



# 2012 Austin Film Festival & Conference Advertising Packages



## Mission Statement

The Austin Film Festival furthers the art and craft of filmmaking by inspiring and championing the work of screenwriters, filmmakers, and all artists who use the language of film to tell a story.

The Austin Film Festival is a not for profit 501c3 corporation.

## About Austin Film Festival

The Austin Film Festival is dedicated to celebrating the art of storytelling through Film. Each year, the AFF puts advertisers in front of aspiring filmmakers, visiting industry executives and local Austin movie lovers. Make your brand a part of their special experience. Let us help YOUR company reach your desired audience, OUR audience!

## Who Advertises at Austin Film Festival?

Theaters, Restaurants & Bars, Talent Agencies, Law Firms, Real Estate Groups, Rental Facilities & Venues, Studios, Film & Screenplay Resources, Websites, Starter Businesses, Community Organizations, Museums, Clubs, and You!



## Austin Film Festival Attendees:

3,000+

Conference Attendees

30,000+

Theatre Seats Filled

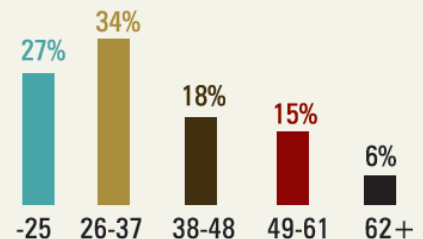
10,000+

Individual Attendance

89%

College Graduates

## Attendees by Age Group



Male Attendees: 51%

Female Attendees: 49%

Income Level (Festival Attendees) \$25-80K

Income Level (Industry Attendance) \$80-200K

## Registrant Gift Bags

Conference and Festival attendees receive more than 3,000 gift bags each year. Business and sponsors have the opportunity to place promotional materials such as t-shirts and coupons inside the gift bags, or can place a logo on the outside of the bag.

\$400

## Commemorative Program Books

These booklets are distributed to registrants, attendees, and various venues around Austin. More than 5,000 of these books make their way into the hands of our members. Advertise in the program guide with a quarter, half, or full page ad to draw visitors and Austinites to shops or restaurants, or drive traffic to your event or website. AFF program guides are coveted and with new themes and covers, have become collector's items of loyal attendees. Sponsor logos are also included on the sponsor page in the program guide.

## Film Pocket Guide

AFF provides this easy access guide for Festival attendees to view a schedule of the day's films. A popular resource, the guide fits easily into the limited badge or attendee's pocket. Logo inclusion on the film pocket guides is available to all sponsors. All registrants receive pocket guides.

## AFF Exhibit Hall

Held in the mezzanine of the historic Driskill Hotel, the Exhibit Hall offers sponsors the opportunity to actively market, sell and raise awareness about their products and services. Centrally located, attendees frequent the Exhibit hall between films, events and parties.

\$850

### Program Book Costs & Specs

**Full Page** **\$1250**

no bleed: 7.675" x 10.175"

with bleed: 8.625" x 11.125"

**1/2 Page** **\$750**

Vertical: 3.712" x 10.175"

Horizontal: 7.675" x 5.000"

**1/4 Page** **\$500**

Vertical: 3.712" x 5.000"

Horizontal: 7.675" x 2.412"

**Inside Cover** (Front or Back) **\$1,500**

with bleed: 8.625" x 11.125"

**Outside Back Cover** **\$2,000**

with bleed: 8.625" x 11.125"

### Film Pocket Guide Costs & Specs

**Full Page** **\$1,000**

with bleed: 4" x 6.5"

**Inside Cover** (Front or Back) **\$2,000**

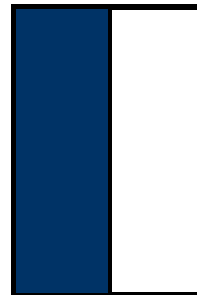
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**Back Cover** **\$2,500**

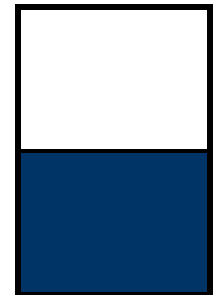
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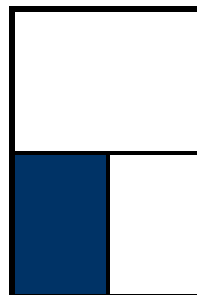
Full Page



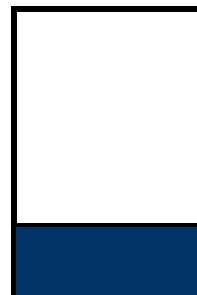
1/2 Page V



1/2 Page H



1/4 Page V



1/4 Page H

