



# ADVERTISING OPPORTUNITIES

as of April 2010

Fax Booking Form to: (416) 921-9878

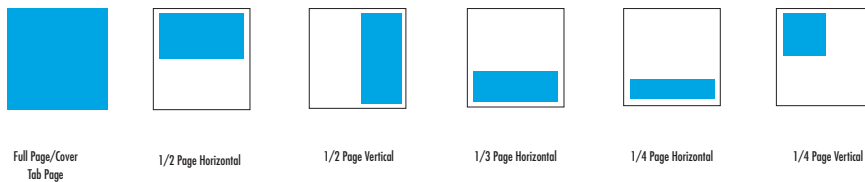
## WHY ADVERTISE AT BANFF?

- Banff World Television Festival is the world's largest multi-platform production and development marketplace, and this year it is running concurrently with nextMEDIA Banff, North America's premier digital media trending and technology conference.
- By running simultaneously, nextMEDIA and BANFF will attract over 1,500 delegates across the television and digital media industries from over 30 countries around the world.
- BANFF and nextMEDIA delegates are industry leaders who have the power to make important financial and business decisions.
- These events offer a high impact, cost effective way to reach the core of your industry, and potential partners outside of your business.
- Advertising at BANFF and nextMEDIA creates visibility and showcases your products and services to each attendee of the event.
- BANFF delegates include producers, broadcasters, programming and development executives, content creators, financiers and other industry service providers.
- nextMEDIA delegates include, multi-platform programming and development executives, digital content producers and distributors, advertisers, tech service providers and application developers.
- BANFF and nextMEDIA advertising resonates year-round. Publications are referred to extensively throughout the week as well as in the year ahead.

**Almost \$650 million in business deals were completed or initiated at the 2009 Banff World Television Festival**

<b>Outside Back Cover (colour)</b>	<b>\$5,500</b>	<b>Quarter Page (b&amp;w)</b>	<b>\$925</b>
<b>Inside Front Cover (colour)</b>	<b>\$4,750</b>	<b>Add One-Colour</b>	<b>\$425</b>
<b>Inside Back Cover (colour)</b>	<b>\$4,250</b>	<b>Add Four-Colour</b>	<b>\$850</b>
<b>Tab Page</b>	<b>\$3,800</b>		
<b>Full Page (b&amp;w)</b>	<b>\$2,750</b>		
<b>Half Page (b&amp;w)</b>	<b>\$1,550</b>		
<b>Third Page (b&amp;w)</b>	<b>\$1,050</b>		

*\*all prices in CAD.*



**Full Page, Cover, Tab Page**  
With Bleed: 8.486" x 8.486"  
Trim size: 8.25" x 8.25"  
Live Area: 7.25" x 7.25"

**1/2 Page Horizontal**  
Trim size: 7.25" x 3.625"

**1/2 Page Vertical**  
Trim size: 3.625" x 7.25"

**1/3 Page Horizontal**  
7.25" x 2.416"

**1/4 Page Horizontal**  
Trim size: 7.25" x 1.812"

**1/4 Page Vertical**  
Trim size: 3.625" x 3.625"

**FILE TRANSFER**  
Digital files can be uploaded to our FTP server or e-mailed to ads@achillesmedia.com detailing file name, publication and client. FTP transfers will require software such as Fetch, Transmit, Interarchy, CUTEFTP to upload to our server. Our FTP server is not accessible through a browser (i.e., Internet Explorer).

**FTP Information:**  
Server: ftp.absconnect.ca  
user: achillesftp  
Password: ach307

## THE AGENDA

This is our main guide for BANFF and nextMEDIA and is distributed to all attendees upon arrival. The Agenda provides a detailed day-to-day breakdown of the Festival, and will contain editorial features and photos, the conference schedule in overview and detailed form, biographies and profiles of conference panelists and session speakers, maps of the conference site and the town of Banff. The agenda is referred to constantly during the event and is regarded as a valuable resource for the year ahead.

## DELEGATE BAG INSERT

**\$1,600 – 1 item per bag**  
**\$2,800 – 2 items per bag**

Send your company's message around the world with the BANFF 2010 Delegate Bag. Insert a gift, publication or promotional item that delegates will take home and use throughout the year, or provide a written piece on your product, service or program.

## PROMOTIONAL RACK

**\$400**

Prominently placed in the delegate lounge, delegates can pick up information on your product, service or program from the Promotional Racks. Each year the Promotional Rack features publications and information from industry leaders and is accessible to all attendees throughout the entire conference.



festival international de télévision de  
**BANFF**  
world television festival



## BOOKING ORDER FORM

as of March 2009

Fax to: (416) 921-9878

Please type your information directly into the fields and print a copy of this form to be faxed.

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_  
As you wish your name to appear in print

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**Province/State:** \_\_\_\_\_

**Postal/ZIP Code:** \_\_\_\_\_

**Country:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

If applicable please fill in advertising details below.

- Delegate Bag Insert  
 Promo Material

Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Size: \_\_\_\_\_

### PAYMENT

Visa     MasterCard     American Express     Send Invoice

Cheque enclosed (Please make cheques payable to Achilles Media Ltd.)

Credit Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Card Holder: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\* Prices subject to change. All prices in CAD

### CANCELLATION POLICY

A 20% administration fee will be charged on all advertising cancellations made after the booking deadline.

**Rob Francia**  
Manager, Advertising and Partnerships  
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rfrancia@achillesmedia.com  
www.banff2010.com  
www.nextmediaevents.com/banff

### PLACE ORDER

AMOUNT

Outside Back Cover (colour)	<input type="checkbox"/>	\$5,500.00
Inside Front Cover (colour)	<input type="checkbox"/>	\$4,750.00
Inside Back Cover (colour)	<input type="checkbox"/>	\$4,250.00
Tab Page (colour)	<input type="checkbox"/>	\$3,800.00
Full Page	<input type="checkbox"/>	\$2,750.00
1/2 Page <input type="checkbox"/> h <input type="checkbox"/> v	<input type="checkbox"/>	\$1,550.00
1/3 Page	<input type="checkbox"/>	\$1,050.00
1/4 Page <input type="checkbox"/> h <input type="checkbox"/> v	<input type="checkbox"/>	\$925.00
Optional One-colour	<input type="checkbox"/>	\$425.00
Optional Four-colour	<input type="checkbox"/>	\$850.00
Delegate Bag Promo Insertion	<input type="checkbox"/> 1 item \$1750.00 <input type="checkbox"/> 2 items \$2800.00	
Promotional Rack	<input type="checkbox"/>	\$400.00

SUB TOTAL

5% GST

TOTAL (CDN)

### DEADLINES

#### Cover Ads:

Booking: May 3, 2010  
Delivery: May 7, 2010

#### Colour & B&W Ads:

Booking: May 3, 2010  
Delivery: May 7, 2010

#### Delegate Bag Inserts:

Booking: May 10, 2010  
Delivery: May 26, 2010

#### Promotional Rack:

Booking: May 10, 2010  
Delivery: May 26, 2010