

# SIFF GUIDE & CATALOG



## PARTNER SINCE 2002

[siff.net \(http://www.siff.net\)](http://www.siff.net)

The Seattle International Film Festival is the largest and most highly attended film festival in the United States. Variety has called SIFF one of the world's "50 unmissable film festivals."

## PUBLICATION SCHEDULE

### 2018 Festival Guide

May - June  
Closing: Mar 31  
Materials: Apr 7

### 2018 Festival Catalog

May - June  
Closing: Mar 31  
Materials: Apr 7

## 2017 SIFF VENUES\*

### DOWNTOWN

- AMC Pacific Place 11

### QUEEN ANNE

- McCaw Hall
- SIFF Cinema Uptown
- SIFF Film Center

### CAPITOL HILL

- SIFF Cinema Egyptian

### BALLARD

- Majestic Bay Theatres

### BELLEVUE

- Lincoln Square Cinemark Theatres

### SHORELINE

- Shoreline Community College

### KIRKLAND

- Kirkland Performance Center

### COLUMBIA CITY

- Ark Lodge Theatres

### BELLTOWN

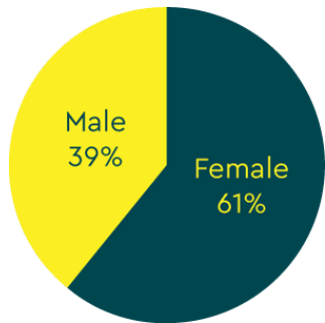
- Cinerama

\*2018 Venues TBA

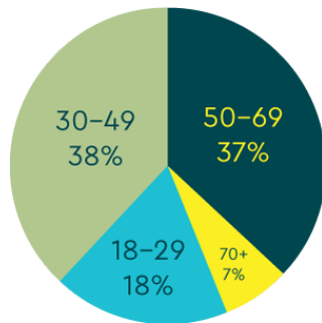
## AUDIENCE

The 150,000 attendees of the annual Seattle International Film Festival are well-educated, have disposable income, and appreciate sponsors. SIFF provides a prime opportunity to speak to this valuable and influential audience. 99% of SIFF attendees are likely to recommend SIFF to others.

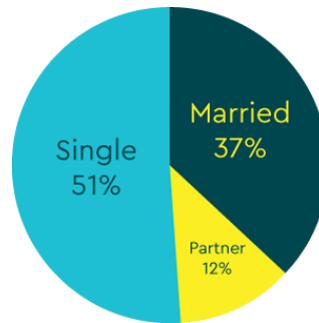
GENDER



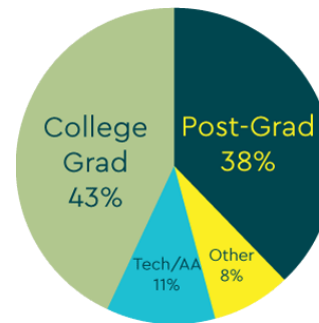
AGE



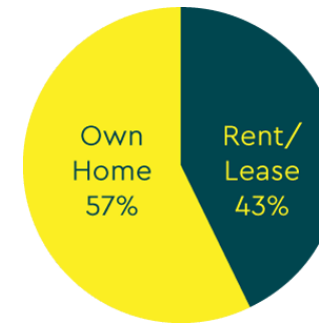
MARITAL



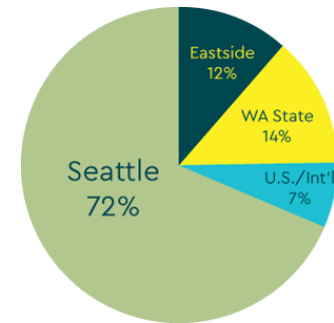
EDUCATION



HOMEOWNER



RESIDENCE



50%



**SPEND \$100  
ATTENDING SIFF**



35%

**MAKE \$100K+/YR  
(AVG. INCOME: \$97,000)**

10



**AVERAGE NUMBER  
OF FILMS WATCHED  
DURING THE  
FESTIVAL**



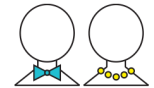
67%

**BUY TICKETS  
ONLINE  
(WEB OR MOBILE)**

80%



**USE SIFF.NET TO  
FIND INFO ABOUT  
FILMS**



43%

**MEMBERS AT  
BENEFACTOR  
LEVEL OR ABOVE  
(\$125K+ / YR)**

# RATES

## GUIDE

The SIFF Guide is read by devoted festival attendees, SIFF members, and arts throughout the greater Seattle area. The Guide highlights everything that SIFF has to offer—including film listings, schedules, maps and more.

### CIRCULATION: 120,000

Guides are available at the SIFF box office and film venues. Last year, 70% of attendees found out about the festival through the Guide.

#### Guide Rates

|           | Full Color |
|-----------|------------|
| Full page | \$3101     |
| 2/3 page  | \$2707     |
| 1/2 page  | \$2313     |
| 1/3 page  | \$1545     |
| 1/6 page  | \$854      |

## ADDED VALUE

### TICKETS FOR ADVERTISERS

- 1/2 page ad or greater Get 4 SIFF vouchers\*
- 1/3 page ad or smaller Get 2 SIFF vouchers\*

\*good for one screening each

## CATALOG

The SIFF Catalog is the most comprehensive guide to all the films and events, reaching participants during the festival and long after.

### CIRCULATION: 5,000

Catalogs are given to SIFF Members, mailed to film industry contacts nationally, and sold through festival venue box offices.

#### Catalog Rates

|           | Full Color | Black & White |
|-----------|------------|---------------|
| Full page | \$2200     | \$1355        |
| 1/2 page  | \$1158     | \$764         |
| 1/4 page  | \$750      | \$468         |

### ADVERTISE IN BOTH

Save 15% and receive additional access to SIFF events when you advertise in both the SIFF Catalog and SIFF Guide.

# SPECIFICATIONS

Share with your graphic designer or art director to achieve the best results possible for your ad.

## DEADLINES

Ad materials are due one week after the space closing date of each publication. Your Account Executive will provide the appropriate deadlines for your customized schedule.

## PROOFS

If you have any concerns about color fidelity with your ad, we recommend that you submit a contract quality digital color proof.

## AD PRODUCTION SERVICES

Encore provides layout, typesetting, scanning and prepress services. Costs vary according to the type of work required. Production costs are non-commissionable. For more information, please contact your Account Executive.

## CONTACT INFO

### EMAIL

[production@encoremediagroup.com](mailto:production@encoremediagroup.com)

### PHONE

206.443.0445 x116

### MAIL

425 North 85th Street  
Seattle, Washington 98103

## PRINT AD FORMATTING

Preferred format: PDF file (prepress optimized, CMYK, fonts embedded). If a PDF file is inconsistent with Encore's ad specifications, the ad will be returned to the advertiser for modification, or run as submitted. Alternate ad formats: InDesign, Illustrator, Photoshop. Should a submitted file require modification to meet these ad specifications, the advertiser will be notified that it may be subject to production charges.

Fonts: Encore cannot accept PC fonts. Suggestion: If an ad requires several fonts, or a PC font, the ad should be created in a vector-based program such as Illustrator, with fonts converted to outlines.

Unacceptable formats: PDFs created using PDF Writer, Publisher, Corel, Word, Excel or PowerPoint.

Modifications to ads: Should a submitted file require modification to meet Encore's ad specifications, the advertiser will be notified that the ad may be subject to production charges. Encore reserves the right to substitute fonts.

## SPECIFICATIONS

|                     |  |
|---------------------|--|
| Trim Size           | 8.375" x 10.875"                                 |
| Live Area           | 7.375" x 9.875"                                  |
| Color               | Four color process (CMYK) or Grayscale (BW)      |
| Maximum Ink Density | 300%   |
| Line Screen         | 150dpi   |
| Image Resolution    | Photos (300dpi), Line Art (1200dpi)              |
| Format              | 3 column   |
| Column Width        | 2.25"  |
| Binding Head        | Saddle-stitched (Guide), Perfect-bound (Catalog) |
| Printing            | Heatset Web Offset                               |

Ads may be submitted in PDF or alternate formats in the following sizes (measurements listed W x H):

## 2017 SIFF GUIDE ADS

|                      |                  |
|----------------------|------------------|
| Full page w/ bleed   | 8.625" x 11.125" |
| Full page            | 7.375" x 9.875"  |
| 2/3 vertical         | 4.75" x 9.875"   |
| 1/2 vertical         | 4.75" x 7.375"   |
| 1/3 vertical         | 2.25" x 9.875"   |
| 1/3 square           | 4.75" x 4.875"   |
| 1/6 vertical         | 2.25" x 4.875"   |
| 1/6 horizontal       | 4.75" x 2.375"   |
| 2 pg spread          | 15.625" x 9.875" |
| 2 pg spread w/ bleed | 17" x 11.125"    |

## 2017 SIFF CATALOG ADS

|                    |                  |
|--------------------|------------------|
| Full page w/ bleed | 8.625" x 11.125" |
| Full page          | 7.375" x 9.875"  |
| 1/2 horizontal     | 7.375" x 4.875"  |
| 1/2 vertical       | 3.625" x 9.875"  |
| 1/4 vertical       | 3.625" x 4.875"  |
| 1/8 horizontal     | 3.625" x 2.375"  |