



## San Diego Jewish Film Festival • February 7 -18, 2018 Advertising Placement • Festival Brochure • Pre-Show Slides



We are offering two unique, full-color opportunities to purchase advertising for the 28th Annual San Diego Jewish Film Festival, February 7 – February 18, 2018. This highly targeted audience is engaged, educated, and influential with high buying potential.

**Theater Slides** will appear at 4 theatres for 12 days and evenings, February 7 -18, 2018. Your slide(s) will be shown before approximately 80 film screenings over 12 days and seen multiple times by 17,000 attendees.\*

**Brochure and Festival Guide** -- The brochure is mailed to 24,000+ households and is circulated to another 8,000+ JCC & CJC visitors and community businesses. The brochure is also available to 17,000 people who attend the festival in locations throughout San Diego.\*

*\*Data based on 2017 metrics.*

- YES! I want to purchase advertising slides at the San Diego Jewish Film Festival.** I would like to reserve:
  - One Slide \$500       Two Slides: \$750       Three Slides: \$1000
- YES! I want to advertise in the San Diego Jewish Film Festival brochure.** I would like to reserve:
  - 1/2 Page Ad (4 ¾ x 7 ½) \$500       Full Page Ad (10 x 7 ½): \$1000

### ARTWORK SPECIFICATIONS

<p><b>Theater Slides – Your company’s name in lights!</b></p> <ul style="list-style-type: none"> <li>• For best quality, please submit ads in a high quality 1920x1080 saved in JPEG format</li> <li>• Other acceptable formats include high resolution PDF, TIF and EPS files</li> <li>• Tips for success: This is a very visual medium – Your slide will be on the screen for 5 – 7 seconds; use pictures/photos, limit text, use a dark background (avoid white or black), tie in a special offer/discount for SDJFF patrons</li> <li>• <b>Artwork deadline: January 20, 2018</b></li> </ul>	<p><b>Brochure Ads – All ads printed in full color!</b></p> <ul style="list-style-type: none"> <li>• Camera-ready ads must be submitted at the exact size indicated.</li> <li>• For the best quality ad, all photos must be scanned at 300 dpi and no smaller than 100% with no compression</li> <li>• Black and white line art must be scanned at 600 dpi</li> <li>• We accept files created in QuarkXpress, Illustrator and Photoshop. All graphics files and fonts must be included. Other acceptable formats include high resolution PDF, TIF, EPS.</li> <li>• <b>Artwork deadline: December 1, 2017</b></li> </ul>
<ul style="list-style-type: none"> <li>▪ Graphic design services are available for a nominal fee.</li> <li>▪ Space is very limited and will be reserved on a first come first served basis.</li> <li>▪ The SDJFF has the right not to accept ads based on available space, content, nature of organization, etc.</li> <li>▪ Payment is required within 30 days of ad acceptance. We encourage you to create your ad in full color.</li> <li>▪ Please submit files via email to: <a href="mailto:jodir@lfjcc.org">jodir@lfjcc.org</a></li> <li>▪ Additional sponsorship opportunities are available. Please contact <a href="mailto:jodir@lfjcc.org">jodir@lfjcc.org</a> to learn more.</li> </ul>	

Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment Information**

Credit Card # \_\_\_\_\_ Exp. Date (mm/yr.): \_\_\_\_\_ CVV# \_\_\_\_\_

Check Enclosed

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

Please send completed and signed order form along with payment information to:

Attn: Jodi Rudick, [jodir@lfjcc.org](mailto:jodir@lfjcc.org)

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Festival Office 858-362-1330, [www.sdjff.org](http://www.sdjff.org)