

APRIL 29–MAY 6, 2004

Directors Guild of America • David Henry Hwang Theatre • Aratani/Japan America Theatre

The VISUAL COMMUNICATIONS LOS ANGELES ASIAN PACIFIC FILM & VIDEO FESTIVAL



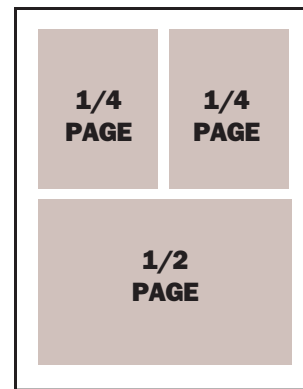
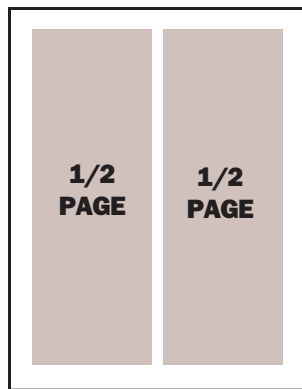
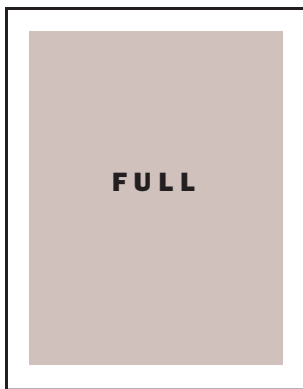
SOUVENIR FESTIVAL CATALOG FESTIVAL GREETINGS/RESPONSE FORM

DIMENSIONS (All dimensions are width x depth)

- Full page (7 1/4" x 10")
- Half page (7 1/4" x 4 7/8" Horizontal; 3 1/2" x 10" Vertical)
- Quarter page (3 1/2" x 4 7/8")

BUSINESS RATE

- \$1,500
- \$800
- \$450



Catalog Size: 8 1/4" x 11 3/4" (Vertical) **Pages:** 80 + Cover

Halftones: 133 lines/inch minimum

Rates are for CAMERA READY artwork and copy. (Camera-ready art to be provided on a Macintosh-compatible floppy disk, Zip disk or CD-Rom. Please refer to attached sheet for format and media requirements) A \$25 minimum charge will be added over and above your contribution for greeting artwork requiring additional layout/design, typography and/or camera work. For copy requiring typesetting, please type materials as you would like them to appear in the souvenir catalogue. The publishers are not responsible for errors due to illegible (handwritten) material or instructions.

Please make check payable to: **VISUAL COMMUNICATIONS**
RESERVATION DEADLINE - MARCH 13, 2004
CAMERA-READY ART DUE - APRIL 16, 2004

NAME _____ TITLE _____

BUSINESS _____

ADDRESS _____

CITY/STATE/ZIP _____ TELEPHONE () _____

AUTHORIZED BY _____ DATE _____

E-mail Address _____ Company Website _____

Return a copy of this form with your check to:

VISUAL COMMUNICATIONS
120 Judge John Aiso Street, Basement Level
Los Angeles, California 90012

All contributions are tax-deductible to the fullest extent allowable by law.

APRIL 29–MAY 6, 2004

Directors Guild of America • David Henry Hwang Theatre • Aratani/Japan America Theatre

VC FILM FEST 2004

FESTIVAL CATALOG ADVERTISING SPECS

- Page Dimensions:** 8 1/4" x 11 3/4" (A4, Portrait format)
- Pages:** 100 pages, plus cover
- Production Specs:** The Festival Catalog is created in Quark XPress 4.11 for the Apple Macintosh, with a printed halftone frequency of 133 dots/inch. Typically, halftones are scanned at a minimum of 300 lpi; line art at a minimum of 1000 lpi. Adobe Photoshop and Illustrator are used for image editing and illustration. The interior of the Catalog is black/white throughout; cover ONLY is 4-color.
- Press Run:** 5,000, to be distributed at all Festival sites and media arts centers and film and video programmers
- Ad Specs:** Image Area: (All dimensions are width x depth)
Full: 7 1/4" x 10" (Artwork intended to bleed must extend 1/8" beyond the edge of the page)
Half: (Horizontal) 7 1/4" x 4 7/8"; (Vertical) 3 1/2" x 10"
Quarter: 3 1/2" x 4 7/8"
- Rates:** Business Rate: Full: **\$1,500.00**; Half: **\$800.00**; Quarter: **\$450.00**
- Deadlines:** Deadline for Space Reservation: **Saturday, March 13, 2004**
Deadline for Delivery of camera-ready art and payment: **Friday, April 16, 2004**
- Production:** Art: Camera Ready, must be provided on Macintosh-format disk (Floppy, CD-Rom, Zip) Quark XPress file; all linked fonts, photographs and artwork must be included on disk
PLEASE NOTE: Missing screen and printer fonts and images from Quark documents will NOT appear nor print correctly. Please provide a printed laser proof of your ad artwork.
All art (photos, illustrations, etc.) must be produced in Photoshop or Illustrator
- Creative Services:** Basic typesetting, layout and design at no additional charge
\$25.00/image for digital imaging of artwork (ie: scanning logos and/or photographs)
\$50.00 fee for excessive typography and/or imaging work. Proofs furnished upon request
\$50.00 fee if camera-ready artwork (full) is provided on paper (velox, etc.)
\$100.00 fee if camera-ready artwork (half or quarter-page) is provided on paper (velox, etc.)
\$100.00 fee if file must be converted from another program (ie: PageMaker)
\$250.00 fee if camera-ready artwork (full) is provided on film negative (if accepted, such artwork MUST be right-reading, emulsion side down)
Sorry, artwork produced with a laser printer is NOT camera-ready and cannot be accepted (Previous advertiser ONLY) You may request the same artwork that ran in the 2003 catalog with none or minimal alterations to copy and/or art
- Please Inquire:** 4-Color Advertising? Please call (213) 680-4462 x28
Internet delivery of camera-ready art? Mail to: vcff2004@aol.com
Please call (213) 680-4462 x25 for additional guidelines.
- Payment Terms:** Payment (check or money order) to accompany artwork on or before deadline.
- FESTIVAL DATES** **April 29 through May 6, 2004**
- CONTACT INFO:** Visual Communications
120 Judge John Aiso Street, Basement Level
Los Angeles, California 90012
v (213) 680-4462 x68 (Festival), x28 (Sponsorship); Fax (213) 687-4848; e-mail: info@vconline.org