

# ADVERTISE WITH THE RENDEZVOUS WITH MADNESS FESTIVAL

## ABOUT THE FESTIVAL

Rendezvous with Madness is the signature program of Workman Arts, is an internationally recognized charitable organization working in the area of art and mental health. For 26 years, Rendezvous with Madness, was the largest – and first – mental health film festival in the world.

In 2018, the festival embraced a wider range of multidisciplinary art forms along with the provocative films it has been known for. While the dedication to bringing light to issues surrounding mental health, addiction, recovery and wellness remains, the 28<sup>th</sup> Rendezvous with Madness Festival includes media installations, visual art, theatre, film, panel discussions and in-conversation events.

## WHY ADVERTISE?

The Rendezvous with Madness program guide is a fantastic opportunity for your business or organization to reach Toronto arts and culture audiences.

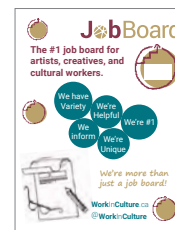
### Your print ad will be seen by our diverse audience:

- 85% GTA-based
- 60% are repeat attendees
- 15% are in the 18-25 age range, 20% are 26-34, 22% are 35-50 and 34% are 51-64.
- 23% have a household income of over \$100K and 26% have a household income between \$40-100K
- 75% have an undergraduate degree or higher.

### The program guide is:

- Printed in full colour throughout
- 8"x10" matte coated stock
- 2000 printed & distributed
- Delivered to donors, sponsors and community partners
- Displayed at all festival venues, as well as distributed to key sites around Toronto
- Also available as a PDF download on the Workman Arts website during the festival, and as an archive, after the festival

## 2019 PROGRAM SAMPLES



A 15% discount will be applied to all non-profit orders, please enquire.

## FOR ALL ADVERTISING QUERIES, PLEASE CONTACT:

Emma Gaudio, Communications & Education Assistant  
emma\_gaudio@workmanarts.com **OR**  
Sara Kelly, Communications & Development Manager  
sara\_kelly@workmanarts.com 416-583-4339 ext. 2

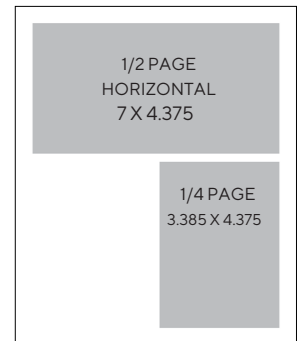
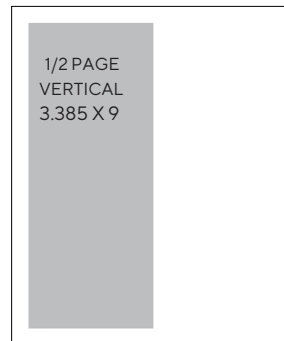
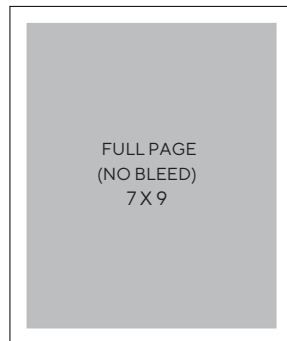
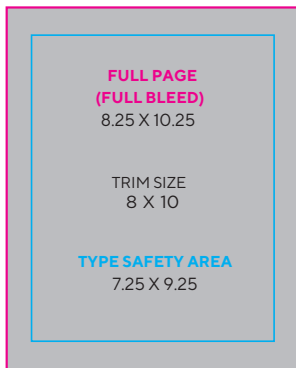
# RENDEZVOUS WITH MADNESS PROGRAM AD SPECIFICATIONS

## AD ARTWORK SIZES (WIDTH X HEIGHT, INCHES)

Full Page (full bleed)	8.25" x 10.25"
Full Page (no bleed)	7" x 9"
1/2 Page Vertical	3.385" x 9"
1/2 Page Horizontal	7" x 4.325"
1/4 Page	3.385" x 4.375"

## 2020 PROGRAM GUIDE PRINTING SPECIFICATIONS:

- 8" x 10" trim size, with 0.125" bleeds
- full-colour throughout
- printed sheetfed on matte coated stock
- **All advertising can be full-color!**



## ARTWORK REQUIREMENTS:

- PDF/ X-1a is the only file format accepted. When saving ad files, please select PDF/ X-1a from the preset menu of your software program.
- All fonts must be embedded or outlined.
- Artwork must only use CMYK colours. If RGB, spot or Pantone colours are used, they will be automatically converted to CMYK. Some colour shifting may occur.
- Photos and bitmapped graphics (i.e. placed JPEG, TIF or PSD images) should be 300 dpi at their final size.
- The artwork size should be exactly the size required. Do not leave extraneous space surrounding the artwork.
- Do not save artwork with crop marks or any other elements such as registration marks or colour bars. This includes full bleed ads.

## PRICING

Outside Back Cover	\$1750
Inside Front/Back Cover	\$1200
Full Page	\$800
Half Page Vertical/Horizontal	\$500
Quarter Page	\$250

We also offer on-screen still ads prior to film screenings, at a rate of \$200 (discounts provided for multiple insertions). Files for on-screen ads should be saved as PNG or JPG, 72 DPI at 1920 x 1080 pixels.

## DEADLINES

**Booking** - July 31, 2020

**Artwork Due** - August 7, 2020

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