

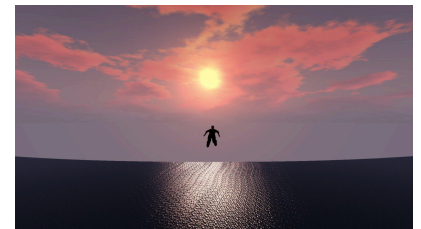
Advertising at the Ann Arbor Film Festival

The Ann Arbor Film Festival showcases the most creative and unique films of today's preeminent moving image artists who cross boundaries, defy expectations, and experiment with concepts and techniques. Founded in 1963, the AAFF is the oldest avant-garde film festival in North America and one of the most highly regarded forums in the world for film as an art form.

Our six-day event presents an artist-friendly atmosphere at the historic Michigan Theater and State Theatre, where film enthusiasts, filmmakers, programmers, curators and distributors from far and near convene each year in Ann Arbor to engage with contemporary film art.

Contributing to our rich and unique legacy, numerous influential artists have shown early work at the AAFF, including Gus Van Sant, Yoko Ono, Andy Warhol, Kenneth Anger, Agnes Varda, George Lucas, Barbara Hammer, Brian DePalma, and Suzan Pitt.

In addition, the AAFF pioneered the traveling film festival concept in 1964 and continues to screen select shorts from each year's festival at dozens of cities in the U.S. and abroad. Participating filmmakers, who are paid for each screening of their work, receive increased visibility throughout the year.



The 63rd Ann Arbor Film Festival Will Be March 25–30, 2025 (Online TBD)

Results of the 62nd AAFF in March 2024

- The festival drew an in-person and online audience of 9,000 spectators, with each sponsor receiving up to 50 impressions per festival goer, depending on the level of visibility selected by the sponsor.
- Our sponsorship campaign generated more than 5 million targeted impressions through TV, radio, print, online, email, and in-person acknowledgments.
- The festival featured 40 programs in six days, including 110 films made from over 30 countries; films submitted for competition from 95 countries; & \$25,500 in awards to 38 filmmakers.

Facts about the AAFF audience and our surrounding area

- The Ann Arbor population is 120,000, plus 51,000 undergraduate and graduate students
- The festival campaign targets audiences across southeast Michigan
- More than 90 percent of the audience is college-educated, primarily 18–31 and 45–60 years old
- Median household income is \$78,546 (2023), with the University of Michigan and Trinity Health as the top area employers.

Advertise in the 2025 63rd AAFF Program Book.

If you have any questions, reach out to **Kailey Radwan** at kailey@aafilmfest.org

Advertising art specifications:

- Ads are printed in black and white
- Resolution must be 300dpi
- Submit ad as Grayscale TIFF, EPS, or PDF
- Outline fonts as needed

Please choose an ad size below:

___ Full Page [\$1,200]

___ Half Page [\$700]

___ Quarter Page [\$400]

Payment Information:

Ads and payment are due two weeks from the ad agreement date or by 12.13.2024

I am sending a check for \$ _____ to arrive by Dec 13

Please charge \$ _____ to my credit card

Cardholder Name _____

Card Number _____

Exp. Date ____/____/____ CVV Number _____ Date ____/____/____ Zip Code _____

Authorization Signature _____

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| <p>Full Page 4.95" x 7.79" 29p9 x 46p9</p> | <p>Half Page Vertical 2.41" x 7.79" 14p6 x 46p9</p> | <p>Half Page Horizontal 4.95" x 3.83" 29p9 x 23p</p> |
| | | <p>Quarter Page Vertical 2.41" x 3.83" 14p6 x 23p</p> |