



DC Labor Film Fest 2012 – Festival Guide Ad Rates

(Program size: 5½" x 8½")

Sponsors:

Metropolitan Washington Council, AFL-CIO
Debs-Jones-Douglass Institute
American Film Institute

- **SAME RATES** AS 2011!
- **FREE PASSES!**
- **50% DISCOUNT** WHEN YOU UPGRADE YOUR AD!
(contact Chris at 202-974-8153 or cgarlock@dclabor.org for details)
- **20% EARLYBIRD DISCOUNT!** Reserve your ad by June 1, 2012

2012 DC LABOR FILMFEST SPONSORSHIP PACKAGES

☐ Lead Festival Sponsor: \$10,000

- Festival Guide Back Cover*
- Logo on FilmFest giveaway t-shirt
- Logo on all FilmFest promotional materials
- Logo in pre-film trailer
- Host Opening Night Reception
- 25 invitations to Opening Night reception
- **100 FREE FILMFEST PASSES** to screening(s) of your choice

☐ Premiere Sponsor: \$5,000

- Festival Guide full-page* prime placement (inside front, page 1, inside back, last page)
- Logo on all FilmFest promotional materials
- Logo in pre-film trailer
- Co-Host Opening Night Reception
- 15 invitations to Opening Night reception
- **50 FREE FILMFEST PASSES** to screening(s) of your choice

☐ Festival Sponsor: \$2,500

- Full-page ad*
- Listed as Festival Sponsor in Festival Guide
- Recognition as Host of 1 screening
- 10 invitations to Opening Night reception
- **30 FREE FILMFEST PASSES** to screening(s) of your choice

☐ Silver Screen Sponsor: \$1,500

- Full-page ad*
- Listed as Silver Screen Sponsor in Festival Guide
- 5 invitations to Opening Night reception
- **20 FREE FILMFEST PASSES** to screening(s) of your choice

☐ Director's Circle:

☐ \$1,000:

- Full-page ad*
- **10 FREE FILMFEST PASSES** to screening(s) of your choice

☐ \$500:

- Half-page ad*
- **5 FREE FILMFEST TICKETS** to screening(s) of your choice

☐ \$250:

- Quarter-page ad*
- **2 FREE FILMFEST PASSES** to screening(s) of your choice

☐ \$100:

- Friend listing (name only)

**Page layout sizes are located on other side*

ON STRIKE? ASK US ABOUT A FREE AD

AD SUBMISSION Send ad artwork with check made payable to Metro Washington Council and this form no later than 8/17/12 to:

DC LABOR FILM FEST 888 16TH STREET NW, SUITE 520 WASHINGTON, DC 20006

FAX: 202-974-8152

Union/Organization

Contact Person

Address

City

State

Zip

Tel

Email

The **DC LABOR FILM FEST** reserves the right to reject ads at its sole discretion.
Final Deadline for Copy and Payment: August 17, 2012

**see
over**
→

AD ARTWORK

All ads print black on white paper.

PDF files preferred and strongly recommended, with accompanying paper proof if possible.

ELECTRONIC FILES SHOULD BE EMAILED TO

CGARLOCK@DCLABOR.ORG

Questions about placing an ad?

Contact Chris Garlock at 202-974-8153; cgarlock@dclabor.org

QUARTER PAGE AD
2.25" (W) X 3.75" (H)

FULL PAGE AD
4.75" (W) X 8" (H)



HALF PAGE AD
4.75" (W) X 3.75" (H)