

EIGHTH ANNUAL  
**Oakland**  
**INTERNATIONAL**  
*film festival*

**T**he 8th Annual Oakland International Film Festival begins October 8-14 at various venues in Oakland. The film festival is presented by the non-profit Oakland Film Society in partnership with the *East Bay Express*. A comprehensive festival program guide will be published in the *Express*, and advertising opportunities are currently still available. Advertising in the program guide not only supports independent filmmakers, it also aligns your business with film enthusiasts across the East Bay.

*In addition to print advertising in the program guide, sponsorship packages are available for the OIFF. Please contact us or visit OIFF's website for more information: [www.oiff.org](http://www.oiff.org).*

*50,000 copies of the OIFF Program Guide will be inserted into the Express on Oct. 7.*

## **EAST BAY EXPRESS**

Phone: **510-879-3700**

Fax: **510-879-3793**

### *rates & sizes*

Black & White	(w x h)
<b>\$1430</b>	Full Page - 10.125" x 10.82"
<b>\$1110</b>	1/2 H - 10.125" x 5.321"
<b>\$800</b>	1/2 V - 4.971" x 10.82"
<b>\$430</b>	1/4 V - 4.971" x 5.321"
<b>\$221</b>	1/8 V - 2.394" x 5.321"
<b>\$221</b>	1/8 H - 4.971" x 2.563"
<b>\$117</b>	1/16 - 2.394" x 2.563"

Process color is an additional \$200.

Ad design available if needed.

- Ads must be submitted to specific ad size.
- Acceptable file formats: pdf, tiff, and jpg
- Ads should be produced at 85 line screen at least 150 dpi, 300 dpi is preferable.

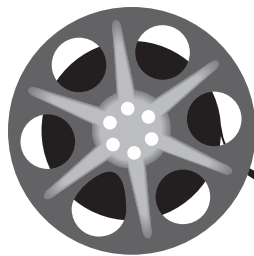
### *deadlines*

Publication Date

**Wednesday, Oct. 7**

Space Reservation and  
Ad Materials Deadline

**Wednesday, Sept. 30**



EIGHTH ANNUAL  
**Oakland**  
**INTERNATIONAL**  
*film festival*

## **SPONSORSHIP PACKAGES**

### **PRESENTING: \$50,000**

A one-minute commercial screens before all screenings (provided to OIFF)

On The Table - The Oakland International Film Festival will host booth spaces at various events. Add your promotional literature to our table

Your company name or logo recognizing you as the Presenting Sponsor on all promotional and event materials

Full-page advertising in Official Program Guide (1st choice of location)

Logo listing and recognition as the Presenting Sponsor on the OIFF website Home Page

Link to your website from [www.oiff.org](http://www.oiff.org)

Twelve - All-Access Passes

Twenty tickets for each screening

Logo shown on pop-up home page banner

### **DIAMOND: \$25,000**

A thirty-second commercial screens before all screenings (provided to OIFF)

Your company name or logo recognizing you as the Diamond Sponsor on all promotional and event materials.

Full-page ad in Official Program Guide

Logo listing and recognition as DIAMOND

Sponsor on the OIFF website with link to your website

Link to your website from: [www.oiff.org](http://www.oiff.org)

Ten - All-Access Passes

Sixteen tickets for each screening

Logo shown on pop-up home page banner

### **GOLD: \$15,000**

A 15-SECOND commercial screens before all screenings (provided to OIFF) showing your company's logo

Your company name or logo recognizing you as the Gold Sponsor on all promotional and event materials.

1/2 Page advertising in Official Program Guide

Logo listing and recognition as a Gold Sponsor

Sponsor on the OIFF website

Link to your website from [www.oiff.org](http://www.oiff.org)

Eight - All-Access Passes

Eight tickets for each screening

Logo shown on pop-up home page banner

### **SILVER: \$10,000**

Your company name or logo recognizing you as the Silver Sponsor on all promotional and event materials

Logo listing and recognition as SILVER Sponsor on the OIFF website

1/4 Page advertising in Official Program Guide

Link to your website from [www.oiff.org](http://www.oiff.org)

Four - All-Access Passes

Two tickets for each screening

Logo shown on pop-up home page banner

### **BRONZE: \$5000**

Company name listed on sponsor page with link to your company's website

1/4 Page advertising in Official Program Guide

Two - All-Access Passes

### **FRIENDS: \$1000**

Company name listed as a Friend of Oakland International Film Festival on [www.oiff.org](http://www.oiff.org) website with link

One - All-Access Pass

# EAST BAY EXPRESS

# Print, Online and Event Advertising Agreement

620 3rd Street, Oakland, CA 94607; [Billing@EastBayExpress.com](mailto:Billing@EastBayExpress.com) or call 510-879-3700

**FAX BACK TO: 510-879-3793**

PLEASE PRINT

Business Name: \_\_\_\_\_ Phone Number: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Ext. \_\_\_\_\_

Street Address: \_\_\_\_\_

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

Billing Contact Name: \_\_\_\_\_ Email address: \_\_\_\_\_

Advertising Buyer Contact Name: \_\_\_\_\_ Email address: \_\_\_\_\_

Advertiser hereby purchases from East Bay Publishing, LLC (Publisher), and Publisher hereby sells to Advertiser the following (subject to the terms and conditions at the bottom of this document):

## PRINT

Date: \_\_\_\_\_ Ad Size: \_\_\_\_\_ Net Cash Cost: \_\_\_\_\_

## Credit Card Payments

If this section is completed, by signing this contract, I agree for Publisher to charge my credit card in the amount of \$ \_\_\_\_\_ per \_\_\_\_\_ (or related frequency column pricing if ad size changes) in which my advertisement runs, pursuant to this contract.



Other \_\_\_\_\_ Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_  Per Ad  Monthly  One Time  Other \_\_\_\_\_

Billing Address (Associated with Credit Card): \_\_\_\_\_

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

Signature: \_\_\_\_\_ Advertiser Signature: \_\_\_\_\_ East Bay Express Account Executive

To be valid, this contract must be accepted by the Sales Manager/Publisher of East Bay Express at Oakland, CA

Accepted and approved by \_\_\_\_\_ at Oakland, CA Date: \_\_\_\_\_  
Sales Manager/Publisher

## TERMS AND CONDITIONS OF EAST BAY EXPRESS ADVERTISING AGREEMENT

- All advertising is subject to Publisher's approval.
- All new contract Advertisers must pay for at least four advertisements in advance, after which time credit may be extended upon submission and approval of an East Bay Express credit application form. After credit has been established, all invoices are due and payable upon delivery.
- An interest charge of 1 % per month (or the maximum rate, if lower) may be added to accounts not paid in advance or within agreed upon terms.
- All Open Rate, political and adult entertainment advertising must be paid in advance.
- This Agreement cannot be invalidated or canceled by Advertiser for incorrect insertions or omissions by Publisher.
- Publisher shall not be responsible for typographical errors. However, in its sole discretion, Publisher may reduce the charge for such portion of an advertisement as may have been rendered useless by such typographical error. Publisher assumes no responsibility for more than one insertion error in any advertisement. Advertiser agrees that in the event Publisher fails to publish an advertisement, or makes any error in the publication of any advertisement, or otherwise breaches this Agreement, Advertiser's sole remedy is the refund of the cost of the advertisement in question. Advertiser waives any right to collect other damages, including but not limited to incidental, consequential or lost profits damages.
- The rates agreed to on the face of this Agreement shall apply only if Advertiser fully performs this Agreement according to terms. If Advertiser cancels this Agreement for any other reason other than a rate increase as provided for in paragraph 11 hereof, Advertiser shall pay a short rate. A short rate is defined as the amount that would have been charged based upon the rate card in effect at the signing of the Agreement. For example, an advertiser who cancels after the first but before the fourth advertisement will pay the open rate for each insertion.
- Any bills rendered to Advertiser by Publisher shall be considered correct unless a specific, written objection is made by Advertiser within (30) days from the date of billing.
- Publisher reserves the right to cancel this Agreement at any time without notice if Advertiser fails to pay any bill within forty-five (45) days of submission thereof or commits any other breach of this commitment. In the event of such cancellation, Advertiser agrees to pay (a) all advertising from the date of this Agreement to the date of cancellation at the current Open Rate per line (or column inch), and (b) all costs of collection, including without limitation reasonable attorney's fees for the collection of monies due from Advertiser and in enforcing Publisher's rights under this Agreement, whether or not a lawsuit is instituted.
- Advertiser represents to Publisher that none of the advertising copy submitted by it to Publisher shall give rise to any claim by a third party including, but not limited to fraud, misrepresentation, defamation, libel, trade disparagement, invasion of privacy or infringement of any copyright, trademark or trade name (hereinafter "Third Party Claim"). Advertiser also agrees to defend, reimburse, pay, indemnify and save and hold Publisher and its affiliates, agents and assigns harmless from any liability, loss, damages, judgment, or claim or any and all costs and expenses (including without limitation attorney's fees and costs) incurred by them in connection with any action, suit, claim or proceeding in whatever nature threatened or brought against them arising from any advertisement punished by Publisher for Advertiser pursuant to this Agreement, including without limitation and Third Party claims.
- Publisher reserves the right to change the rates and amend ad placement provisions agreed to herein at any time; provided, however, that if Publisher increases advertising rates or amends ad placement provisions during the term of this agreement for the Advertiser; Advertiser shall have the right to cancel this Agreement, without short rate penalty charge, within (5) days of the date on which such increase or amended placement applicable to the Advertiser are made effective by Publisher.
- If this Agreement is signed by an advertising agent for Advertiser, said agency represents and warrants that it is authorized to sign the Agreement for its client involved. It is further understood and agreed that the Advertiser/client benefiting from any advertising ordered by the agency is liable for payment therefore jointly and severally with the agency.
- Advertiser agrees that in the event new copy is not supplied before the deadline for next insertion, Publisher has the right to insert the minimum rate holder.
- Advertiser expressly invites and grants permission to Publisher to transmit any advertisement or solicitation pertaining to Publisher's goods and services to Advertiser by any means, including via facsimile and e-mail.
- In the case that a part or all of this Agreement is to be satisfied by barter, Advertiser agrees that the barter rendered will have no expiration date and that Publisher has the right to resell said barter at any amount that Publisher may choose to establish.
- This Agreement constitutes the entire Agreement between the parties, and no verbal agreements or representations changing or supplementing in any manner the Terms and Conditions hereof shall be deemed effective.
- This Agreement shall be governed by the laws of California. Any dispute arising under this Agreement may be resolved either in court or arbitration, at Publisher's discretion.