

# orlando filmbook

an award-winning publication of the metro Orlando film & entertainment commission

➤➤ The Metro Orlando Film & Entertainment Commission, a division of the Metro Orlando Economic Development Commission, markets Central Florida as an ideal region for film, television, commercial and interactive entertainment production.

The *Orlando Filmbook*, the official publication of the Metro Orlando Film & Entertainment Commission, provides producers and directors with the comprehensive, detailed information they need to do business in Central Florida. With a qualified distribution of 7,500 copies, the *Orlando Filmbook* is THE guide for the industry in our region. It includes information on permitting, production companies, stages and backlots, crews and technicians, equipment, production support services, post production, and much, much more.

## ➤➤ don't miss out

Promote your business to Central Florida's lucrative film and television production market by placing a display ad in the *Orlando Filmbook*! Each full-page advertiser, including covers, will receive an enhanced listing.

### closing dates

**2010 issue:**  
 Space Closing:  
 September 24, 2009  
 Ad Materials Due:  
 October 2, 2009  
 Publication Date:  
 December, 2009

### cover positions - net rates

**4-color only**  
 Back Cover \$ 4,985  
 Inside Front Cover \$ 4,744  
 Inside Back Cover \$ 4,610

**no ad bleeds allowed**  
**note:** this guide is a spiral-bound publication.

### advertising - net rates

ad size	4-color rates - tab only	black & white rates
Full Page	\$ 4,475	\$ 2,665
1/2 Page	\$ 3,048	\$ 2,277
1/4 Page	\$ 1,901	\$ 1,368
1/8 Page	\$ 1,139	\$ 757

#### annual distribution: 7,500

Primary distribution is to key decision-makers at studios, advertising agencies and production companies in New York, Los Angeles and Chicago; upon request to production inquiries; to industry tradeshows in New York and Los Angeles; to top clients worldwide; and to local industry vendors.

### production ad specifications on reverse side

#### filmbook listing information

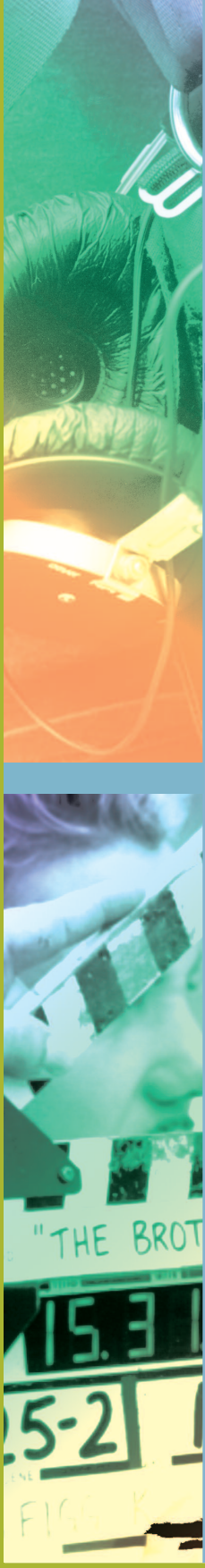
Advertisers are also entitled to two free listings in the Filmbook. (Restrictions may apply.)

A Filmbook application must be completed and is available at [www.filmorlando.com](http://www.filmorlando.com), or contact Metro Orlando Film & Entertainment Commission  
 Phone: 407-422-7159 x216

#### advertising sales department

Orlando/Orange County  
 Convention & Visitors Bureau, Inc.®  
 6700 Forum Drive, Suite 100  
 Orlando, FL 32821  
 Phone: 407-354-5537  
 Fax: 407-370-5019

A publication of:



## ad sizes

Cover Positions (vertical) .....	5-1/8" X 8"
Full Page (including Tabs) (vertical).....	4-1/2" X 8"
1/2 Page (horizontal) .....	4-1/2" X 4"
1/4 Page (horizontal) .....	4-1/2" X 2"
1/8 Page (horizontal) .....	2-1/4" X 2"

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## terms and conditions

Client signature indicates agreement to all terms and conditions outlined on both pages of contract. Space reservations are non-cancelable 30 days prior to space closing.

## sales closing

September 24, 2009

## materials deadline

October 2, 2009

## publish date

December, 2009

## advertising specs

Four-color ads will be placed on Tabs or Cover positions only. Positions are subject to availability.

### document construction

- Document size should be the same size as the ad. If an ad does not have an edge, a border may be applied at the publisher's discretion.
- All ads should be constructed using CMYK graphics and colors – no PMS colors or RGB images.
- Resolution of graphics should be 300 dpi and placed at 100%.

### digital formats

- PDF/X-1a is the preferred format for electronic file submission. All high-resolution images must be included and fonts embedded when the PDF/X-1a file is saved.
- TIFF and JPEG files are also acceptable formats. Resolution should be 300 dpi and color mode should be CMYK. TIFF files should be flattened and fonts embedded.

### ad submission

- The preferred method of ad submission is on a CD-ROM, accompanied by a proof that represents the final digital ad file at 100%, for verification that ad elements (artwork, fonts, etc.) output correctly. Verification of color in an ad requires a SWOP-certified proof with color bars, which has been calibrated to printing industry standards. **A proof printed on a laser, inkjet, or other printer that is not calibrated to printing industry standards does not provide an accurate representation of final color.**
- Electronic submission of ad files is now also accepted, but it is highly recommended that a hard-copy proof be provided separately for use in verifying that the file has transmitted correctly.
- **In the absence of a hard-copy proof supplied by the advertiser/agent, and of a SWOP-certified proof for color ads, the Orlando/Orange County Convention & Visitors Bureau, Inc.® and the Metro Orlando Film & Entertainment Commission will not in any way be held responsible for errors, omissions or color reproduction of the ad, and will not refund contracted advertising rates or other amounts should unnoted errors be subsequently printed.**
- Ads should be labeled with the publication name and issue date, along with the advertiser contact and phone number. We do NOT return CDs or other advertising materials unless requested. Materials that are not returned will be discarded after one year from insertion.
- In order to ensure accurate distribution of your materials, please include a copy of the insertion order or a packing slip that clearly indicates the publication name and issue date and the agency/vendor contact name and phone number.


**Send ads to: Orlando CVB, Publications Dept., Production Coordinator, 6700 Forum Drive, Suite 100, Orlando, FL 32821**


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 **space closes 9/24/09**

 **materials due 10/2/09**