



The Encore Directory has been a reliable resource for the film and television industry for 25 years. Providing up-to-date and accurate contact information, the Encore Directory helps keep the industry connected.

Available in print and online versions, the Encore Directory offers the opportunity to showcase your business in relevant categories. This targeted medium allows you to reach people at key moments when they are searching for industry contacts.

Each copy of the Encore Directory is used by an average of 3.1 people<sup>^</sup>. 79.4% of respondents purchased the Encore Directory because it's a reliable source of contact information<sup>^</sup>.

**Encore Directory**

| Size                      | Rates (Colour)      | Rates (Mono) | Type Area (width x height) | Trim Size (width x height) | Bleed Size (width x height) |
|---------------------------|---------------------|--------------|----------------------------|----------------------------|-----------------------------|
| Full Page                 | \$2700              | \$1800       | 120 x 190 (mm)             | 145 x 217 (mm)             | 155 x 227 (mm)              |
| Half Page                 | \$1950              | \$1100       | 120 x 85 (mm)              | -                          | -                           |
| Third Page                | \$1450              | \$950        | 37 x 190 (mm)              | -                          | -                           |
| Quarter Page              | \$1300              | \$850        | 120 x 35 (mm)              | -                          | -                           |
| Enhanced Listing (Print)  | \$425               | -            | 35 x 20 (mm)               | -                          | -                           |
| Enhanced Listing (Online) | \$490               | -            | 35 x 20 (mm)               | -                          | -                           |
| Homepage Banner           | \$1000 per month    |              | 728 x 190 (px)             | -                          | Max. 39k                    |
| Homepage Island           | \$1000 per month    |              | 300 x 250 (px)             | -                          | Max. 39k                    |
| Category Sponsorship      | \$995 per 12 months |              |                            |                            |                             |
| • Banner                  |                     |              | 728 x 190 (px)             | -                          | Max. 39k                    |
| • Island                  |                     |              | 300 x 250 (px)             | -                          | Max. 39k                    |

**Mechanical Details**

**File Formats**

We accept files created by QuarkXPress, Adobe Illustrator, Adobe Photoshop and high-resolution Adobe PDF\*. Freehand files must be saved as an Illustrator EPS with all text set as paths.

We cannot accept any files from Microsoft applications, CorelDRAW or other PC software.

\* Please prepare all PDFs as specified by the 3DAP guideline ([www.3dap.com.au](http://www.3dap.com.au)).

File types supported for Enhanced Listings (logos): EPS, JPG (Hi-Res), TIF.

**Fonts**

Include all PostScript (printer and screen) fonts. Adobe Illustrator: outline all fonts. We cannot accept True Type fonts.

**Images**

Image Resolution: Minimum of 300 dpi at 100% scaling, ie actual printing size

Line Art Resolution: Minimum of 1200 dpi at 100% scaling, ie actual printing size.

**Printing Specifications**

Screen Ruling: 133 lpi

Colour: CMYK or Greyscale

**Proofing**

A proof must be supplied with the digital file. We will not accept responsibility for the printed result if a proof is not supplied with the ad. We accept any proof type with the digital files to ensure the correct layout of your advertisement. If a colour proof is supplied, we will endeavour to accurately reproduce the colour within the final printed result. To ensure accurate colour within the final printed result, a digital 3DAP proof ([www.3dap.com.au](http://www.3dap.com.au)) must be supplied with your ad.

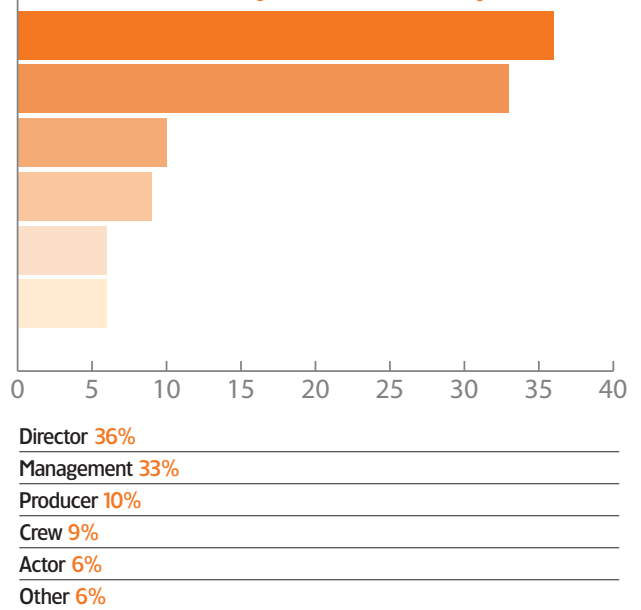
**Material Accepted via**

Quickcut: [www.quickcut.com.au](http://www.quickcut.com.au)

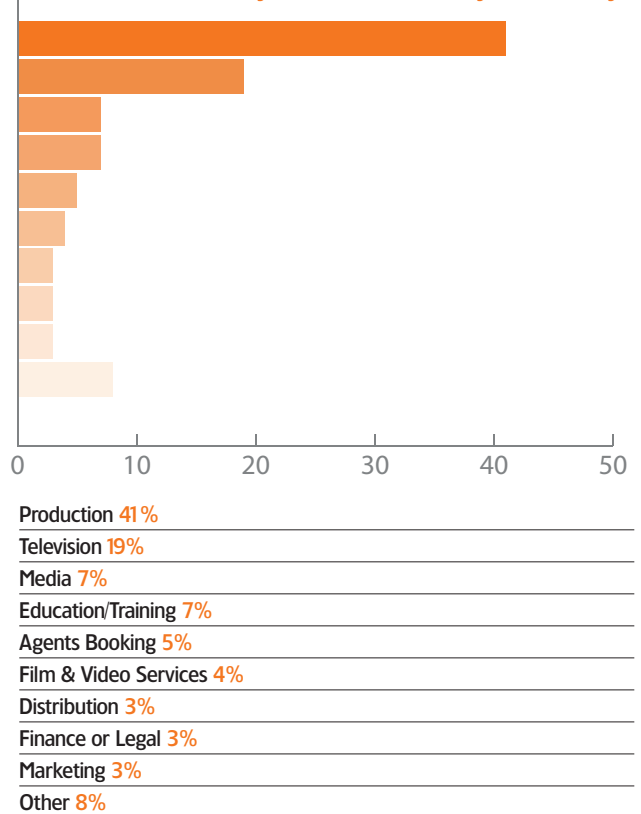
Disk: CD, DVD and ZIP disks accepted.

Email: accepted up to 5Mb only.

**Encore Directory Subscribers by Job\***



**Encore Directory Subscribers by Industry\***



\*Circulation breakdown based on a sample of 271 Encore Directory subscribers.  
<sup>^</sup>2009 Encore Directory Reader Survey. The 2009 Encore Directory Reader Survey was conducted between July 2009 and October 2009. The survey returned 37 responses.

**Advertising**

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 or 1300 360 126  
 Email: [customerservice@reedbusiness.com.au](mailto:customerservice@reedbusiness.com.au)