31ST PHILADELPHIA FILM FESTIVAL MEDIA KIT

WWW.FILMADELPHIA.ORG
THE PHILADELPHIA FILM SOCIETY

Philadelphia Film Society (PFS) is a 501(c)(3) member-supported nonprofit arts organization that creates opportunities for diverse communities to experience film through initiatives that inspire, educate, challenge, and entertain. PFS is the region’s foremost resource for film presentation and education, and is committed to presenting film as a transformative and powerful medium for artistic expression and a catalyst for strengthening community. As the producer of the Philadelphia Film Festival and creative force behind the Philadelphia Film Center and the PFS Bourse Theater, PFS raises awareness of film as an important art form in Philadelphia, and serves as a vital piece of the city’s arts and culture community.

THE PHILADELPHIA FILM FESTIVAL

Every October, the Philadelphia Film Society hosts the Philadelphia Film Festival which gathers more than 15,000 dedicated film lovers and scores of talented filmmakers for eleven exceptional days of cinematic splendor. Throughout the year, PFS’s artistic team scours the world’s most prestigious film festivals – from Sundance to Berlin, Cannes to Toronto – for the year’s most highly anticipated, critically acclaimed, and thought provoking films. The Festival presents these films alongside exclusive events with actors, directors, and industry guests; VIP receptions; and much more that highlights Philadelphia as a place where film is flourishing.

As a world-class film festival, PFF represents a major contribution to the cultural life of the city and region. It presents, on average, more than 100 films and draws industry guests and panelists and fosters an interactive community of film professionals and supporters. By presenting and designing programs with a variety of partners, PFS is able to create opportunities that reduce barriers to interacting with film, attracting new audiences to PFS and the film community at large.
**BY THE NUMBERS**

- **31** Consecutive years celebrating the Philadelphia Film Festival
- **15,000+** Festival attendees through our doors
- **500+** Badge Holders
- **100+** New and innovative film titles

**MARKETING METRICS**

*as of Spring 2022*

- **22.6K+** Page followers
  - **2,800,000+** Avg. post impressions per month
- **11.4K+** Followers
  - **2,000,000+** Avg. post impressions per month
- **7K+** Followers
  - **301,000+** Avg. post impressions per month
- **48,000+** Subscribers
  - **32.7%** Average open rate

**DEMOGRAPHICS**

*from October 2021*

- **368,429** Page views
  - **271,437** Unique page views

**AGE**

- 18 - 24: 18%
- 25 - 34: 31%
- 35 - 44: 15%
- 45 - 54: 14%
- 55 - 64: 11%
- 65+: 9%

**LOCATION**

- Pennsylvania: 65%
- New Jersey: 9%
- District of Columbia: 5%
- New York: 3%

**GENDER**

- **52%** Female
- **47%** Male
DIGITAL & PRINT ADVERTISING OPPORTUNITIES

PROGRAM GUIDE ADS

Showcase your brand in the Official PFF31 Program Guide to be printed and distributed throughout the Greater Philadelphia Area.

<table>
<thead>
<tr>
<th>Back Cover</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
<th>Business Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2500</td>
<td>$1500</td>
<td>$1000</td>
<td>$550</td>
<td>$350</td>
</tr>
</tbody>
</table>

DIGITAL ADS

With over 48,000 email subscribers and 814,000+ impressions throughout the film festival, digital PFF ads can grow your audience and build brand awareness.

<table>
<thead>
<tr>
<th>Dedicated eBlast</th>
<th>Homepage Slider</th>
<th>Large eBlast Panel</th>
<th>eBlast Block</th>
<th>Footer Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3500</td>
<td>$2500</td>
<td>$1500</td>
<td>$1000</td>
<td>$550</td>
</tr>
<tr>
<td>Customized email sent to PFS’ full email list of 48k+</td>
<td>Static ads placed in rotation on the PFS Homepage.</td>
<td>A panel in one of the PFF’s daily eBlasts.</td>
<td>Half panel in one of PFF’s daily eBlasts with a half panel.</td>
<td>Footer banner in one of PFF’s daily eBlasts.</td>
</tr>
</tbody>
</table>

ON SCREEN ADS

Pre-Screening Slide Spot | 15 Second Video Spot | 30 Second Video Spot
$500 | $800 | $1200

PHILLY MADE BUNDLE

Advertise with PFS during the Philadelphia Film Festival and beyond! Created to showcase our neighbors and local businesses throughout Philadelphia.

2 Available Options | $3000 each

• 1 Film Level Sponsorship
• 1 Mid Banner Ad in one of the PFF’s daily eBlasts
• Post-Festival Dedicated Posts on Facebook, Twitter, & Instagram

• 1 Film Level Sponsorship
• 3 Month Pre-Show Slide Spot at the both Philadelphia Film Society theaters - the PFS Bourse & Philadelphia Film Center
DIGITAL & PRINT ADVERTISING OPPORTUNITIES

COMPANY INFORMATION

Contact ___________________________ Company ___________________________
Phone ________________ Email __________________________________________
Address ______________________________________________________________

YOUR PFF31 ADVERTISING OPPORTUNITY

DIGITAL ADS

☐ Dedicated eBlast $3500
☐ Filmadelphia Homepage Slider $2500
☐ Large eBlast $1500
☐ eBlast Block $1000
☐ Footer Block $550

ON SCREEN ADS

☐ Pre-screening Slide $500
☐ 15 Sec Video Spot $800
☐ 30 Sec Video Spot $1200

PROGRAM GUIDE ADS

☐ Back Cover $2500
☐ Full Page $1500
☐ Half Page $1000
☐ Quarter Page $550
☐ Business Card $350

PHILLY MADE BUNDLE

☐ Philly Made Bundle A $3000
☐ Philly Made Bundle B $3000

PAYMENT INFORMATION

PLEASE INDICATE HOW PAYMENT FOR YOUR SPONSORSHIP WILL BE PAID

Payment total: ____________________________________________

☐ Invoice ☐ A check is enclosed
☐ Please call me to discuss my payment options ☐ My credit card information is below

Pay by Card Visa Mastercard AmEx Discover

Card Number ___________________________ Exp. Date ________/_______

Security Code ________________ Signature __________________________________________

Please make all checks payable to Philadelphia Film Society.
Please email this form to adsales@filmadelphia.org. Artwork must be emailed to adsales@filmadelphia.org by September 10, 2021.
For more information about greater sponsorship opportunities, please email sponsorship@filmadelphia.org

The Philadelphia Film Festival is produced by the Philadelphia Film Society, a year-round 501(c)(3) non-profit organization.
31st PHILADELPHIA FILM FESTIVAL

11 DAYS. 100+ FILMS. MADE FOR PHILLY.

FOR INQUIRIES:
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