

# Advertising

55<sup>TH</sup> SAN FRANCISCO INTERNATIONAL FILM FESTIVAL  
April 19–May 3, 2012

39 Mesa Street, Suite 110; The Presidio; San Francisco, CA 94129

## Selected Demographic Information

Audience ages 18–44 **58%**

Audience ages 45–54 **20%**

Female **63%**

Male **37%**

Single **47%**

## SCHOOLS AT THE FESTIVAL

Festival screenings **4,000**

In-school visits **2,000**

Students K-12 reached **6,000**

College students **1,000**

## ANNUAL HOUSEHOLD INCOME

More than \$50,000 **72%**

More than \$75,000 **46%**

## EDUCATION

University graduates **81%**

## GEOGRAPHY

Bay Area **89%**

Non-Bay Area **11%**

## INFORMATION SOURCE

Festival print publications **46%**

Film Society Web site **89%**

Newspapers **65%**

Recommendations **58%**

TV and Radio **23%**

Email from SFFS **73%**

## NUMBER OF FILMS

Average number of films seen per attendee

**3–5**

## PROGRAMMING INTEREST

Films I can't see anywhere else **84%**

Films from specific countries **48%**

Q&A with filmmakers **45%**

## PUBLICITY

Extensive local, national and international print, TV, radio and online press

**390 million exposures**

## CUSTOMER SATISFACTION

Customers rating the Festival as Good to Excellent on:

Professionalism **96%**

Special events **90%**

Overall **94%**

## Opinion of Sponsors

Customers reporting improved opinion of Festival sponsors **63%**

## Overview

*One of the most respected American festivals.*

–**New York Times**

The San Francisco International Film Festival (SFIFF) is presented each spring by the San Francisco Film Society, a nonprofit arts and education organization that celebrates international film and the moving image. Now in its 55th year, the SFIFF screens a distinctive selection of the best new international features, documentaries and U.S. independent films to enthusiastic and diverse Bay Area audiences. Respected for its high production values and artistic integrity, the Film Festival discovers emerging new talent and celebrates the masters who have shaped the genre.

The 15-day Festival presents approximately 150 films from up to 50 countries and reaches an audience of over 75,000 film lovers, filmmakers and media professionals. Programming also includes industry seminars and panels, awards, tributes, retrospectives and the highly acclaimed Schools at the Festival program. With extensive local, national and international media coverage, the Festival has been San Francisco's best-attended and most highly publicized film event for over 50 years.

*The San Francisco International Film Festival is not only one of the oldest in the country, it's also irrefutably one of the best, as well as one of the most savvy. A triumph of publicity, programming and the city's own passion for movies.*

–Manhola Dargis, **L.A. Weekly**

*There is no place in North America where you could get a better education in film, where you can learn to be a smart filmgoer, than San Francisco. The San Francisco International Film Festival is the best in the country.*

–Susan Sontag

## Venues

Films are shown on eight screens throughout the Bay Area.

- Sundance Kabuki Cinemas, San Francisco
- Castro Theatre, San Francisco
- Pacific Film Archive, Berkeley
- SF Film Society Cinema, San Francisco

## Number of Films in 2011

193 films from 48 countries

## The Festival Audience

Our audience—as many as 75,000 admissions per year—is young, urban and affluent. We like to boast about our audience's close allegiance to our Festival, but beyond its appeal to a steadily growing local audience, the Festival succeeds in reaching regional, national and international markets as San Francisco's most accessible, most publicized and best-covered film event.

## Awareness Penetration

Ninety percent of San Francisco audiences are aware of the Film Festival and 60 percent of those aware of the Festival are interested in attending.

# Advertising

55<sup>TH</sup> SAN FRANCISCO INTERNATIONAL FILM FESTIVAL  
April 19–May 3, 2012

39 Mesa Street, Suite 110; The Presidio; San Francisco, CA 94129

## Publication Date

March 27, 2012

## Contact

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Development Manager

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## Program Guide

As befits a Festival as old and as prestigious as ours, this souvenir program guide is one of the most comprehensive available on the festival circuit today. Detailed film descriptions, combined with in-depth editorial about the Festival's award recipients and major programs, make this a real keepsake. Distributed around the world.

## Printing

Perfect-bound souvenir edition, printed on coated paper and book stock, with coated cover

## Advertising Rates

Back Cover .....	SOLD
Inside Front Cover.....	SOLD
Inside Back Cover.....	SOLD
Full Page Color.....	\$3,500
Full Page b/w.....	\$2,500
1/2 Page b/w.....	\$1,400
1/4 Page b/w.....	\$800

## Ad Options

See "Mechanical Information" for the actual sizes that the ads should be built to:

- Two-Page Spread (full bleed)
- Full Page (full bleed)
- Full Page (no bleed)
- 1/2 Page (horizontal)
- 1/2 Page (vertical)
- 1/4 Page

## Bleed

Available for spreads and full pages only

## Deadlines

Space Reservation.....	Monday, February 13
Ads Due.....	Wednesday, February 22
Publication Date.....	Tuesday, March 27

## Payment Schedule

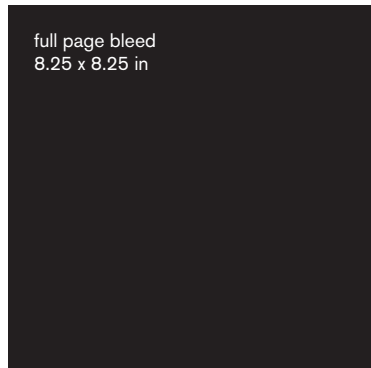
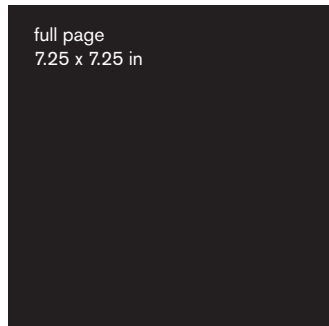
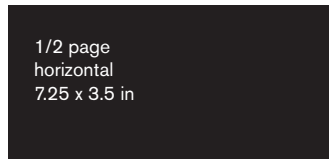
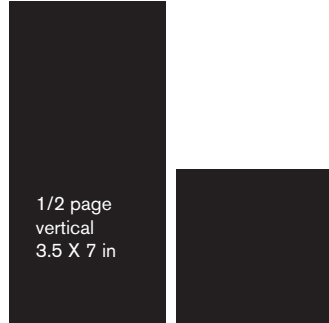
New Clients.....	Tuesday, February 14 (50%)	Thursday, February 23 (balance)
Returning Clients.....	Thursday, February 23 (100%)	

## Trim Size

8.25" x 8.25"

## Color

Full-color ads run four-color process.



# Mechanical Information

The Program Guide is a perfect-bound, square publication offset printed. In preparing all ads, please observe the specifications below.

## Camera-Ready Ad Mechanicals

If incorrectly sized, ads may be rebordered at the discretion of the San Francisco Film Society. All ads except double truck and full page must be bordered, preferably no greater than 1 point.

## B/W Camera-Ready Art

All black-and-white ads must be submitted digitally as either **a**) an Illustrator EPS file with embedded graphics and all type converted to outlines or **b**) as a press-optimized Acrobat PDF with embedded graphics and fonts. Pixel-based art must be at least 266 dpi at full size. Files must be accompanied by a hard copy laser of the actual ad for reference.

## Color Camera-Ready Art

All color ads must be submitted as four-color digital art. The preferred form is as an Adobe Acrobat high-resolution print-quality file, or as an Illustrator EPS file with embedded graphics and all type converted to outlines. Files must be accompanied by a hard-copy color printout for reference. Color accuracy, however, cannot be guaranteed with such a proof. It may be possible to submit ads as native files, but only with preapproval from our design staff. Native files must be Mac-based and all images and screen and printer fonts must be supplied with the digital file. Pixel-based art must be at least 300 ppi at full size.

## Screens

Screened tone values should be between 5% and 90%.

## Actual Sizes

Below are the actual sizes that the ads should be built to:

Two-page spread (bleed).....	16.5" x 8.25"
Full page (bleed).....	8.25" x 8.25"
Full Page (no bleed).....	7.25" x 7.25"
1/2 page (horizontal).....	7.25" x 3.5"
1/2 page (vertical).....	3.5" x 7.25"
1/4 page.....	3.5" x 3.5"

## THE FINE PRINT

**TERMS** Payment in full is required with camera-ready art.

**CANCELLATIONS** Space cancellations will not be accepted after the space reservation deadline of February 13, 2012. All cancellations must be in writing, and none will be accepted unless confirmed in writing by the Film Society.

**SHIPPING INSTRUCTIONS** All advertising materials accompanied by proofs, color keys or chromalins where applicable, should be sent to Amanda Todd, San Francisco Film Society; 39 Mesa Street, Suite 110; The Presidio; San Francisco CA 94129 to arrive on or before the closing date. The Film Society is not responsible for advertising materials lost or damaged in transit.

**COPY REQUIREMENTS** All advertisements are accepted and published by the Film Society upon the representation that the advertiser or its agency is authorized to publish the entire contents and subject matter thereof. The advertiser or agency will indemnify and hold the Film Society harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of all advertisements, including without limitations, claims or suits for libel, plagiarism, violation of right of privacy or copyright infringement. The Film Society reserves the right to reject any advertising which it feels is not in keeping with the publication's standards.