ABOUT PFS

Philadelphia Film Society is a 501(c)(3) member supported nonprofit that aims to bring the best of new, independent, and international film to Philadelphia.

Our followers and subscribers are individuals interested in and passionate about the arts and culture community within Philadelphia. If you are looking to reach this demographic, advertising with PFS would be beneficial to expanding your audience.

VENUES

About Philadelphia Film Center

The Philadelphia Film Center (1412 Chestnut Street) is an iconic film venue in the heart of downtown Philadelphia. Home of the largest screen, and the only 4K Laser Projector in Center City. Formerly the Prince Theater, the venue is the premiere hub for film in Philadelphia. Located at Broad and Chestnut Streets on the Avenue of the Arts, the Philadelphia Film Center hosts film events in two state-of-the-art theaters.

About PFS Bourse Theater

In 2021, the Philadelphia Film Society took over operation of the five screen, 776 seat Bourse theater located in the heart of Old City Philadelphia. The theater was reopened under the name PFS Bourse Theater with programming focusing on critically-acclaimed first run indie and art house films. Prior to the reopening, the PFS Bourse underwent a complete renovation including an interior facelift, installation of new 4K and 2K projectors, and 7.1 Dolby digital surround sound in all five theaters, transforming into a state-of-the-art venue optimal for film presentation. With the additional five screens, PFS will now be programming first-run films and curated series on a total of seven screens, the largest number of independently owned and operated screens in the city.
From January 2021 - June 2022, 80% of all ticket holders were located in the city of Philadelphia. The remaining 20% resided in the Philadelphia Suburbs (Bucks & Montgomery Counties), Mainline, New Jersey, and Delaware.

### Audience

**Gender**

- **Female**: 53.1%
- **Male**: 46.9%

**Age**

- **24 - 34**: 31%
- **35 - 44**: 19%
- **18 - 24**: 19%
- **45 - 54**: 14%
- **55 - 64**: 11%
- **65 +**: 8%

The Philadelphia Film Center Welcomed ticket holders from January 2021 to June 2022. The total number of ticket holders was 18,603.

The PFS Bourse Theater Welcomed ticket holders from January 2021 to June 2022. The total number of ticket holders was 41,037.

From January 2021 - June 2022, 80% of all ticket holders were located in the city of Philadelphia.

- The remaining 20% resided in the Philadelphia Suburbs (Bucks & Montgomery Counties), Mainline, New Jersey, and Delaware.
# Monthly Sponsorship Options

## On-Screen Sponsorship

### For the Film Center & Bourse Theater

- Philadelphia Film Center or PFS Bourse Pre-screening Slide Spot:
  - $500
- 15 Second Video Spot at the PFS Bourse or Philadelphia Film Center:
  - $800
- 30 Second Video Spot at the PFS Bourse or Philadelphia Film Center:
  - $1,200

## On-Screen Sponsorship Bundles

### For the Film Center & Bourse Theater

- 3 Month Pre-Screening Slide Spot at the Philadelphia Film Center:
  - $1,200
- 6 Month Pre-Screening Slide Spot at the Philadelphia Film Center:
  - $2,000
- 3 Month Pre-Show Slide Spot at the PFS Bourse & Philadelphia Film Center:
  - $1,600
- 6 Month Pre-Show Slide Spot at the PFS Bourse & Philadelphia Film Center:
  - $3,000

## Digital Sponsorship

- **Email**
  - Dedicated Email Blast:
    - $3,500
  - Partners Present Mention:
    - $1,500
  - Large Email Panel Ad (1250px W x 417px H):
    - $2,000
  - Email Block Ad (625px W x 417px H):
    - $1,000
  - Footer Banner Ad in Email Blast (800px W x 200px H):
    - $750
- **Social Media**
  - Dedicated Facebook Post:
    - $200
  - Dedicated Instagram Post:
    - $250
  - Instagram Post + Story:
    - $300
  - Dedicated Twitter Post:
    - $100
  - Dedicated Facebook and Instagram Posts:
    - $400
  - Dedicated Facebook, Twitter, Instagram + Story:
    - $550

- **Website**
  - Filmadelphia Homepage Slider (1280px W x 500px H):
    - $2,500

## Print Sponsorship

- Full Page, Back Cover Ad:
  - $1,200
- Full Page Ad:
  - $800
- Half Page Ad:
  - $500
- Quarter Page Ad:
  - $250
AD PLACEMENT SAMPLES

PFS SCREENS

PFS BOURSE

PHILADELPHIA FILM CENTER
GREENFIELD SCREENING ROOM

PHILADELPHIA FILM CENTER - MAINSTAGE