

# PLAY A STARRING ROLE

Nova Scotia Film & Video Production Guide 2007|2008

## CIRCULATION

- 2000 copies distributed
- Nova Scotia Film Industry
- Foreign Film Industry

## BENEFITS OF ADVERTISING

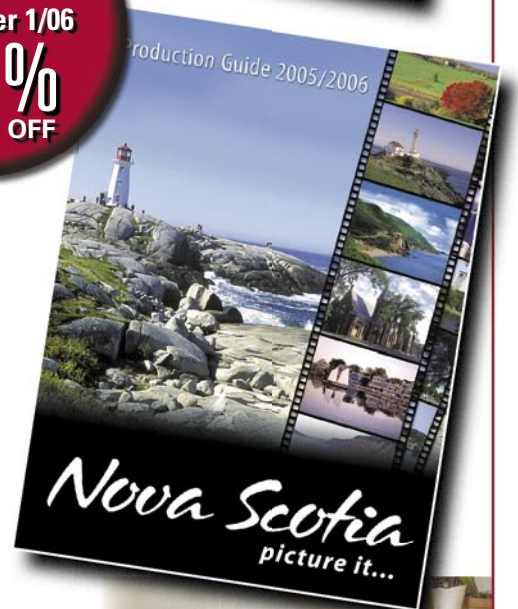
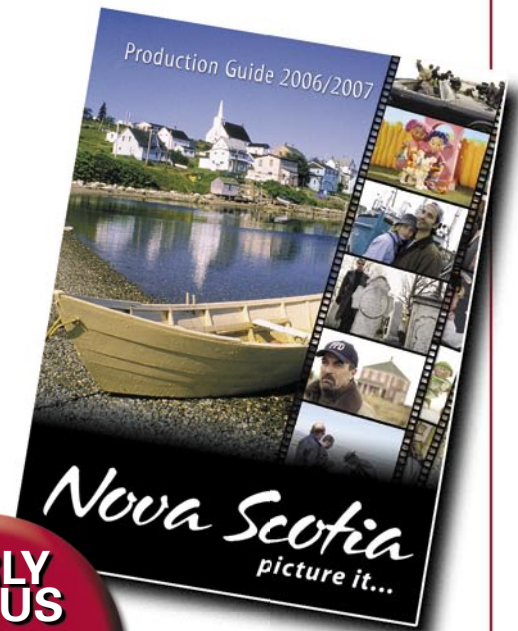
- Extensive Audience (Local & Foreign)
- Sustained Exposure
- Distributed at Industry Events
- Key Resource used by Film Industry
- Free Listing
- Free Website Link at:  
[www.film.ns.ca/production\\_guide.asp](http://www.film.ns.ca/production_guide.asp)

EARLY  
BONUS  
December 1/06  
**5%**  
OFF

**CALL 902.424.5056 FOR DETAILS**



Nova Scotia  
Film Development  
Corporation



# PLAY A STARRING ROLE

## ARTWORK SPECS TO THE GRAPHIC DESIGNER

### Nova Scotia Film & Video Production Guide 2007 | 2008



To ensure publishing excellence for our advertisers, please observe the following guidelines to ensure all artwork is processed without error:

#### **ELECTRONIC FILES**

Artwork must be completely assembled, ready to be color separated and properly trapped.

The following programs will be accepted:

##### **Macintosh Format:**

InDesign (version CS2 or less), QuarkXpress (version 3.32-5.0), Adobe Illustrator (version 10 or less), Adobe Photoshop (version 7 or less), Freehand (10 or less). Ads may also be exported as tiff, eps, jpeg (300 DPI, high quality), or print ready PDF

##### **PC Format:**

Photoshop files, tiff, eps, jpeg (300 DPI, high quality), or print ready PDF. Corel files will not be accepted.

##### **General Information:**

- Photos 300 dpi at 100% size
- Photos should have a maximum total ink density of 280%
- Fonts: include all screen and printer fonts (PC Format MUST be supplied with fonts as curves/paths)
- All support files on disk (eps, tiff or jpeg)
- All full color ads must be CMYK (not RGB)
- Colour proof or laser separations are required

**IMPORTANT NOTE:** Downloaded images from web-sites are not acceptable for print. These images are meant for viewing on computer screens and are not high enough resolution for quality printing.

##### **FINAL FILM - will not be accepted**

**AD SIZES:** are outlined on the current publication's advertising insertion order and should be followed to the exact measurements provided.

#### **DELIVERING ADS:**

**On Disc:** CD-ROM or 100mb zip along with a proof to:

Nova Scotia Film Development Corporation  
1724 Granville Street, 2nd Floor  
Halifax, Nova Scotia B3J 1X5

Phone: (902) 424-5056 Fax: (902) 424-0617

#### **ADS DESIGNED THROUGH NSFDC**

We can produce your ad if required. A quote will be supplied based on work required.

##### **WE RECOMMEND THAT YOU SEND:**

- Clear original photos or high quality digital files only
- Clear copy of your logo, or quality 300DPI+ digital copy
- Text or information to include in ad

#### **PLEASE NOTE:**

- Changes to advertisements will not be accepted by telephone. Fax to (902) 469-7422
- Cancellations cannot be accepted after Jan.12, 2007
- Advertisements will not be placed unless the signed off proof is received by March 5, 2007
- Supplied artwork that does not conform to specs will be returned to the advertiser for changes, or will be reworked and charges applied
- Corrections will not be accepted after March 5, 2007

##### **BOOKING AND BILLING QUESTIONS:**

Jennifer MacIntyre at (902) 424-5056,  
macintje@gov.ns.ca

##### **DESIGN/PRODUCTION QUESTIONS:**

Ryan Burkitt at (902) 465-8199  
fax: (902) 469-7422, rbdesign@accesscable.net

#### **SEND YOUR BOOKING FORM AND MATERIALS TO:**

Nova Scotia Film Development Corporation  
1724 Granville Street, 2nd Floor  
Halifax, Nova Scotia B3J 1X5

Phone: (902) 424-5056 Fax: (902) 424-0617

**Booking Deadline:** Dec. 1, 2006 (50% deposit required)

**Early Bonus:** (materials & full payment)  
5% discount: Dec. 1, 2006

**Artwork final deadline:** Jan. 12, 2007

##### **CHEQUES MADE PAYABLE TO:**

Nova Scotia Film Development Corporation

# PLAY A STARRING ROLE

## ADVERTISEMENT BOOKING FORM

### Nova Scotia Film & Video Production Guide 2007 | 2008



NAME OF ESTABLISHMENT		CATEGORY
MAILING ADDRESS (STREET)		
CITY	PROVINCE	POSTAL CODE
CONTACT (PLEASE PRINT)	PHONE	FAX
E-MAIL (should be address that ad proof should be sent to)		
SIGNATURE		DATE

ADVERTISING RATES	BLACK & WHITE	FULL COLOR	SUBTOTAL
<b>1/3 PAGE</b> 5" wide x 2.375" high	<input type="radio"/> \$240.00	<input type="radio"/> \$1,040.00	
<b>1/2 PAGE</b> 5" wide x 3.75" high	<input type="radio"/> \$440.00	<input type="radio"/> \$1,240.00	
<b>FULL PAGE</b> 5" wide x 7.75" high <input type="radio"/> BLEEDS 6.25" x 9.25"	<input type="radio"/> \$640.00	<input type="radio"/> \$1,440.00	
<b>COVER</b> 5.5" wide x 8.25" high <input type="radio"/> BLEEDS 7" x 9.25"			
<b>INSIDE FRONT</b>	<input type="radio"/> \$1,100.00	<input type="radio"/> \$1,900.00	
<b>INSIDE BACK</b>	<input type="radio"/> \$1,100.00	<input type="radio"/> \$1,900.00	
<b>OUTSIDE BACK</b>	<input type="radio"/> \$1,500.00	<input type="radio"/> \$2,300.00	
<b>DIVIDER (16 available)</b> 5" wide x 8.25" high <input type="radio"/> BLEEDS 6.25" x 9.25" <input type="radio"/> RIGHT <input type="radio"/> LEFT <input type="radio"/> NSFDC (First Divider) <input type="radio"/> Filming in Nova Scotia <input type="radio"/> Producers <input type="radio"/> Personnel <input type="radio"/> Production Companies <input type="radio"/> Production Services <input type="radio"/> Support & Resources <input type="radio"/> Index	<input type="radio"/> \$770.00	<input type="radio"/> \$1,570.00	

<p><b>SEND YOUR BOOKING FORM AND MATERIALS TO:</b> Nova Scotia Film Development Corporation 1724 Granville Street, 2nd Floor Halifax, Nova Scotia B3J 1X5 Phone: (902) 424-5056 Fax: (902) 424-0617</p> <p><b>CHEQUES MADE PAYABLE TO:</b> Nova Scotia Film Development Corporation Booking Deadline: Dec. 1, 2006 (50% deposit required) Artwork final deadline: Jan 12, 2007</p>	<input type="radio"/> Minor Changes to Existing Ad \$50.00	
	<input type="radio"/> Please Repeat Last Year's Ad (N/C)	
	<input type="radio"/> New Ad To Be Supplied (N/C)	
	<input type="radio"/> I would like a free listing and have attached my completed listing form	
	<input type="radio"/> -5% Early Bonus (materials & full payment by Dec. 1, 2006)	
	<b>SUBTOTAL</b>	
	<b>15% HST</b>	
<b>GRAND TOTAL</b>		

ALL REQUESTS ARE ON A FIRST COME, FIRST SERVED BASIS AND CANNOT BE GUARANTEED!