

To Book Space, e-mail
bruce@bytowne.ca
 or call Bruce White
 at 613-789-4600

The ByTowne Guide

Advertising Rate Card

BYTOWNE

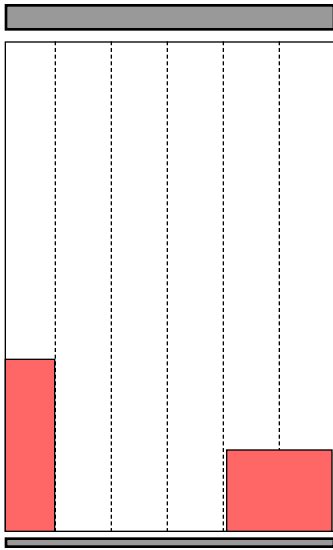
C I N E M A

325 Rideau St. 789-F-I-L-M
 Office: (613) 789-4600

In effect for all issues of 2012; all terms and conditions on pages 2 & 3

1/18th (Vertical)
 9 picas, 6 points wide
 32 picas, 4 points high
 4 cm wide
 13.6 cm high
 1.583" wide
 5.389" high

\$185 +G.S.T.
 per insertion

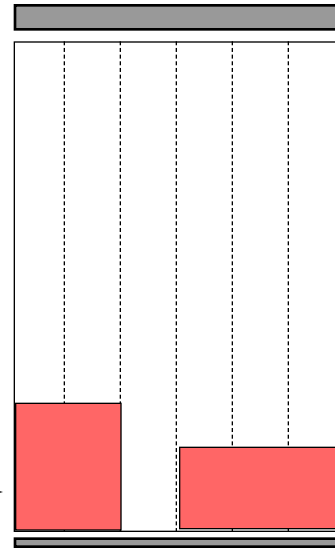


1/18th (Horizontal)
 20 picas wide
 15 picas, 8 points high
 8.4 cm wide
 6.6 cm high
 3.333" wide
 2.61" high

\$185 +G.S.T.
 per insertion

1/12th (Vertical)
 20 picas wide
 24 picas high
 8.4 cm wide
 10.2 cm high
 3.333" wide
 4.0" high

\$265 +G.S.T.
 per insertion

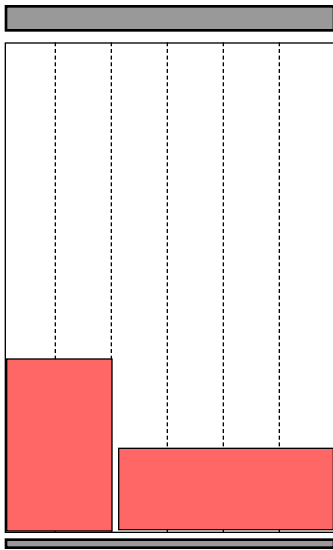


1/12th (Horizontal)
 30 picas, 6 points wide
 15 picas, 8 points high
 12.9 cm wide
 6.6 cm high

5.083" wide
 2.61" high
\$265 +G.S.T.
 per insertion

1/9th (Vertical)
 20 picas wide
 32 picas, 4 points high
 8.4 cm wide
 13.6 cm high
 3.333" wide
 5.389" high

\$350 +G.S.T.
 per insertion

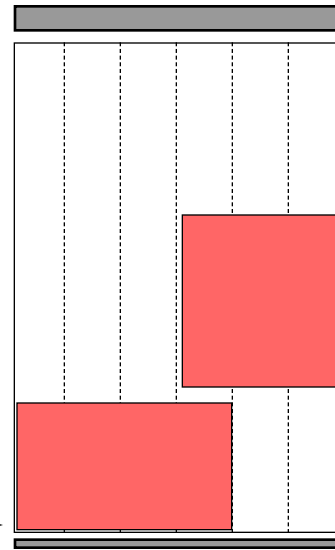


1/9th (Horizontal)
 41 picas wide
 15 picas, 8 points high
 17.3 cm wide
 6.6 cm high
 6.8125" wide
 2.61" high

\$350 +G.S.T.
 per insertion

1/6th (Horizontal)
 41 picas wide
 24 picas high
 17.3 cm wide
 10.2 cm high
 6.8125" wide
 4" high

\$525 +G.S.T.
 per insertion



1/6th (Square)
 30 picas, 6 points wide
 32 picas, 4 points high
 12.9 cm wide
 13.6 cm high
 5.083" wide
 5.389" high

\$525 +G.S.T.
 per insertion

SPECIAL CATEGORY:

Calendar Page Ad

Premium space at bottom of pull-out centre calendars. Only 12 available per issue, offered first to incumbent advertisers. **New clients may have to join a waiting list** to qualify for a future issue.

\$215 +G.S.T. per insertion

9 picas, 6 points wide by
 15 picas, 8 points high
 4 cm wide by 6.6 cm high
 1.583" wide by 2.61" high



SPECIAL CATEGORY:

Restaurant Directory Ad

Specially priced space on page 7 (back of pull-out calendar pages). Only food service institutions are eligible to advertise in the Restaurant Directory.

\$65 +G.S.T. per insertion

9 picas, 6 points wide by
 15 picas, 8 points high
 4 cm wide; 6.6 cm high
 1.583" wide by 2.61" high



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In effect for all issues of 2012



325 Rideau St., Ottawa
(613) 789-4600
email: **bruce@bytowne.ca**

◆ The ByTowne Guide

The ByTowne Cinema self-publishes the ByTowne Guide once every two months. The publication is a comprehensive listing of every film that will play at the cinema during those two months, complete with lots of pictures, reviews and other interesting commentary.

The ByTowne Guide is not intended to be a profit-generating publication. We price our advertising at low rates which reflect our costs of printing, layout and distribution only. This ensures that the ByTowne Guide remains one of the best advertising values in Ottawa.

◆ Circulation

Every issue of the ByTowne Guide has a minimum print run of 48,000 copies. Just over 2,000 are mailed to ByTowne Members, and the balance are circulated around the city to about 250 locations. The strength of our circulation is primarily in downtown Ottawa.

All copies of the ByTowne Guide are picked up by readers who actively want a ByTowne Guide; none are simply dropped on doorsteps or sent out via unaddressed bulk mailings.

◆ Readership

Circulation of the ByTowne Guide is not audited. Common sense tells us that the majority of readers are customers of the ByTowne, and movie fans in general. The variety of films shown at the ByTowne embraces virtually every demographic, but the one thing that all ByTowne patrons have in common is their willingness to leave the house and enjoy an evening out.

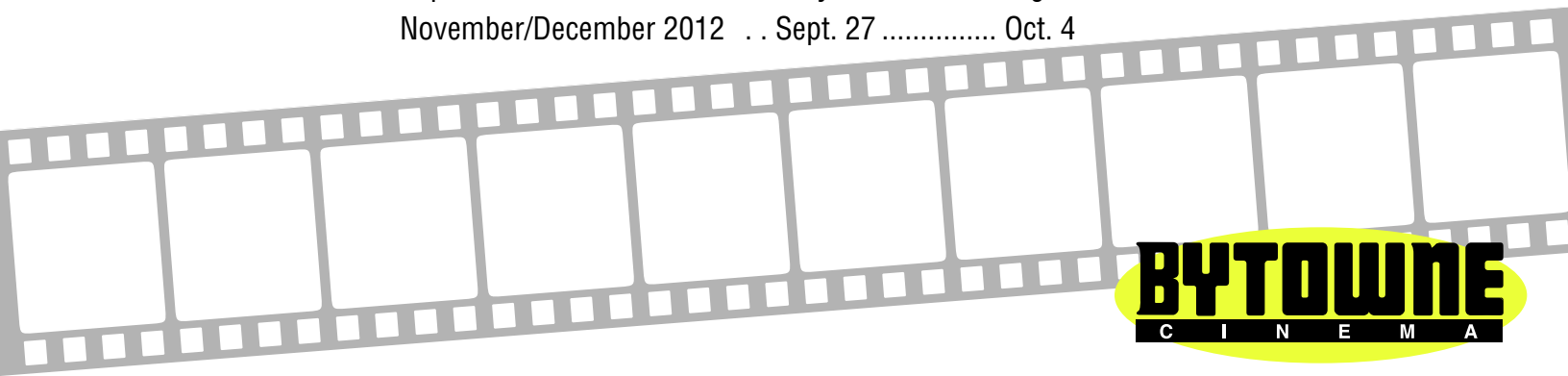
We know the Guide works: the ByTowne Cinema entertains nearly 3,000 people per week, even though many of the cinema's presentations are not advertised anywhere other than the ByTowne Guide.

◆ Deadlines

Each issue of the ByTowne Guide covers two months of film presentations: January & February, March and April, etc. The ByTowne Guide is completed and 'on the street' about a week prior to the first day of its programming period (June 22nd or 23rd for July/August, for example).

Deadlines for advertising in the issues of 2012 are as follows:

ISSUE DATE	RESERVE SPACE BY	CAMERA READY ART DUE
January/February 2012	Nov. 24.....	Dec. 1
March/April 2012	Jan. 26	Feb. 2
May/June 2012	Mar. 29	Apr. 5
July/August 2012	May 31.....	Jun. 7
September/October 2012	July 26	Aug. 2
November/December 2012 . .	Sept. 27	Oct. 4



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◆ Sizes and Prices

All available sizes are shown on the accompanying page, with prices and dimensions of the space indicated.

Prices are for the space only; preparing the ad is the responsibility of the advertiser (see 'Technical Requirements', below).

◆ How To Save Money

There is only one discount available for multiple insertions in the ByTowne Guide: Advertisers who pay *in advance* for five insertions of an ad receive the 6th ad free.

◆ Billing and Payment

First-time advertisers must pay in advance for the first insertion; payment should arrive at the ByTowne by the same date as the deadline for camera ready artwork (see chart on previous page).

Subsequent ads will be billed to the advertiser on a Net 30 Day basis. Advertising will be suspended if an account is in arrears.

◆ Technical Requirements

Finished ads must be prepared to the dimensions given, and submitted as electronic files. One of the most straightforward ways to do this is to save your finished file as a .tif or .jpeg image file at a resolution of 400 dpi or higher. We can also happily use Quark XPress documents (our current version is 8.0), with images and fonts included, or Illustrator files (we're working with CS4; don't forget to convert your fonts to outlines). E-mail Bruce White at bruce@bytowne.ca if you or your designer has any questions.

PDF: We do NOT accept .pdf documents for final production. Please convert your .pdf files to 400 dpi image files. Thanks.

All ads and supporting images must be black & white or grayscale only. Electronic ads may be e-mailed to bruce@bytowne.ca or may be burned to CDs and delivered to the cinema (see below).

◆ Reaching Us

Bruce White (bruce@bytowne.ca) keeps track of all the ad bookings, and can answer your questions about the technical aspects, too. I prefer e-mail, but if you want to reach me by phone, try during our business hours, Monday to Friday from 11:00 am to 6:00 pm.

Telephone: (613) 789-4600 Fax: (613) 789-3456

E-mail: bruce@bytowne.ca

Address (mail and deliveries): 325 Rideau St., Ottawa K1N 5Y4

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