

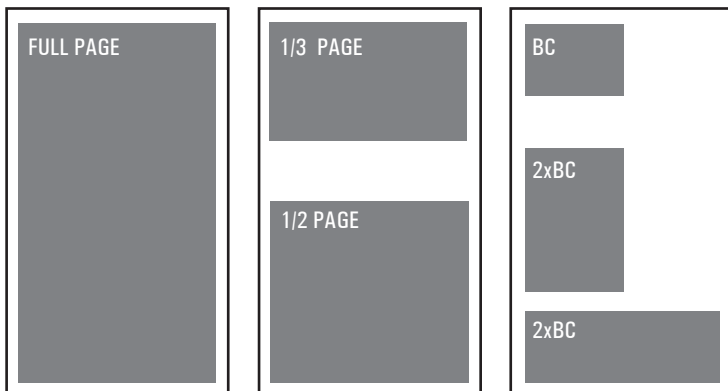
**EVENT OVERVIEW**

Over 23,000 people answered Mayor Charlie Hale’s call to participate in last year’s Portland Film Festival. The audience was delivered over 154 hours of movies, workshops, classes, networking events and evening socials.



**CIRCULATION**

50,000 printed and distributed through out the city of Portland at coffee shops, libraries, restaurants, bars, fashion stores, retailers and Travel Portland visitor shops and the airport.



**STANDARD RATES & SIZES (Run of Paper)**

Double Page 11" x 10" \$995 // Full Page 5.5" x 10" \$545

1/2 Page 5.5" x 5" \$380 // 1/3 page Long 5.5" x 3.33" \$245

Double Business Card 2.75" x 4" OR 5.5" x 2" \$175

Business Card 2.75"x2" \$100

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

**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 June 5th, 2015 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 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 errorfree 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.