



ADVERTISING RATECARD

The NXNE Music Festival and Conference is a key opportunity to connect with music fans, industry professionals, and artists. Now in its 16th year, NXNE has become one of the world's premier city festivals. Bringing together exceptional new talent and established stars, influential media and music lovers from around the world, NXNE showcases the best performers from Canada, the United States and 25 other countries. For 5

days in June 2010, over 625 acts will perform for more than 250,000 fans at more than 40 club venues and high-profile public stages. At the same time, NXNE's Film Festival will screen the latest in underground music-themed cinema. And the NXNE Conference will host 2500 industry delegates at celebrity interviews, panels, and networking sessions. NXNE: celebrating 16 years of great music.

GIG GUIDE RATES

Looking for street presence? The Gig Guide rules the night as the official schedule of the music festival. It's the place to go to find showcase times, a venue map, and screening info. With a circulation of 5,000 and perfect dimensions to fit into any back pocket, it's our most thumb-through item. Widely distributed in every venue, theatre and targeted retail outlets, the Gig Guide helps thousands of fans organize five nights of music and film discoveries.

Gig Guide Ad Rates	Full colour	B/W
Full Page	\$1,620	\$1,295
Half Page	\$1,050	\$ 840
Quarter Page	\$ 615	\$ 490

Ask your NXNE sales rep about premium ad locations for just a small extra fee
Advertising Booking Deadline: May 7, 2010
Artwork Deadline: May 13, 2010

NXNE.COM WEB BANNERS

To explore web banner advertising opportunities on nxne.com, please contact: advertise@nxne.com
 Sizes available: **728 x 90 • 300 x 250**
 Each banner costs \$600 for 30,000 hits

DIRECTORY ADVERTISING

Your advertisement in the NXNE Directory is your chance to present yourself to the music industry. With a circulation of 2,200, this is the ultimate program guide, listing schedules and information about every NXNE event along with full contact info and bios for every panelist and showcasing band. A keepsake item, the Directory lives a long life in each delegate's office as a comprehensive reference guide.

NXNE Directory Ad Rates	Full colour	B/W
Full Page	\$3,375	\$2,700
Half Page	\$2,195	\$1,755
Quarter Page	\$1,185	\$ 950
Eighth page	\$ 775	\$ 620

Ask your NXNE sales rep about premium ad locations for just a small extra fee
Advertising Booking Deadline: May 7, 2010
Artwork Deadline: May 13, 2010

DELEGATE BAG INSERT RATES

Get your message into the hands of every delegate, speaker and band member! It's the most efficient and affordable way to get your product directly to each of our industry professionals. The Delegate Bag can accommodate flyers, business cards, pamphlets, CDs, publications, samples, etc.

NXNE Delegate Bag Insert Rates	Price
2000 Items	\$600
Less than 1600 Items	\$500

Booking deadline for bag inserts: May 13, 2010. Material deadline: May 27, 2010

YONGE-DUNDAS SQUARE RETAIL BOOTH

NXNE takes over Yonge-Dundas Square for 4 days this June: Thursday, June 17 through Sunday, June 20

- Retail booths are available to be booked at Toronto's busiest intersection for up to 4 days. Reach an audience of thousands at the Square with the NXNE Main Stage featuring high-profile performances from 6-11pm nightly.
- A great opportunity for retailers and promoters to sell and/or sample their merchandise. Book early - limited number of booths available.

Contact Ali Malik for more information - advertise@nxne.com

NXPO

NXPO is a unique arts-lifestyle trade show which takes over the entire mezzanine level of NXNE's official home base during the festival - the Hyatt Regency Toronto. Complete with live music, contests, on-site radio broadcasts, and a spectacular range of music, film, and lifestyle exhibitors, NXPO is your chance to connect with thousands of performers, industry professionals, media, and fans.

Exhibitors' booths are set up close to the registration area, so you can talk directly with the artists and tastemakers.

NXPO: a 3-day opportunity to reach the hippest market in the country. Don't miss your chance!

Contact Diego Silva for more information - advertise@nxne.com

10% off ad sales booked before April 5 2010

For more info and to reserve your ad space contact our sales reps at advertise@nxne.com



AD SPECS DIRECTORY & GIG GUIDE

We Accept

PDF: Press-ready PDF conforming to PDF/X-1 standard.

Other Formats: Adobe Indesign, EPS, TIFF, JPG.

When supplying original layouts, please include all support files and fonts. We only accept Mac Postscript fonts.

Otherwise fonts must be outlined.

We do not accept

Corel Draw, Microsoft Native files, Camera Ready art, Film

Sending your artwork

Please label ads GIG GUIDE or DIRECTORY

BY EMAIL

nxneeds@nowtoronto.com

Email checklist

-clearly label your email with the appropriate file name

- STUFF or ZIP your files/ folder

BY FTP

<ftp.nowtoronto.com>

Username: nxneeds

Password: ae!347

FTP Checklist

Stuff or ZIP your files/ folder - please give your file an

appropriate file name

BY DISK

CD-ROM

Mechanical Specifications

(sizes are in picas & points with the rounded off inch equivalent in brackets)

NXNE DIRECTORY

Cover page ads

8.5" W x 11" H + .25" Bleed

Bleeds on cover page ads only

Directory ROP ads

Full Page 7.5" W x 10" H

Half Page Vertical 3.7" W x 10" H

Half Page Horizontal 7.5" W x 4.95" H

Quarter Page 3.7" W x 4.95" H

Quarter Page Banner 7.5" W x 2.4" H

Quarter Page Vertical 1.8" W x 10" H

Eighth 3.7" W x 2.4" H

NXNE GIG GUIDE

Cover page ads

3.66" W x 8.5" H + .5" Bleed

Bleeds on cover page ads only

Gig Guide ROP ads

Full Page 3" W x 7.75" H

Half Page 3" W x 3.83" H

Quarter Page 3" W x 1.875" H

If you require further instructions on uploading your electronic files, please email nxneeds@nowtoronto.com