

# POINT OF VIEW

INDEPENDENT • DOCUMENTARY • MEDIA • CULTURE



## Content

POV's mandate is to present the art and business of independent documentary film production by providing rich and incisive writing on documentaries and independent films made in Canada and abroad.

POV is committed to addressing issues that are important to our readership, including media history, ethics, aesthetics, funding and cultural policy both in Canada and abroad.

POV is published quarterly and has been in print since 1992. The magazine is printed on paper certified by the Forest Stewardship Council.

## Circulation

- Readership spans 6000-8000 per issue including 700+ members of the Documentary Organization of Canada
- We reach 10 provinces and 3 territories, as well as distribute internationally
- Available through subscription, in a digital edition and at over 55 newsstands and bookstores nationwide
- Bonus distribution at numerous Canadian Film Festivals

## Demographics

POV reaches a targeted niche of Canadian independent film and television producers, directors, editors, technicians, broadcasters, media buyers, festival programmers, government agencies, universities, visual arts organizations and film enthusiasts.

POV readers are the key decision-makers in their companies. The types of production POV readers are most typically involved in are: one-off documentaries, documentary series, lifestyle series, drama, interactive programming, children's programming and reality TV.

## Pricing

Size	1x	2x	4x
Inside Front Cover	\$2300.	\$ 2100.	\$ 1800.
Inside Back Cover	1900.	1600.	1400.
Outside Back Cover	2500.	2200.	2100.
Double Page Spread	2800.	2600.	2400.
Full Page Colour	1200.	1100.	960.
Full Page BW	950.	900.	850.
Half Page Colour	660.	625.	575.
Half Page BW	580.	550.	500.
Quarter Page Colour	490.	450.	400.
Quarter Page BW	420.	390.	325.
Marketplace Directory BW	250.	175.	155.

**Flyers/Inserts:** We will include flyers or other inserts such as 1-sheets, small brochures or postcards in our magazine mailing for a flat-fee of \$1400 (subject to weight.) Inserts to be provided by advertiser at own expense.

## Deadlines

### POV 85 (Spring)

Publication date	Thu., Feb. 23, 2012
Ad material due	Wed., Feb. 8, 2012
Ad closing	Fri., Jan. 20, 2012
Festival Coverage/Participation	

**Images, FIFA, Reel Artists**

### POV 86 (Summer) – Hot Docs Issue

Publication Date	Fri., Apr. 20, 2012
Ad material due	Wed, Apr. 4, 2012
Ad closing	Fri., Mar. 16, 2012

Festival Coverage/Participation

**Hot Docs, DOXA,**

### POV 87 (Autumn) – TIFF Issue

Publication date	Fri., Sept. 7, 2012
Ad material due	Wed., Aug. 22, 2012
Ad closing	Fri., Aug. 3, 2012

Festival Coverage/Participation

**TIFF, Planet in Focus, imagineNATIVE, Reel Asian, Breast Fest**

### POV 88 (Winter) – Education Issue

Publication date	Fri., Nov. 23, 2012
Ad material due	Wed., Nov. 7, 2012
Ad closing	Fri., Oct. 19, 2012

Festival Coverage/Participation

**NextMedia, IDFA**

To reserve ad space, contact our Sales Director, Marsha Cummings at 416.556.5302 or marsha@docorg.ca

# POV

INDEPENDENT • DOCUMENTARY • MEDIA • CULTURE



## Specifications

### File formats:

POV accepts files in PDF format. Please make sure all images and fonts are embedded and saved at a high resolution (300 dpi). Native application files (QuarkXPress, InDesign, etc.) are not accepted, as reproduction problems can occur. Film is also not accepted. If you are unable to meet the above requirements, please contact Dave Donald at 416-319-4142 to discuss other arrangements. The magazine will find a way to meet your needs.

### Colour:

- Convert all colour elements in ads to CMYK.
- Check that BW ads have no embedded colour images.

### Bleeds:

Add 1/8" bleed on all sides. Keep critical elements at least 1/2" away from the trim and gutter.

### Ad design/layout:

\$50.00 per hour.

### Send files to:

daviddonald55@yahoo.ca  
cc: marsha@docorg.ca

## Ad Formats

All measurements are width by height



### Full Page bleed

Trim size: 8 3/4 x 11 1/4"

Add 1/8" bleed.

Keep critical elements 1/2" away from trim.



### Double Page Spread

Trim size: 17 1/2 x 11 1/4"

Add 1/8" bleed.

Keep critical elements 1/2" away from trim and gutter.



Side A



Side B

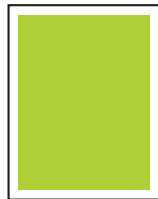
### Inside Cover Gatefold

Opening Page, Side A Trim: 8 1/2 x 11 1/4"

Left Page, Side B Trim: 8 1/2 x 11 1/4"

Right Page, Side B Trim: 8 3/4 x 11 1/4"

Add 1/8" bleed. Keep critical elements 1/2" away from trim and gutter.



### Full Page no bleed

7 9/16 x 10"



### Half Page

7 9/16 x 4 3/4"



### Quarter Page

7 9/16 x 2 5/16"



### Marketplace Directory

3 5/8 x 2 1/8"

## Billing

First-time insertions must be prepaid no later than the advertising deadline; prepayment requisite waived when ad is accompanied by 4 consecutive issue signed contact with 25% payment of total fee. Subsequent payments are due upon receipt of invoice with the magazine publication. Net 30 terms; late payments will incur a 2% service charge.

## Contacts

### Sales Director:

**Marsha Cummings**

Ph: 416.556.5302

email: marsha@docorg.ca

### Production Manager:

**Robin Koning**

Ph: 416.599.3844 x 4 or

Toll Free: 1.877.467.4485 x 4

email: pov@docorg.ca

### Art Director:

**Dave Donald**

Ph: 416.319.4142

email:

daviddonald55@yahoo.ca

### Point of View

215 Spadina Ave, Suite 126

Toronto ON. M5T 2C7

## Online Advertising Opportunities on DOCspace.ca

Receive a 20% discount on advertising on DOCspace.ca with the purchase of a POV print ad. Docspace.ca is the online destination for Canadian documentary filmmakers, fans and films.

To reserve ad space, contact our Sales Director, Marsha Cummings at 416.556.5302 or marsha@docorg.ca