for Arts and Culture receive an additional 10% discount!



FILE SPECIFICATIONS

CMYK or Greyscale
 240dpi-300dpi resolution
 File Formats: tif, jpg, eps, pdf (all fonts outlined)
 (soft proofs emailed upon request)

ADVERTISING DESIGN

If production work is required, please contact us well in advance of deadline. A production fee of \$50/ hour will be charged, minimum 2 hour charge.

ARTWORK DEADLINES

| | |
|---------------|---------------|
| Mar/Apr 2011 | Feb 14, 2011 |
| May/June 2011 | Apr 15, 2011 |
| July/Aug 2011 | June 17, 2011 |
| Sept/Oct 2011 | Aug 15, 2011 |
| Nov/Dec 2011 | Oct 4, 2011 |
| Jan/Feb 2012 | Dec 14, 2011 |

TERMS

Advertising is invoiced within two weeks of publishing. All payments are due 30 days from the date of invoice. Payment can be made by cheque, cash, Visa or Mastercard.

A 40% fee will be charged for all ads cancelled after deadline.

PACIFIC CINÉMATHEQUE

ON-SCREEN ADVERTISING

REACH A CAPTIVE PRE-SHOW AUDIENCE OF THOUSANDS

SAMPLES



Just \$125/month!

* 20% discount for DVBlA + Alliance for Arts members *

On-Screen Advertising is a high impact format where viewers can see your message illuminated on our 31' x 16.5' screen, with a guaranteed minimum four impressions an evening for 30 days. As we screen six nights a week to an average annual attendance of 32,000, on-screen advertising is an inexpensive, effective way to reach our audience.

FILE SPECIFICATIONS

RGB colour JPG / 240dpi resolution / 8" w x 6" h

TERMS AND CONDITIONS

Screen ads are billed upon booking. All payments are due 30 days from the date of invoice. Screen ads are displayed prior to regular Pacific Cinémathèque screenings only — they will not be shown during rental events like VIFF, DOXA or VLAFF.

WHAT PEOPLE ARE SAYING

Pacific Cinémathèque was the [Vancouver Sun](#)'s pick for best art house/foreign film theatre in 2009 and was featured in a [Seattle Times](#) write-up on where to hang out in Vancouver. [Yelp](#) users have rated us 4.5 / 5 stars.

“ Pacific Cinémathèque has the most eclectic lineup of films with programming that includes independent films from all over the world. Slovenia? Yup. Japan? Ditto. When you need a fix of Fellini or Herzog or even Kurosawa, PC is at the top of a short list of real art house cinemas.” RANDY SHORE, THE VANCOUVER SUN

“ Going to Pacific Cinémathèque is the closest thing to visiting Manhattan without leaving Vancouver ... Its program is as innovative and entertaining as any you'll find in New York.” DAVID SPANER, THE PROVINCE