

PORTLAND
FILM FESTIVAL
#PDXFF17
OCT30-NOV5
PORTLANDFILM.ORG

2017 FESTIVAL GUIDE RATE CARD

DEADLINE: SEPT 20, 2017
sales@portlandfilm.org

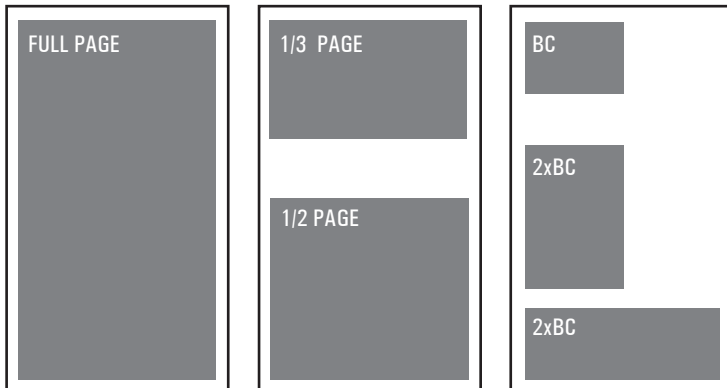
EVENT OVERVIEW

Named one of the top 25 coolest film festivals in the world, the Portland Film Festival (PDXFF) is the biggest and most highly attended film-lover movie event in the Northwest. This year we have over 200 hours of movies, comedies, independents, documentaries, shorts, music videos and more.



CIRCULATION

200-250k printed and distributed throughout the city of Portland at coffee shops, libraries, restaurants, bars, fashion stores, retailers, visitor shops and the airport.



STANDARD RATES & SIZES (Run of Paper)

Full Page 5.25" x 8.25" \$1995 // 1/2 Page 52.5" x 4.125" \$1200
 1/3 page Long 5.25" x 2.75" \$800
 Double Business Card 2.375" x 4.125" OR 5.25" x 1.5" \$500
 Business Card 2.375"x2" \$250
 Premium postions available by request.

Contact us for additional rates or for ad design/production.

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AUDIENCE

Our audience is divided into 3 groups: Event Buffs - looking for social events with friends, Film Lovers - passionate long-term supporters and Filmmakers - presenters, industry and those that aspire.

Demographic:

35-44 (primary)
 25-34 (secondary)
 54/46 female/male
 83% from Portland metro area
 Tertiary educated
 Professional

Psychographic:

Time poor
 Social
 Media savvy
 Early adopters
 Socially aware
 Influencers

CONTENT REQUIREMENTS

Portland Film Festival may reject or request changes in any advertisement. Advertising appearing to be editorial material must have advertisement printed above and below the copy. Political advertising must conform to state laws and our non-profit status.

DEADLINES

Copy and camera-ready artwork must be submitted no later than Sept 20th, 2017 at 5pm. Early space reservations are appreciated. Please note that we accept .pdf, tif, .png, and .jpg electronic file formats (pdf files should be Adobe Distiller "X-1 a" compliant). If your artwork is in another format, please call to verify that it can be utilized without conversion errors.

ARTWORK, PROOF & QUALITY

To insure a quality duplication of your ad, please submit in color, 300 DPI high resolution original proofed. Please create outlines for all fonts. Every effort will be made to produce error free ads and publication in general. In the event of strike, fire, act of nature or other causes beyond the control of PDXFF that prevents publication, this contract becomes null and void.