

# ADVERTISING OPPORTUNITIES *at the* PHILADELPHIA JEWISH FILM FESTIVAL



The Gershman Y's Philadelphia Jewish Film Festival (PJFF), one of the most critically acclaimed US festivals of its kind, is entering its 37th season this year!

Since its founding in 1980, PJFF has presented over 800 entertaining, eye-opening, and inspirational films, almost all Philadelphia premieres, that explore the diversity of the Jewish experience around the world. Thousands of film lovers attend PJFF each season and learn about its lineup of narrative, documentary, and short films by perusing its full-color brochure or visiting its website, PJFF.org.

Want to support a widely-respected and well-attended community event and spread the word about your business or company to PJFF's diverse audience? Advertising with PJFF is easy, effective, and affordable!

Advertise with PJFF, and your business or company will be featured in a full-color brochure expertly designed by Avayou Design. In addition to being distributed at every PJFF screening, your ad will be seen by over 35,000 households in Philadelphia and the surrounding suburbs.

## 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 respected, quality film festival

---

## PJFF Circulation

Advertising with PJFF means your business, product, or service will be seen by over 35,000 individuals in Philadelphia and beyond.

## Print Rates

Centerfold (two-page spread) . . . . .	\$2,500
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

## More Advertising Opportunities

Advertisement on Pre-film Slideshow (seen on the big screen before each Fall Festival Screening) . . . . .	\$500
Logo on PJFF.org's homepage with click-through to your website . . . . .	\$500
Logo on a single e-mail blast (7,500+ reach) . . . . .	\$250
Logo on all Fall Festival e-mail blasts (approx. 15-20 blasts) . . . . .	\$1,500

## 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/forms may be e-mailed to Sahar Oz at soz@gershmany.org or mailed on a CD to The Gershman Y/PJFF, 401 S. Broad Street, Philadelphia, PA 19147.

## Deadline

All ad/logo materials, ad forms, and payment in full are due to the Gershman Y's Philadelphia Jewish Film Festival by **August 7, 2017**. Placement requests will be granted on a first-come, first-served basis. Please make checks payable to The Gershman Y. If you have any questions, please e-mail Sahar Oz at soz@gershmany.org or call 215.446.3003.

## Design Services

Please e-mail Olivia Antsis at oantsis@gershmany.org for ad/logo creation inquiries. You will receive a separate invoice for the creation of ads/logos. Design fees are as follows: \$100 business card; \$250 any other size ad.