



SLC FILM CENTER & SALT LAKE FILM SOCIETY PRESENT

# DAMN! THESE HEELS

LGBT FILM FESTIVAL

JUNE 17-19, 2011 \* TOWER THEATRE 9TH & 9TH

WWW.DAMNTHESEHEELS.ORG

## ADVERTISING RATE/SPEC SHEET

### AD DEADLINE MONDAY, MAY 13, 2011

Advertise in the Damn These Heels! 2011 LGBT Film Festival Program, which has 7,500+ copies distributed throughout this signature three day festival at the Tower Theatre as well as events leading up to it!

The Damn These Heels! LGBT Film Festival is a critically acclaimed four-day event, now in its 9th year, held at the historic Tower Theatre in the heart of three of Salt Lake City's most diverse neighborhoods. Our film festival brings award-winning feature-length films & documentaries, by, about, and of interest to the gay, lesbian, bisexual and transgender (LGBT) communities & straight allies.

**PREFERRED PLACEMENT IS NOT AVAILABLE. PROGRAM TRIM SIZE (FOLDED) IS 5.5" x 8.5"**

#### TECHNICAL REQUIREMENTS AND ACCEPTED FILE FORMATS

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**PDF:** 300dpi. CMYK or Grayscale. Acrobat 4.0 or higher. No transparencies. Embed all fonts.

**TIFF:** 300dpi. CMYK or Grayscale. PostScript: Level 2. Data Format: ASCII or Binary. No image compression.

**EPS:** 300dpi. CMYK or Grayscale. PostScript: Level 2. Data Format: ASCII or Binary. Embed all fonts.

**PLEASE NOTE:** Do not send JPEG or GIF files. Do not send files in RGB. Ads created in Microsoft Word, Publisher, or Power Point will not be accepted. Damn These Heels! Festival is not responsible for any errors in content provided by the advertiser. If files are prepared improperly and mechanical requirements are not met, Damn These Heels! Festival will not guarantee the reproduction of the ad and additional production charges to the advertiser may result.

**AD SIZES AND RATES ON NEXT PAGE.**



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## AD SIZES & RATES (all ads/prices are CMYK color)

<u>BACK/INSIDE FRONT COVER</u>	<u>FULL PAGE</u>	<u>HALF PAGE</u>	<u>QUARTER PAGE</u>
5.5" x 8.5"	5.5" x 8.5"	4.75" x 3.625"	2.25" x 3.625"
<b>\$750</b>	<b>\$500</b>	<b>\$250</b>	<b>\$125</b>

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### YES I WANT TO ADVERTISE IN THE DAMN THESE HEELS! 2011 FESTIVAL PROGRAM:

- BACK COVER    INSIDE COVER    FULL PAGE    1/2 PAGE    1/4 PAGE

Name \_\_\_\_\_ Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number(s) \_\_\_\_\_ Email Address \_\_\_\_\_

PAYMENT TYPE:    CHECK    VISA    MASTERCARD    AMEX

Credit Card Number \_\_\_\_\_ Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

We are pleased to accept American Express, Visa, and MasterCard in addition to checks. Please make checks payable to SLC Film Center and send with this form in the enclosed envelope to: SLC Film Center, 122 South Main Street, Salt Lake City, UT 84101.

SLC Film Center will provide the advertiser with the above-mentioned space in the Festival Program in return for payment in full of the contracted cost. All ads are subject to approval. Ads may be excluded due to subject matter or space limitations.

SLC Film Center   122 South Main Street • SLC, Utah 84101 • 801.746.7000 • www.slcfilmcenter.org • info@slcfilmcenter.org