

DON'T MISS YOUR CHANCE TO BE A **HUGE** PART OF

TEXAS FRIGHTMARE WEEKEND

2012

The Southwest's **PREMIER** Horror Convention

TFW 2012 PROGRAM

Established in 2006, Texas Frightmare Weekend boasts an attendance of over 10,000 horror fans. The 2012 Event Program is a fantastic way to market your company and/or products to your target audience.

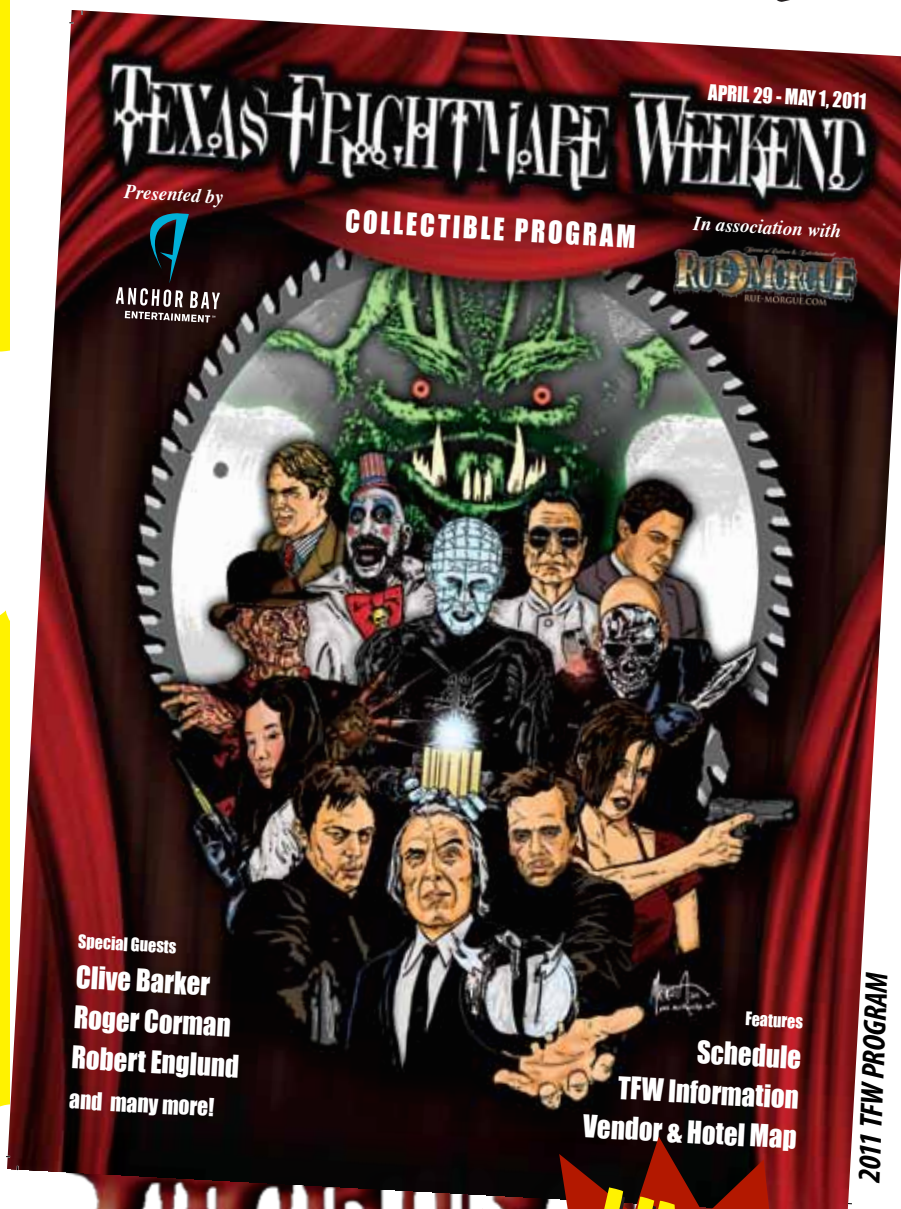
PRINT RUN WILL BE
10,000
FULL COLOR COPIES

AD SIZES & PRICING:

Program size: 8.5" x 11"

- BACK COVER \$1250
- INSIDE FRONT COVER \$950
- INSIDE BACK COVER \$950
- FULL PAGE AD \$750
- HALF PAGE \$450
- QUARTER PAGE \$300

ART DEADLINE: March 15th



2011 TFW PROGRAM

CONTACT:

Jody Infurnari
jody@rue-morgue.com
(905) 985-0430

or find more info at:

www.texasfrightmareweekend.com

**LIMITED
SPACE
AVAILABLE**

MANY SPONSORSHIP OPPORTUNITIES

TEXAS FRIGHTMARE WEEKEND

The Southwest's **PREMIER** Horror Convention **2012**



We are pleased to offer a range of marketing opportunities designed to reach our diverse and passionate audience:

CELEBRITY PARTY SPONSOR: \$2,500

TFW's Celebrity Party is legendary! Attendees love socializing with legends of the genre and our limited ticketing allows revelers to meet and mingle in a truly intimate setting.

- Logo on "Celebrity Party" lanyards
- Logo on party venue signage
- Product distribution via 200 gift bags
- Logo on TexasFrightmareWeekend.com

SCREENING ROOM SPONSOR: \$1,800

Sponsor will be associated with all of our film and panel presentations throughout the weekend.

- Verbal acknowledgment prior to each session
- Logo on signage at entrance
- Logo on TexasFrightmareWeekend.com
- 30-second video pre-roll prior to each movie (DVD must be provided by sponsor.)

T-SHIRT SPONSOR: \$1,800

Attendees can't wait to snap up our latest T-shirt. In fact, we sell out every time! Past designs have featured original art by comic book artist Andrew Mangum, Dean Hollingsworth of The Dallas Morning News and world-famous monster artist Eric Pigers. A sponsor at this level will have their logo incorporated into our design.

FILM AWARD SPONSOR: \$850

We feature fright films from around the world, but show particular favor to movies made in Texas or by Texans ("Texas Frightmakers.") As the sponsor of the Texas Frightmare Weekend Audience Award, we'll honor filmmakers in your name and with an award bearing your company logo.

SCREENING ROOM TRAILER/COMMERCIAL: \$750

Your company's trailer/commercial played prior to each screening.

OFFICIAL SPONSOR: \$500


As an official product or service, your product name will be strongly associated with our marketing and promotional effort as the "Official Product" or "Official Service" of Texas Frightmare Weekend. Sponsors are also afforded the opportunity to include this "official" status in their own marketing.

GIFTING SPONSOR: \$50 + items

Premium gift sponsors will have their products included in the highly-coveted TFW Gift Bags. (Minimum of 200 items required.) Past contributors have provided DVDs, posters, comics, gift cards, T-shirts, hats, totes and more. Let your imagination run with this unique way to deliver your message!

CONTACT:

Jody Infurnari jody@rue-morgue.com (905) 985-4195 more info at: www.texasfrightmareweekend.com



TEXAS FRIGHTMARE WEEKEND

2012 TFW PROGRAM INSERTION ORDER

Ad Size

- Back Cover (\$1250)
- Inside Front Cover (\$950)
- Inside Back Cover (\$950)
- Full Page (\$750)
- Half Page 7" w x 5" h (\$450)
- Quarter Page 3.5" w x 5" h (\$300)

Format

- PDF
- Photoshop TIF
- Photoshop EPS
- Illustrator EPS

Color

- Black only
- CMYK

Acceptable File Formats

Please allow 1/4" bleed on all 4 sides

PDF: Press Quality PDF with fonts embedded, CMYK or black only

TIF: 300 dpi, CMYK or grayscale.

PhotoShop EPS: 300 dpi, CMYK or black only

Illustrator EPS: CMYK or black only, all fonts must be converted to outline

PAYMENT SHOULD BE MADE TO:

Texas Frightmare Weekend
PO Box 384
Grapevine, TX 76099

PLEASE SIGN, DATE AND FAX TO:

1-905-985-4195

Jody Infurnari
jody@rue-morgue.com
(905) 985-4195

Company Information

Company Name _____

Contact Person _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Phone: _____ Fax: _____

Authorized Signature _____

Date: _____

Total: _____

Ad Description (Title/Product)



Advertising Terms and Conditions

1. Ad artwork must be provided by or approved by client on or before the **March 15, 2012**.
2. Payment terms: **DUE BY ART DUE DATE**
3. Client shall hold to booking agreement should artwork not be provided by due date.