

# Film Festival Cooperative

Since 1993, more than a million film festival attendees have discovered *MovieMaker* at the hundreds of film festivals with whom we've partnered. As we celebrate our 24th year, we'd like to recognize the part these festivals have played in helping us reach this milestone. As such, we're proud to present the Film Festival Cooperative. While print advertising remains one of the most effective ways of getting your event noticed, it is often too costly an option for most festivals. The Film Festival Cooperative seeks to change that—and get the word out about your event to the millions of people who read **MM** every year. We want to give film festivals like yours the chance to earn advertising and editorial opportunities—both online and in our print magazine—while providing festival entrants with the tools they need to take on the often daunting world of moviemaking.

## Basic Film Festival Coop members will receive the following:

- Two (2) quarter-page, four-color advertisements, to be used within the next 12 months. **VALUE:** \$3,390
- Editorial coverage of your event (festival wrap after the festival) in the "Festival Beat" section of **MM**. **VALUE:** While there is no set value on editorial, industry estimates this value 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**, to be presented to festival attendees, entrants, etc. **VALUE:** \$1,000
- Three (3) months of text advertising in our Newsflash e-newsletter, distributed to more than 75,000 subscribers. **VALUE:** \$597
- Two (2) print call for entries listings in the print edition of **MovieMaker** Magazine. **VALUE:** \$190

**TOTAL VALUE: \$12,062 TOTAL COST: \$1,995**

## Enhanced Film Festival Coop members will receive the following:

- Two (2) half-page, four-color advertisements, to be used within the next 12 months. **VALUE:** \$5,190
- Editorial coverage of your event (festival wrap after the festival) in the "Festival Beat" section of **MM**. **VALUE:** Estimated at \$6,885
- 100 complimentary one-year subscriptions to **MovieMaker** Magazine. **VALUE:** \$2,000
- Six (6) months of text advertising in our Newsflash e-newsletter, distributed to more than 75,000 subscribers. **VALUE:** \$1,194
- Two (2) print call for entries listings in the print edition of **MovieMaker** Magazine. **VALUE:** \$190

**TOTAL VALUE: \$15,462 TOTAL COST: \$2,995**

## Ultimate Film Festival Coop members will receive the following:

- Two (2) full-page, four-color advertisements, to be used within the next 12 months. **VALUE:** \$7,590
- Editorial coverage of your event (festival wrap after the festival) in the "Festival Beat" section of **MM**. **VALUE:** Estimated at \$6,885.
- Interview with the festival director to be featured on **MovieMaker.com**. **VALUE:** Estimated at \$5,960
- Three (3) months of square banner advertising on **MovieMaker.com**. **VALUE:** \$1,500
- 150 complimentary one-year subscriptions to **MovieMaker** Magazine. **VALUE:** \$3,000
- Six (6) months of text advertising in our Newsflash e-newsletter, distributed to more than 75,000 subscribers. **VALUE:** \$1,194
- Three (3) print call for entries listings in the print edition of **MovieMaker** Magazine. **VALUE:** \$285

**TOTAL VALUE: \$26,414 TOTAL COST: \$4,495**



**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