



CFTPA

ACPFT

# CFTPA GUIDE 2008

*Advertising, Rates & Specs, Listing Forms & Production Still Request  
Publicité – Tarif et spécifications, Inscription au répertoire et Demande de photos publicitaires*

**Publication Date: June 2, 2008**

**Distribution: 5,000 hardcopies distributed worldwide plus online version**

**Content: Approximately 200 pages**

**Space Reservation Deadline: Friday, February 1, 2008**

**Film Artwork Deadline: Friday, February 15, 2008**

This 22<sup>nd</sup> edition of *Guide 2008* will have a widely targeted distribution of 5,000 copies and will continue to be given out **free-of-charge!** *Guide 2008* will include extensive industry directory listings featuring expanded Production Company Profiles and everything from Legal and Financial Services, to Broadcasters and Distributors, Facilities & Services, and Unions, Guilds and Associations both foreign and domestic. Furthermore, all ads offered will be in **full colour!**

CFTPA's *Guide 2008* will contain information on the film, television and interactive production industry in Canada, including updates on:

- The CFTPA – its people, history, mandate and services to the industry
- Labour and training
- Mentorship programs
- Public and private funding
- Tax credits
- Canadian content
- Co-production
- Location shooting
- Calendar of Events and Markets

This national industry encyclopedia continues to be the ultimate networking tool. Published annually, the GUIDE maintains year-round visibility through its distribution at major film festivals and markets (Banff, Cannes, MIPCOM, MIPTV, TIFF, etc.), Telefilm Canada offices, Canadian embassies and consulates, funding agencies, film commissions, foreign production associations, unions and guilds. It is also on the desk of every CFTPA Member (almost 400 production companies) and is available online at **[www.cftpa.ca/guide](http://www.cftpa.ca/guide)**.

**Important:** Paid Advertisers and CFTPA Members receive **one free** Directory Listing. CFTPA members also receive a **10% discount** on all display advertising.

Please send all completed forms and production stills to:

CFTPA Guide  
c/o ARC Communications  
14 Stanwell Drive  
Toronto, ON  
M1P 4H5

Tel: (416) 289-7123  
Fax: (416) 289-7375  
E-mail: [nardina.grande@cftpa.ca](mailto:nardina.grande@cftpa.ca)

**Space Reservation Deadline: Friday, February 1, 2008**

**Artwork Deadline: Friday, February 15, 2008**

Please ✓ check your selection on this interactive PDF, print it and fax it in with your *Directory Listing Form*. All rates are in Canadian dollars and do not include GST or agency commissions.

Section	Specifications				
	Size	Width	Height	Rate	✓
<b>Covers</b>	OBC Full Page (Bleed)	8-3/4"	11-1/4"	\$5,800	<input type="checkbox"/>
	IFC/IBC Full Page (Bleed)	8-3/4"	11-1/4"	\$5,200	<input type="checkbox"/>
<b>Dividers</b>	Divider Full Page (Bleed)	8-3/4"	11-1/4"	\$4,600	<input type="checkbox"/>
<b>Introduction</b>	Intro Full Page (Live Area)	7-1/16"	9-5/16"	\$4,600	<input type="checkbox"/>
<b>Text</b>	Full Page (Live Area)	7-1/16"	9-5/16"	\$3,500	<input type="checkbox"/>
	Half Page Horizontal	7-1/16"	4-9/16"	\$2,500	<input type="checkbox"/>
	Quarter Page Vertical	3-7/16"	4-9/16"	\$1,300	<input type="checkbox"/>
	B&W Logo Placement	1-1/2" approx.	1-1/2" approx.	\$350	<input type="checkbox"/>

*Notes: All ads print in full colour with the exception of black & white logo placements within the text. Spot colour is not available. Live area is 7-1/16" x 9-5/16". A gutter of 5 picas (13/16") must be left along the spine for bindery.*

COMPANY NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ CFTPA MEMBERSHIP NUMBER (IF APPLICABLE): \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_ WEB SITE: \_\_\_\_\_

AD SIZE: \_\_\_\_\_

### Ad Positioning

Please note that with the exception of the Covers and Dividers, ad pages have been consolidated and are now only located at the front of each section of *Guide 2008*. CFTPA cannot guarantee specific placement of ads but every effort will be made to do so. Positioning is assigned on a first come, first served basis.

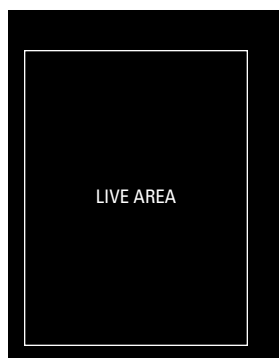
### Artwork Creation & Revisions

Advertising artwork can be produced on request for a fee. Corrections to artwork approved by client will be charged \$100.00/hour with a minimum charge of 1 hour. A firm quotation will be provided prior to any work.

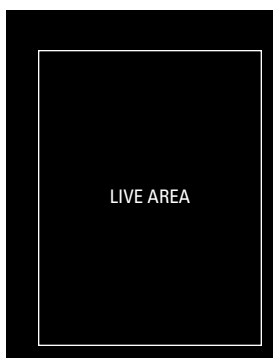
### Form Completion

Please print this completed form and return via fax to the attention of **Nardina Grande** at **(416) 289-7375**. An invoice will be sent upon receipt of the insertion order. Payment is due within 30 days upon receipt of invoice.

## Covers & Dividers



Left Facing



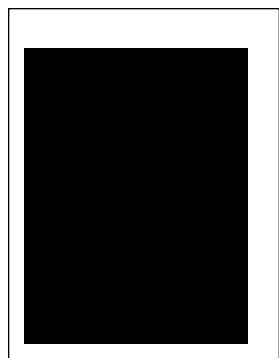
Right Facing

### Full Page Bleed

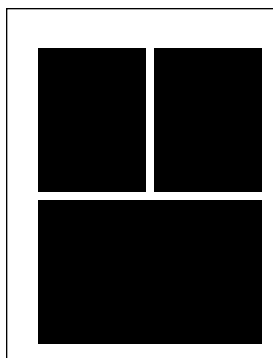
52.5 picas x 67.5 picas  
(8-3/4" w x 11-1/4" h)

- Includes 1/8" safety bleed on all sides.
- 5 picas (13/16") must be allowed through the spine to accommodate bindery.
- OBC, IFC and Dividers are all left facing. Only IBC is right facing.

## Text



Left Facing



Right Facing

### Full Page Live Area

42.5 picas x 56 picas  
(7-1/16" w x 9-5/16" h)

### Half Page Horizontal

42.5 picas x 27.5 picas  
(7-1/16" w x 4-9/16" h)

### Quarter Page Vertical

20.75 picas x 27.5 picas  
(3-7/16" w x 4-9/16" h)

## Artwork Specifications

- Line screen: 150 lpi
- Only final approved digital artwork will be accepted. The required format is **PRESS QUALITY PDF** with all fonts and images embedded. All support images must be high-resolution (300 dpi at final size).
- All final digital 4-colour (CMYK) artwork may be submitted on a CD-ROM, or uploaded to the FTP site as follows:
  - Server: ftp.cftpa.ca
  - Username: guest.cftpa.ca
  - Password: addme
  - URL: ftp://guest.cftpa.ca:addme@ftp.cftpa.ca
- All ads must be accompanied by a faxed laser proof. Files will be printed as supplied. CFTPA is not responsible for colour correction or accuracy.
- Artwork sent via e-mail **WILL NOT** be accepted.
- File names must include the advertiser's company name.
- Final art is the client's responsibility. CFTPA and the Guide team do not accept responsibility for errors arising from artwork supplied by client. Corrections to artwork supplied and approved by the client will be charged at \$100.00/hour, with a minimum charge of 1 hour.

## Submission deadline: Friday, December 21, 2007

**Listing** - Please check one only

- 1 FREE Listing for CFTPA Members or 2008 Advertisers
- \$250 + GST CAD Non-member listing plus free copy of *Guide 2008*
- \$350 + GST CAD B/W Corporate Logo (see rate card) plus Non-member listing plus free copy of *Guide 2008*  
 (Note: CFTPA Members receive 10% off Logo Placements and other display ads)

### Company Coordinates

This interactive PDF may be completed and printed. Please fax to the attention of **Nardina Grande** at **(416) 289-7375**. Please print your listing clearly – no confirmation copy will be sent.

FULL CORPORATE NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_ WEB SITE: \_\_\_\_\_

CONTACT 1, NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

CONTACT 2, NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

**Directory Heading** - Please check one only

- 1 - Production Companies
- 2 - Broadcasters, Distributors & Exhibitors
- 3 - Legal, Financial, Insurance & Other Services
- 4 - Production Facilities & Services  
 (includes Archives & Stock Footage)
- 5 - Unions, Guilds & Associations
- 6 - Pre-Production (Artists' Management,  
 Location Shooting, and Education & Training)

**Genres Produced** - Please check all that apply

- Animation
- Children's
- Documentary/Educational
- Feature Film
- Interactive Media
- Performing Arts/Variety
- TV Series (Drama, MOWs, Comedy)

**Description of company/services provided** - Max. 25 words

\_\_\_\_\_

\_\_\_\_\_

### Production Titles

Three most recent production titles with year of release. **Note:** *Production Companies please submit up to two good quality production stills complete with credits. Please refer to attached **Production Still Request** for submission details.*

TITLE: \_\_\_\_\_ YEAR: \_\_\_\_\_

TITLE: \_\_\_\_\_ YEAR: \_\_\_\_\_

TITLE: \_\_\_\_\_ YEAR: \_\_\_\_\_

INFORMATION PROVIDED BY: \_\_\_\_\_ PHONE: \_\_\_\_\_

An invoice will be sent upon receipt of this listing form. For additional listings, please duplicate/reuse this form.

# Formulaire d'inscription au répertoire

**Échéance: Le 21 décembre 2007**

**Inscription** - N'en cocher qu'une

- 1 inscription gratuite pour les annonceurs de *Guide 2008* et les membres de l'ACPFT.
- 250 \$ CAN + TPS par inscription (1 exemplaire gratuit du *Guide 2008* compris) pour les membres de l'APFTQ.
- 350 \$ CAN + TPS par inscription avec insertion du logo noir et blanc (voir carte tarifaire – 1 exemplaire gratuit du *Guide 2008* compris)  
(Nota : Rabais de 10% sur la publicité, insertion de logo comprise, pour les membres de l'ACPFT).

## Coordonnées

Remplir, imprimer et envoyer par télécopieur à l'attention de **Nardina Grande** au **(416) 289-7375**. Taper ou écrire lisiblement en lettres moulées. Aucune épreuve ne sera envoyée.

ENTREPRISE : \_\_\_\_\_

ADRESSE : \_\_\_\_\_

VILLE : \_\_\_\_\_ PROVINCE : \_\_\_\_\_ CODE POSTAL : \_\_\_\_\_

TÉL. : \_\_\_\_\_ TÉLÉC. : \_\_\_\_\_

COURRIEL : \_\_\_\_\_ SITE WEB : \_\_\_\_\_

RESPONSABLE 1, NOM : \_\_\_\_\_ TITRE : \_\_\_\_\_

RESPONSABLE 2, NOM : \_\_\_\_\_ TITRE : \_\_\_\_\_

**Section du répertoire** - N'en cocher qu'une

- 1 - Maisons de production
- 2 - Télédiffuseurs, distributeurs et cinémas
- 3 - Droit, finances, assurances et autres services
- 4 - Installations et services de production (archives, documentation comprises)
- 5 - Syndicats, guildes et associations
- 6 - Préproduction (gestion d'artistes, extérieurs/tournage, formation)

**Types de production** - Cocher tous les types pertinents

- Animation
- Enfants et jeunes
- Documentaire/éducatif
- Long-métrage
- Nouveaux médias
- Variétés et arts de la scène
- Séries télévisées (dramatique, téléfilm, comédie)

**Description de l'entreprise et des services** - Max. 25 mots

\_\_\_\_\_  
\_\_\_\_\_

## Titre des productions

Titre des trois productions les plus récentes et année de sortie. **Nota** : Les maisons de production sont priées d'envoyer une ou deux photos publicitaires de qualité accompagnées du crédit photographique. Consulter la note «**Production Still Request**» pour plus de détails.

TITRE : \_\_\_\_\_ ANNÉE : \_\_\_\_\_

TITRE : \_\_\_\_\_ ANNÉE : \_\_\_\_\_

TITRE : \_\_\_\_\_ ANNÉE : \_\_\_\_\_

DONNÉES FOURNIES PAR : \_\_\_\_\_ TÉL. : \_\_\_\_\_

Une facture sera envoyée à la réception du formulaire. Prière d'utiliser un double du formulaire pour les inscriptions supplémentaires.

# Production Still Request Form

The CFTPA is calling on all its Production Company Members in good standing and Paid Lister Production Companies to supply production stills for inclusion in the annual publication, **Guide 2008**. The 2008 edition will again feature an expanded Production Company section bringing additional profile to CFTPA members. Please take advantage of this opportunity to showcase your company by sending us your production stills. All stills conforming to the specifications below and accompanied by this completed *Production Still Request Form* will be accommodated. Please send two professional (in focus and properly lit) colour production stills from one or two of your productions no later than **Friday, December 21, 2007**.

**NOTE: THERE IS NO FEE FOR CFTPA MEMBERS IN GOOD STANDING.**

Please check one of the boxes below, complete the following information and fax this form back to **Nardina Grande** at **(416) 289-7375** or send by mail or courier by **Dec. 21/07** to the address below. IT IS ESSENTIAL THAT THIS COMPLETED FORM BE RETURNED WHETHER YOU ARE PROVIDING STILLS OR NOT.

**NO, I do not have stills to remit.**       **YES, I have stills to remit.** (Please see production credits below.)

## Still Information

The following information is required (clearly written in BLOCK CAPS) for each image sent (one per production, maximum two productions):

1. Title of production:

a) \_\_\_\_\_

b) \_\_\_\_\_

2. Name(s) of the production company or companies involved if different from company listing:

a) \_\_\_\_\_

b) \_\_\_\_\_

3. Name of still photographer or still company:

a) \_\_\_\_\_

b) \_\_\_\_\_

## Specifications

File names must include the production title to avoid confusion. Files must be saved in a folder by company name. Images must be scanned according to the specs below and saved in TIFF, JPEG or EPS format. Images must be uploaded to the CFTPA's FTP server as described below. Images can also be sent on CD-ROM to the address below. Do not send any CD-ROMs containing original material as CDs will not be returned. **Note:** *Images will not be accepted via e-mail.*

Please send a maximum of two **HIGH-RES** colour images scanned at 300 dpi at 8" x 10" or 5" x 7" – one only per production – as follows:

Server: ftp.cftpa.ca  
Username: stills.cftpa.ca  
Password: addme  
URL: ftp://stills.cftpa.ca:addme@ftp.cftpa.ca

## Approval

STILLS PROVIDED BY, NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

I hereby give the CFTPA and ARC Communications permission to reproduce our company's still(s) for the print and online versions of *Guide 2008*, and any related CFTPA promotional material (including *The Profile*).

SIGNATURE: \_\_\_\_\_ COMPANY: \_\_\_\_\_

**Note:** *CFTPA and ARC Communications do not accept responsibility for lost or damaged images and reserve the right to edit production credits and manipulate still images for Guide 2008.*

**Inquiries:** Nardina Grande, CFTPA *Guide 2008* Editor c/o ARC Communications, Tel: (416) 289-7123, 14 Stanwell Dr., Scarborough, ON M1P 4H5

# Demande de photos publicitaires

L'ACPFT invite les maisons de production qui en sont membres en règle et celles qui achètent une inscription dans le répertoire à fournir des photos publicitaires pour l'édition 2008 du **Guide**. La section réservée aux maisons de production est plus importante que jamais et leur offre donc une excellente occasion de faire valoir leurs réalisations en envoyant des photos à y inclure. L'Association insérera toutes les photos reçues, qui respectent les spécifications énoncées ci-dessous et accompagnées par cette *Demande de photos publicitaires*. Envoyer **deux** photos couleur nettes et claires d'une ou deux productions, prises par un professionnel, au plus tard le **vendredi 21 décembre 2007**.

## NOTA : AUCUNS FRAIS POUR MEMBRES EN RÈGLE DE L'ACPFT.

N'en cocher qu'une boîte ci-dessous, compléter les renseignements suivants puis télécopier le formulaire à l'attention de **Nardina Grande** au **(416) 289-7375** ou l'envoyer par la poste ou par messenger au plus tard le **21 décembre 2007**. COMPLÉTER ET RETOURNER LE FORMULAIRE, MÊME SI LES PHOTOS NE SOIENT PAS FOURNIES.

**NON, pas de photos à fournir.**       **OUI, voila les photos à fournir.** (Voir les titres de production ci-dessous.)

## Renseignements Requis

Taper ci-dessous les renseignements demandés pour chaque photo (une par production, limite de deux productions) :

1. Titre de la production :

a) \_\_\_\_\_  
b) \_\_\_\_\_

2. Nom de la maison ou des maisons de production en cause lorsque autres que celle faisant l'objet de l'inscription :

a) \_\_\_\_\_  
b) \_\_\_\_\_

3. Nom du photographe ou de l'entreprise de photographie :

a) \_\_\_\_\_  
b) \_\_\_\_\_

## Spécifications

Pour éviter toute possibilité de confusion, inclure le titre de la production dans le nom du fichier renfermant chaque photo et, de préférence, mettre les fichiers dans un dossier portant le nom de la maison de production. Les membres peuvent également numériser ces photos, selon les dimensions et le taux de résolution indiqués ci-dessous, et les envoyer sous forme de fichiers TIFF, JPEG ou EPS. N'envoyer aucun CD-ROM renfermant des originaux car aucune photo ni aucun CD ne seront retournés. *NOTA : Aucun envoi par courriel ne sera accepté.*

Envoyer au maximum deux photos couleur – une par production. Les photos couleur de 8 po sur 10 po ou 5 po sur 7 po, numérisées à un taux **300 dpi**, peuvent être téléchargées selon les modalités suivantes :

Serveur : ftp.cftpa.ca  
Code d'utilisateur : stills.cftpa.ca  
Mot de passe : addme  
URL : ftp://stills.cftpa.ca:addme@ftp.cftpa.ca

## Approbation

PHOTOS FOURNIS PAR, NOM : \_\_\_\_\_ TÉLÉPHONE : \_\_\_\_\_

J'autorise par la présente l'ACPFT et ARC Communications à reproduire la ou les photos de notre maison de production dans les versions imprimée et en ligne de *Guide 2008*, ainsi que dans tout matériel publicitaire connexe de l'ACPFT (*Profil* y compris) :

SIGNATURE : \_\_\_\_\_ MAISON DE PRODUCTION : \_\_\_\_\_

**Nota** : Ni l'ACPFT ni ARC Communications ne sauraient être tenues responsables de la perte ou de l'endommagement de photos et se réservent par ailleurs le droit d'éditer le crédit photographique et de manipuler les photos pour les besoins de leur insertion dans *Guide 2008*.

**Renseignements** : Nardina Grande, rédactrice du *Guide 2008* de l'ACPFT, a/s de ARC Communications, (416) 289-7123, 14 Stanwell Dr., Scarborough, ON M1P 4H5.