

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](https://variety.com/2007/film/markets-festivals/50-unmissable-film-festivals-1117971644/) (<https://variety.com/2007/film/markets-festivals/50-unmissable-film-festivals-1117971644/>).

PUBLICATION SCHEDULE

2018 Festival Guide

May 17 - June 10

Closing: Mar 31

Materials: Apr 7

2018 Festival Catalog

May 17 - June 10

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

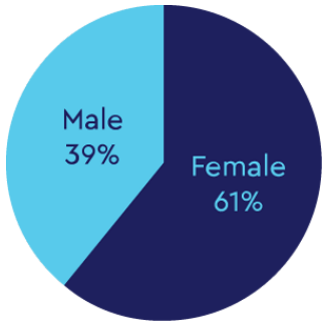
- Cinerama

*2018 Venues TBA

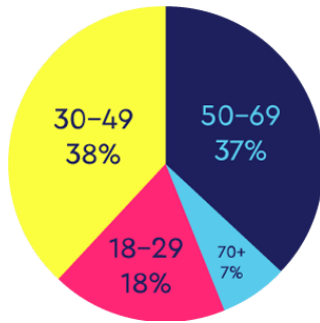
AUDIENCE

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.

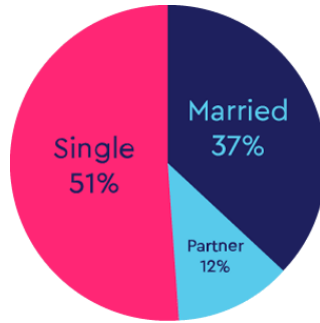
GENDER



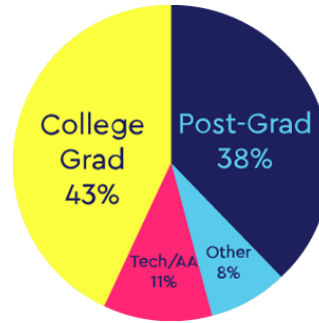
AGE



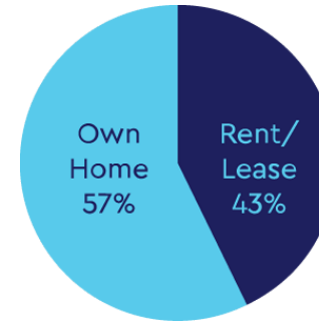
MARITAL



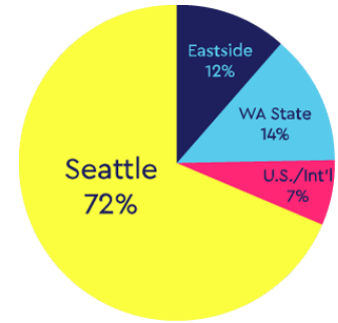
EDUCATION



HOMEOWNER

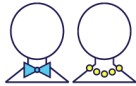


RESIDENCE



35%

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



43%

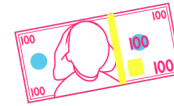
**MEMBERS AT
BENEFACTOR
LEVEL OR ABOVE
(\$125K+/YR)**

10



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

50%



**SPEND \$100
ATTENDING SIFF**



67%

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

80%



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

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	\$3225
2/3 page	\$2815
1/2 page	\$2406
1/3 page	\$1606
1/6 page	\$888

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
Full page	\$2288
1/2 page	\$1204
1/4 page	\$780

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

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 crated 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"