

# ADVERTISING OPPORTUNITIES *at the* PHILADELPHIA JEWISH FILM FESTIVAL



## Ad Specifications:

**Count me in! I will place an ad with the Gershman Y's 37th Annual Philadelphia Jewish Film Festival:**

- Centerspread (two-page spread / 12"w x 10.5"h)  \$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

- 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 single e-mail blast (7,500+ reach)  \$250
- Logo on all Fall Festival e-mail blasts (approx. 15-20 blasts)  \$1,500

## Check those that apply:

- Ad/Business Card/Logo has been saved in CMYK, 300 dpi or above, as a jpg, tiff, or eps file.
- Ad/Business Card/Logo has been sent in correct format by e-mail or mailed on CD.
- I require additional design services and have e-mailed Olivia Antsis at oantsis@gershmany.org with my needs.

## The Gershman Y Payment Policy:

Advertisers are responsible for payments at the time of their ad submissions. All camera-ready ads/business cards/logos, forms, and payments must be received by **August 7, 2017** for inclusion in our 2017 Fall Festival brochure. All camera-ready ads/business cards/logos, forms, and payments for the PJFF slideshow and website must be received by **September 29, 2017**. Ad forms and payments should be sent to The Gershman Y/PJFF, 401 S. Broad Street, Philadelphia, PA 19147. All sales are final.

## Billing Information:

Name of business, organization, or individual: \_\_\_\_\_

Advertiser Contact name: \_\_\_\_\_

Billing address: \_\_\_\_\_

City, State and ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

- Check enclosed (payable to The Gershman Y) in the amount of \_\_\_\_\_.
  - I will pay by credit card in the amount of \_\_\_\_\_, using my  Visa  MasterCard  Discover  Amex
- Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

I hereby certify that I am an authorized agent of the above named company and have authority to execute this advertising agreement for and on behalf of same. With my signature below, I authorize The Gershman Y's Philadelphia Jewish Film Festival to publish advertising as outlined above. I have read and understand all the terms and conditions as set forth on the rate sheet.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



The Gershman Y  
401 S. Broad Street  
Philadelphia, PA 19147  
215.545.4400 • pjff.org