

2012 OFFICIAL ADVERTISING RATE CARD



Melbourne International Comedy Festival can offer two different media for you to reach your target audiences; the Official 2012 Program Guide and the Season Website.

OFFICIAL 2012 PROGRAM GUIDE

The 2012 Melbourne International Comedy Festival Program Guide will be 88-pages, full-colour publication. More than 400,000 copies will be distributed via our media partner, the Herald Sun at the end of February. A further 110,000 copies will be distributed throughout Melbourne and selected Australian states prior to and during the Comedy Festival.

The Program Guide is a central feature of the Comedy Festival's marketing campaign and customers frequently refer to their copy throughout the event. Your advertising will be in marketplace for more than eight weeks, from the launch in February to the end of April.

PROGRAM GUIDE BOOKING DEADLINES:

Booking deadline:
Wednesday 11 January, 2012

Artwork deadline:
Monday 16 January, 2012

Payment deadline:
Friday 27 January, 2012

For more information contact:
Catriona Rabl – Marketing Coordinator
Melbourne International Comedy Festival
P: (03) 9245 3700
F: (03) 9245 3777
catriona@comedyfestival.com.au

RATE CARD

2012 Advertising rates	Participant Rate	Non Participant Rate
Double Page Spread in front half	\$22,200	\$22,900
Single page in front half	\$11,850	\$12,250
Single page in back half	\$10,500	\$10,850
Half page in front half	\$6,700	\$6,950
Half page in back half	\$5,400	\$5,600
Quarter page in front half	\$3,500	\$3,600
Quarter page in back half	\$2,850	\$2,950

The above prices **ARE NOT** inclusive of GST.

**2012 PROGRAM GUIDE
ADVERTISING BOOKING FORM**



MELBOURNE INTERNATIONAL
**COMEDY
FESTIVAL**
28 MAR — 22 APR 2012
COMEDYFESTIVAL.COM.AU

Please return by fax to (03) 9245 3777 by 5pm, 11 January 2012

ADVERTISER DETAILS

Company Name	Contact
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Address

Phone BH	Mobile
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Email

Size of Ad

Preferred position	<input type="radio"/> Front half	<input type="radio"/> Back half
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Name of show/s being advertised

Amount Payable (ex. GST) \$

On receipt of your booking form, an invoice will be issued to you.

The Program Guide is constantly evolving right up to print, we cannot guarantee your ad's final page position. Please note that the Festival does not take any responsibility for the quality of the artwork provided.

All bookings must be made by 5pm, Wednesday 11 January 2012.

PAYMENT METHOD

EFT

Account Name:
Melbourne International Comedy Festival Ltd
BSB: 063 212
Account No: 1001 8695
*Please use your company name as
payment reference

Personal Cheque/Bank Cheque

Payable to:
Melbourne International Comedy Festival Ltd
240 Exhibition Street
Melbourne Vic 3000

TERMS AND CONDITIONS

1. I/We hereby make application to open a credit account with the Melbourne International Comedy Festival Ltd (MICF) of 240 Exhibition Street, Melbourne 3000.
2. I/We understand and agree that:
 - a. The terms of trading with the MICF are 14 days net, unless otherwise agreed in writing by the MICF;
 - b. Payment shall be made within 14 days of receipt of invoice or by the payment deadline of 28 January 2010, whichever is the sooner;
3. I/We hereby declare that all information that I/we have provided in the credit application is true and correct.
4. By signing the acceptance below I/we accept and will abide by the terms and conditions set out herein.
5. If I/we do not pay the owing within the 14 day period, whichever is sooner, the advertisement WILL NOT appear in the guide – no payment, no ad!

ACCEPTANCE

Signed	Position in Company	Date
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PROGRAM GUIDE ADVERTISING SPECIFICATIONS



MELBOURNE INTERNATIONAL
**COMEDY
FESTIVAL**
28 MAR — 22 APR 2012
COMEDYFESTIVAL.COM.AU

DOUBLE PAGE SPREAD AD

280mm x 448mm (HxW)

Be aware of any copy running over the gutter
No bleed

- Trim
- Ad size



FULL PAGE AD

280mm x 214mm (HxW)

No bleed



HALF PAGE AD

137.5mm x 214mm (HxW)

No bleed



QUARTER PAGE AD

137.5mm x 104.5mm (HxW)

No bleed



ARTWORK DELIVERY

Artwork can be delivered at adsend.com.au

Sign up to register as a Standard Member.
Delivery rates are \$30 per ad + GST.

Additional charges apply to have Adsend make any amendments to your artwork if it does not comply with the artwork specifications.

The Program Guide page size will be 300mm x 234mm (HxW). It will be printed on a 57gsm coated paper and bound with a 100gsm gloss cover.

Logos: **You do not need to include the Melbourne International Comedy Festival logo on your advertisement.** If you are performing in a Festival Managed Venue you MUST include the City of Melbourne logo. This can be downloaded from the registration site.

Call to action: Please use the Comedy Festival URL as your ticket buying call to action, rather than individual Ticketing agents.

ARTWORK SPECIFICATIONS

See ad sizes in diagrams to the left.

No bleed is required.

Material will only be accepted on DVD or CD as a CMYK PDF file created using supplied Acrobat OAP_ID.joboptions file*

Please use .ICC files as shown on the attached document 'Loading ICC Profiles_PT1.doc'.

Lineart images should be 1200dpi. Placed images should be in PSD, TIF, EPS or JPEG format, not PICT or DCS.

No artwork should feature any elements over 300% total ink weight

Advertisements must be supplied with a colour laser proof at 100% of size.

Set Document Setup to same size as the final trim.

Delete any unused objects off the page.

When defining a font, use the actual font for bold, italic etc rather than choosing them from the applications styles. This can cause type to reflow or the font not to print out at all.

When saving files in Photoshop EPS format, don't include halftone screen and don't include transfer function.

Advertisements not adhering to this specification will not be accepted.

OAP_ID.joboptions and .ICC files can be downloaded from www.comedyfestival.com.au/advertising

*Drag and drop the OAP_ID.joboptions file onto your Acrobat Distiller application icon and will be added the list of job options. Process your artwork as a postscript file through Distiller using this setting.