

## 62nd ANN ARBOR FILM FESTIVAL PROMOTIONAL TRAILER GUIDELINES

Each year, the Ann Arbor Film Festival invites film artists to make promotional trailers that creatively represent us as the oldest experimental film festival in North America, and at the same time aim to appeal to new audiences.

We encourage you to create an accessible doorway to the often challenging world of experimental film. The trailer should speak to a broad audience and encourage people to attend, while helping them understand that we are a great place for the alternative in cinema.

If successful, your trailer may be selected for pre-festival showing, including spots on Detroit Public Television (DPTV) and in area theaters, as well as during festival week preceding the nearly 40 film programs.

### INFORMATION TO INCLUDE

- 62nd Ann Arbor Film Festival
- March 26-31, 2023 | online March 26-April 7
- AAFF logo (see below)
- sponsor logos: AAFF will provide 2-3 slides of logos for inclusion in January 2023 (please note that these slides need to be on screen for 2-3 seconds each in order to be legible)
- end with: "For tickets, passes, and more information, visit [aafilmfest.org](http://aafilmfest.org)"

### FORMAT

- 1920x1080 ProRes HQ
- include a fade in and out to black
- 30 seconds for DPTV broadcast; up to 60 seconds for in-theater screenings
  - We encourage you to submit your trailer in two versions
    - 30 seconds for DPTV and other pre-festival showings at regional theaters & outreach events
    - up to 60 seconds for festival-week in theater and online (March 26-31, 2023 | online March 26-April 7), preceding AAFF screenings, and online on our Vimeo and YouTube channels
- do not use copyrighted sound or image unless covered by the [fair use principle](#)  
AAFF's default font is Helvetica

### IMPORTANT DATES

- January 12, 2024: Trailer Deadline: submit trailer to [info@aafilmfest.org](mailto:info@aafilmfest.org) with subject line "62AAFF Trailer Submission (your last name)"
- January 19, 2024: Should your trailer be selected for use, we will provide 2-3 slides with sponsor logos for you to incorporate at the end.

[A FEW EXAMPLES \(more available on our vimeo page\)](#)

[43rd AAFF - Sean Patrick](#)

[48th AAFF - Michael](#)

[Langan](#)

[49th AAFF - Jodie Mack](#)

[50th AAFF - Jeff Scher](#)

[60th AAFF - Hafsah M](#)

[61st AAFF - Steve Wood](#)

[53rd AAFF - Gary](#)

[Schwartz](#)

[53rd AAFF - Heidi Kumao,](#)

[Collin McRae Leix, Frank](#)

[Pahl](#)

[54th AAFF - Martin](#)

[Thoburn](#)

[55th AAFF - Potter-Belmar](#)

[Labs](#)

[57th AAFF - James](#)

[Snazell](#)

[61st AAFF - Coco](#)

[Delvecchi](#)