

2017 Festival  
Catalog Advertising

Reserve  
Space  
Today!

MONTCLAIR  
**FILM**  
FESTIVAL  
April 28 - May 7, 2017

# MFF Catalog Advertising

## Reserve Space in the 2017 Catalog

Take advantage of the perfect opportunity to support the MFF while promoting your products and services in the highly touted festival program. The catalog is filled with reference guides, program details and movie descriptions. This program guide is a critical reference tool during the ten day festival and has become a staple for local advertisers interested in connecting with a diverse, affluent, and educated community.

## Be a Part of New Jersey's Leading Non-Profit Festival

- High quality, four-color catalog
- 10 day festival April 28-May 7, 2017
- Circulation 18,000
- Advertiser Index
- Pin Incentive Program
- **NEW** Year-round exposure for Sustaining Advertisers
- Extra perks for full-page advertisers
- Our audience is drawn from every county in New Jersey

Deadline for placing an ad is  
**February 3, 2017**



"We truly enjoy being a part of the Montclair Film Festival every year. Promoting our business in the catalog is a great way to connect with the community and support a great organization."

**Brian Buono**  
Enzo Pizzeria and Restaurant

"Our families are excited to see our ad in the MFF book each year. It affirms our place in the community to be associated with the invigorating creativity and passion the film festival represents. It's easy to submit an ad, the quality of the book is exceptional, and then you see it sticking out of every diaper bag, briefcase, and backpack in the spring. Totally worth it."

**Catherine W. Sweeney**  
Union Congregational Nursery School

For more information contact  
[adsales@montclairfilmfest.org](mailto:adsales@montclairfilmfest.org)

**26,000**  
Attendees in 2016

# Available Ad Sizes



## **NEW! Sustaining Advertiser** **\$1,500**

### Festival benefits

- Full page ad in catalog with all full page benefits
- Logo on festival trailer and catalog sponsor page
- 4 movie vouchers

### Year-round benefits (until April 2018)

- Logo on cinema slides at 505 Bloomfield Ave.
- Discounts/offers marketed to members and volunteers



## **Full-Page** **\$900**

- Hyperlink on MFF website
- VIP gift bag offer
- 2 movie vouchers

Artwork size: 6.75" w x 9.75" h  
Final trim size: 6.5" w x 9.5" h

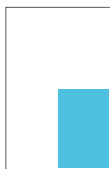
Same  
rates as  
last year!



## **1/2-Page** **\$575**

Final trim size:  
6.125" w x 4.5625" h

(no bleed - ad will have white border around it)



## **1/4-Page** **\$350**

Final trim size:  
3.04" w x 4.5625" h

(no bleed - ad will have white border around it)



## **1/8-Page** **\$200**

Final trim size:  
3.04" w x 2.27" h

(no bleed - ad will have white border around it)

→ To reserve space, please fill out the online advertising form at  
[montclairfilmfest.org/advertise](http://montclairfilmfest.org/advertise)

## File Specifications

Artwork must be CMYK, include bleed (if necessary) and be exported as a print-ready PDF. For full-page ads, please keep live type 1/4" from page edges to avoid copy from being cut off.

Advertising design is not included. If you need assistance with layout and creative ideas, we can connect you with a designer. Pricing varies based on design requirements. For assistance please contact: [designer@montclairfilmfest.org](mailto:designer@montclairfilmfest.org)

# Free Pin Program

## Back by popular demand!

Bring your print ad to life, at no additional cost, by being part of the Pin Program. This is a great opportunity to extend your exposure to an exclusive, influential audience.

You decide what to offer patrons who come to your business and show their MFF 2017 pin. Run the same offer that is featured in your print ad. Examples of offers could include discounts, free samples, and/or gift with purchase. You know what offer works best for your business and we are always here to help.



## Program highlights:

- Filmgoers at each of the festival screenings will be given a pin - there are over 125 screenings!
- Our entire membership will receive an e-newsletter with a list of pin partners.
- We'll feature our pin partners in the catalog, on our website, and in each of the theaters via signage and onscreen messaging.

Don't miss out on the chance to be a part of this easy program!

"The pin program this year brought in even more patrons who were proud to show us their pins for their discount. It was a great way for us to identify who was connected to the film festival and gave us more visibility while ensuring all festival participants were well caffeinated with some nice cups of love."

**Jodie Dawson**

Java Love Coffee Roasting Co.

# MONTCLAIR FILM FESTIVAL

Ad rate form and artwork deliverables can be found at:

[MontclairFilmFest.org/Advertise](http://MontclairFilmFest.org/Advertise)

  MontclairFF   MontclairFilmFest