

# ADVERTISING OPPORTUNITIES *at the* PHILADELPHIA JEWISH FILM FESTIVAL



The Philadelphia Jewish Film Festival (PJFF), one of the most critically acclaimed festivals of its kind, is entering its 36th season this year! Since inception, PJFF has presented over 750 entertaining, engaging, and inspirational films, mainly Philadelphia premieres, that share the diversity of the Jewish experience around the world. This season nearly 8,000 people attended PJFF. You can support this widely recognized community event by becoming a PJFF advertiser and benefit by being exposed to PJFF's diverse and loyal audience.

## What's new this year?

- Full-color expanded Film Playbill expertly designed by Avayou Design
- Distribution at each of PJFF's 20+ screenings from November 5 through November 19, 2016
- Film Playbill mailed to over 12,000 individual households and distributed at local businesses and institutions throughout Philadelphia and beyond

## Don't miss this valuable opportunity to:

- Increase your visibility
- Reach PJFF's large and loyal audience comprised of professional, educated, affluent and culturally-aware tastemakers from the greater Philadelphia area and beyond
- Associate your business or organization with a widely recognized community event

### PJFF Circulation

Advertising with PJFF means your business, product, or service will be seen by over 30,000 individuals in Philadelphia and beyond.

### Print Rates

Centerfold . . . . .	\$3,000
Inside Back Cover (6" w x 10.5" h) . . . . .	\$1,500
Full page (6" w x 10.5" h) . . . . .	\$1,000
Half page (6" w x 5.25" h) . . . . .	\$500
Quarter page (3" w x 5.25" h) . . . . .	\$350
Business Card/Logo (horizontal or vertical 3.5" x 2") . . . . .	\$250
Non-Profit Organization Double Chai Rate (horizontal or vertical 3.5" x 2") . . . . .	\$180

### New Advertising Opportunities

Advertisement on Pre-film Slideshow (seen on the big screen before each Fall Fest Screening) . . . . .	\$750
Logo on PJFF.org's Homepage with click-through to your website . . . . .	\$500
Logo on single e-mail blast (6500+ reach) . . . . .	\$250
Logo on all Fall Fest e-mail blasts (approx. 15 - 20 blasts) . . . . .	\$1500

### Formatting and Submitting Your Ad

Camera-ready ads/logos must be sent as jpg, tiff, or eps files. All ads/logos must be designed in color (CMYK) to exact specifications and must be saved in 300 dpi or above. Ads/logos may be e-mailed to oantsis@gershmany.org or mailed on a cd to The Gershman Y/PJFF, 401 S. Broad Street, Philadelphia, PA 19147.

### Design Services

Please e-mail oantsis@gershmany.org for ad/logo creation inquiries. A separate charge will be applied for creating ads/logos. Design fees are as follows: \$250 any size ad; \$100 business card

### Deadline

All ad/logo materials, ad form, and payment in full is due to The Gershman Y's Philadelphia Jewish Film Festival by **August 5, 2016**. Placement locations will be granted on a first-come, first-serve basis. Please make checks payable to The Gershman Y. If you have any questions, please e-mail Olivia Antsis at oantsis@gershmany.org or call 215.545.4400.

