

**MONTCLAIR**  
**FILM** April 26 –  
**FESTIVAL** May 6, 2018



Limited  
space available  
this year.  
**ACT NOW!**

# ◀ Reserve Space Today

## Reach Thousands of Affluent Attendees

Filled with reference guides, program details and movie descriptions, this catalog is a critical tool during the ten day festival and has become a staple for local advertisers interested in connecting with a diverse, affluent, and educated community.

### Catalog highlights:

- High quality, four-color catalog
- 11 day festival
- 18,000 distributed throughout Montclair and surrounding towns
- Advertiser Index
- Pin Incentive Program
- Year-round exposure with our Sustaining Advertiser program
- Extra perks for full-page advertisers

**Deadline for ad placement and artwork: February 5, 2018**

◆ **Space is limited!**

For more information contact [adsales@montclairfilmfest.org](mailto:adsales@montclairfilmfest.org)

*"The Montclair Film Festival catalog is our favorite advertising opportunity each year. Our customers anticipate the catalog every year and we give out hundreds each season! This is exciting not only due to the beautiful design of the catalog, but the inclusion of our ad amongst the amazing film programming. We love all of the new customers that stop in and mention they saw us in the MFF catalog."*

— Chelsea Smith  
Just Kidding Around



## Sustaining Advertiser – New Benefits ..... \$2,000

### Festival benefits:

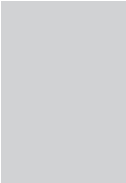

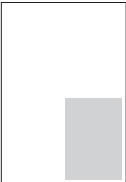

- Full page ad in catalog including benefits listed below
- Logo on festival trailer and catalog sponsor page

### Year Round benefits (until April 2019)

- Hyperlink featured on our Sustaining Advertiser page
- One month Cinema505 ad slide
- Distribution of your marketing materials at Cinema505
- Your logo and business highlighted in a Montclair Film e-newsletter
- Your logo included on Sustaining Advertiser Slide at Cinema505
- Two additional Movie Vouchers (four in total)

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## Available Ad Sizes

	<b>Full-Page ..... \$990</b> <ul style="list-style-type: none"><li>• Hyperlink on MFF website</li><li>• VIP gift bag offer</li><li>• 2 movie vouchers</li></ul> Artwork size: 6.75"w x 9.75"h (includes 0.125" bleed) Final trim size: 6.5"w x 9.5"h		<b>Half-Page ..... \$630</b> <ul style="list-style-type: none"><li>• VIP gift bag offer</li></ul> Artwork size: 6.0625"w x 4.3125"h (Ad does not bleed)
	<b>Quarter-Page ... \$385</b> Artwork size: 2.9375"w x 4.3125"h (Ad does not bleed)		<b>Eighth-Page .... \$220</b> Artwork size: 2.9375"w x 2.0625"h (Ad does not bleed)

All advertisers can participate in Pin Program and list offer on our member web page.

▶ **To reserve space, please fill out the form at [montclairfilmfest.org/advertise](http://montclairfilmfest.org/advertise)**

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## File Specifications

Artwork must be CMYK. Ad must be exported as a print-ready PDF. All ads must have their layers flattened. For full-page ads, keep all type .375" away from edges.

Ad design is not included. If you need assistance with layout and creative ideas, we can connect you with a designer. Pricing varies based on design requirements.

▶ **For assistance please contact: [designer@montclairfilmfest.org](mailto:designer@montclairfilmfest.org)**

## ◀ Pin Program

### Back by popular demand!

This is a great opportunity to extend your exposure to an exclusive, influential audience.

You decide what to offer patrons who come to your business and show their MFF 2018 pin. Examples of offers include discounts, free samples, gift with purchase, etc.

- Filmgoers at each of the festival screenings will be given a pin — there are over 125 screenings!
- We'll feature our pin partners in the catalog, on our website, and in each of the theaters via signage and on-screen messaging.

Don't miss out on the chance to be a part of this easy program! And if you're not sure what to offer, we're here to help.



*"Supporting Montclair Film through advertising in the annual program is something we have done since the festival's start. We directly reach our studio's target market in a fantastic format that festival-goers hold on to due to its great content and high quality printing. Plus, the very creative nature of the program and its advertisers challenge us each year to up our branding game in a memorable way."*

— Kelly DelRosso & Daniela Costanzo  
Co-owners, D\*FIT



Ad rate form and artwork deliverables can be found at:  
**[MontclairFilmFest.org/Advertise](http://MontclairFilmFest.org/Advertise)**

Payment is accepted by check or credit card