

# Film Education Cooperative

Since 1993, thousands of film students have discovered *MovieMaker* and remained loyal to us because of our close association with so many of the world's top educators. As we celebrate our 24th anniversary, we'd like to recognize the part that these schools have played in helping us reach this milestone. As such, we are proud to offer the Film Education Cooperative—offering film education programs the chance to get the word out to the millions of people who read **MM** every year. We want to give film educators the chance to earn advertising and editorial opportunities—both online and in our print magazine—while providing students with the tools they need to take on the often daunting world of moviemaking.

## Basic Film Education Coop Members Will Receive:

- Four (4) quarter-page, four-color advertisements, to run within the next 12 months in four consecutive issues of the print edition of *MovieMaker*. **VALUE:** \$6,780
- Editorial coverage of your film program in the Summer "Guide to Film Education." **VALUE:** While there is no set value on editorial, industry estimates put this at three times the cost of advertising in the same space, which makes the estimated total \$6,885
- 25 complimentary one-year subscriptions to *MovieMaker* Magazine. **VALUE:** \$500
- 50 complimentary copies of the **Complete Guide to Making Movies** **VALUE:** \$348

**TOTAL VALUE: \$14,513 TOTAL COST: \$3,495**

## Enhanced Film Education Coop Members Will Receive:

- Four (4) half-page, four-color advertisements in the next four issues of *MovieMaker* Magazine. **VALUE:** \$10,380
- Editorial coverage of your film program in the Summer "Guide to Film Education." **VALUE:** While there is no set value on editorial, industry estimates put this at three times the cost of advertising in the same space, which makes the estimated total \$6,885
- 50 complimentary one-year subscriptions to *MovieMaker* Magazine. **VALUE:** \$1,000
- Three (3) months of text advertising in our Newsflash e-newsletter, distributed to more than 75,000 subscribers. **VALUE:** \$597
- 100 complimentary copies of the **Complete Guide to Making Movies** **VALUE:** \$695

**TOTAL VALUE: \$19,557 TOTAL COST: \$5,975**

## Ultimate Film Education Coop Members Will Receive:

- Four (4) full-page, four-color advertisements in the next four issues of *MovieMaker* Magazine. **VALUE:** \$15,180
- Editorial coverage of your film program in the Summer "Guide to Film Education." **VALUE:** Estimated at \$6,885
- Additional mention of your business, with a quote from a company principal, in a second article in the print edition of *MovieMaker* within the next 12 months. Subject and issue TBD by **MM**'s editorial staff. **VALUE:** approximately \$4,000
- Interview with school's director, dean or appropriate person to be featured as on *MovieMaker.com*. **VALUE:** approximately \$6,000
- 100 complimentary one-year subscriptions to *MovieMaker* Magazine. **VALUE:** \$2,000
- Twelve (12) months of banner advertising on *MovieMaker.com*. **VALUE:** \$6,000
- Six (6) text advertising in our Newsflash e-newsletter, distributed to more than 75,000 subscribers. **VALUE:** \$1,194
- 150 complimentary copies of the **Complete Guide to Making Movies** **VALUE:** \$1,043

**TOTAL VALUE: \$46,542 TOTAL COST: \$12,975**



**Social Media:** Consult your account representative for information on social media add-ons to any of the above packages.

# MovieMaker

THE ART AND BUSINESS OF MAKING MOVIES