



**IDFA PUBLICATIONS 2011 – Advertising Rates, prices in euro**

**DOCS FOR SALE CATALOGUE**

Size	bw
1 page	1450
½ page	885
¼ page	515

Back cover 2630, Inside Front Cover 2630, Inside back 1610  
**400 pages. 1000 copies. Deadline: November 1, 2011**

**IDFA CATALOGUE**

Size	bw	full colour
1 page	1995	2730
½ page	1215	1645
¼ page	715	1080

**220 pages. 2700 copies. Deadline: October 31, 2011**

**INDUSTRY GUIDE (incorporating Forum Program Guide)**

Size	bw
1page	1450
½ page	885
¼ page	515

Inside Front Cover 2450, Inside back 1395  
**1500 copies. Deadline: October 31, 2011**

**IDFA DAILY**

Size	1 day		5 days		9 days	
	bw	col	bw	col	bw	col
1 page	1290	1805	4520	6165	7020	9650
½ page	790	1195	2580	3755	4245	5845
¼ page	520	815	1810	2700	3150	4100

Solus – 1/8 strip on opening editorial page  
1230                      4180                      6590

All prices exclusive of VAT

**Circulation 7000 copies per day**  
**Material deadline: 3 days before publication**

**Contact: Nick Cunningham, publisher. tel: 44 1225 484933, or mob 44 7712 655006**  
[idfa@nickcunningham.com](mailto:idfa@nickcunningham.com)



## MECHANICAL SPECIFICATIONS

### Docs for Sale Catalogue

size	width x height
1 page	165 x 235 mm + 5 mm bleed
1/1 page	155 x 225 mm
1/2 page	155 x 110 mm (landscape)
1/2 page	75 x 225 mm (portrait)

### IDFA Catalogue

size	width x height
1 page	210 x 210 (plus 3mm bleed)
1/2 page horiz	190 x 92,5
1/2 page vertical	92,5 x 190
1/4 page	92,5 x 92,5

### Industry Guide

size	width x height
1 page	148 x 210 mm (plus 3mm bleed)
1/2 page horiz	140 x 100 mm
1/2 page vertical	67,5 x 200 mm
1/4 page	67,5 x 98 mm

### IDFA daily

size	width x height
1 page	265 x 380 mm
1/2 page	235 x 170 mm (horiz)
1/2 page	115 x 350 mm (vertical)
1/4 page	115 x 170 mm (box)

## ARTWORK

Digital Certified PDF or QuarkXPress or InDesign document including fonts and illustrations.

Mail (max 2 mb) or wetransfer.com: [cathalijne@idfa.nl](mailto:cathalijne@idfa.nl)

Tel: +31 20 627 33 29