

ADVERTISING OPPORTUNITIES

OFFICIAL PROGRAM

Advertise directly to your target market. Frequently consulted by all participants both during and after the show, this is the only official program for CMW.

FESTIVAL GIG GUIDE

A complete venue map and schedule of bands performing during Canadian Music Fest all in one handy Gig Guide is your one-stop source for reaching Festival-goers, musicians and A&R Reps. Guides are distributed on-site to all CMW delegates and to the general public at participating venues, clubs and targeted retail outlets throughout Toronto.

SIZE:

Trim size 5.375" x 8.375"
Full Page 4.875" x 7.875"
1/2 Page Horz. 4.875" x 4"
1/4 Page Box 2.375" x 4"

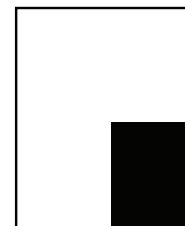
RATES & DIMENSIONS



FULL PAGE



1/2 PAGE



1/4 PAGE

SIZE	BLACK & WHITE		4 COLOUR		PREMIUM POSITIONS: (4 COLOUR)		
	FESTIVAL	PROGRAM	FESTIVAL	PROGRAM		FESTIVAL	PROGRAM
Full Page	\$1,800.00	\$2,250.00	\$2,600.00	\$3,700.00	OUTSIDE BACK COVER	\$4,000.00	\$5,500.00
1/2 Page	\$1,200.00	\$1,600.00	\$1,500.00	\$2,500.00	INSIDE FRONT COVER	\$3,500.00	\$4,500.00
1/4 Page	\$600.00	\$900.00	\$800.00	\$1,450.00	INSIDE BACK COVER	\$3,000.00	\$4,000.00

**ALL PRICES IN CANADIAN DOLLARS

MECHANICALS: Full page bleed ads will be accepted and must include a 1/8" bleed. It is recommended that only the background bleeds. All ad materials must adhere to the live area. All ad material must be exact sizes. Artwork not received to our size specifications will be returned or resized to our specification at a rate of \$75.00 per hour.

All ads must be supplied in digital format (CD, FTP or via Website) in Macintosh or PC formats in either Quark Express 5.0 or lower, Illustrator EPS, TIF or Photoshop. All ads must be accompanied by a laser or PDF proof. All support files such as eps or tiff images as well as all fonts must be supplied or converted to outlines. Half Tone Screen - 133 line.

DEADLINE FOR ARTWORK: FEBRUARY 10, 2012

ARTWORK SUBMISSION:

Contact verle@cmw.net for FTP password and instructions.

ONLINE MARKETING OPPORTUNITIES

Updated daily, cmw.net is tailored to both the music business professional and the active music consumer and averages over 100,000 visitors per month. In addition to its regular features, cmw.net delivers up-to-the minute information and material on festival performers, venues, panels and panelists, plus special events.

ONLINE MARKETING OPPORTUNITIES

AD TYPE	SIZE	WEEKLY	MONTHLY
Leader Board	728 x 90 pixels	\$750.	\$2,550
Skyscraper	160 x 600 pixels	\$700	\$2,400
Big Box	300 x 250 pixels	\$650	\$2,200



NEWSLETTER BLASTS:

\$1,250 per blast

Advertise in one of the 24 Email Blast that go to over 25,000 industry insiders. Banners start at \$1,250 per blast

COUNTDOWN TICKER:

\$1,000

Help us count down the days until CMW! Be a sponsor of the ticker with prominent placement on the CMW home page. This is a perfect way to get your message out.