

## 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 62nd Ann Arbor Film Festival Will Be March 26–31, 2024 (Online Continues through April 7)

### **Results of the 61st AAFF in March 2023**

- The festival drew an in-person and online audience of 8,800 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 46 programs in six days, including 178 films made from over 35 countries; 2,743 films submitted for competition from 95 countries; & \$24,300 in awards to 32 filmmakers.

### **Facts about the AAFF audience and our surrounding area**

- The Ann Arbor population is 124,000, plus 50,000 undergraduate and graduate students
- The festival campaign targets audiences across southeast Michigan
- More than 90 percent of the audience is college-educated, primarily 18–34 and 45–60 years old
- Median household income is \$79,198 (2021), with the University of Michigan, University of Michigan Health Centers, and local tech sector Visteon among the biggest area employers.

To advertise in the 2024, 62nd AAFF Program Book, fill out the form below.

If you have any questions, reach out to **Kailey Radwan** at [kailey@aafilmfest.org](mailto:kailey@aafilmfest.org)

- Ads are printed in black and white
- Submit ad as Grayscale TIFF, EPS, or PDF
- Resolution must be 300dpi
- Fonts should be outlined as appropriate
- Ads and payment are due two weeks from the ad agreement date, or by 12.16.2023

Advertiser \_\_\_\_\_

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**Quarter-page**  
2.625" x 4.125"

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Please choose an ad size below:

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Payment Information:

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