



DC LaborFest 2017 – Festival Guide Ad Rates

(Program size: 5½” x 8½”)

Sponsors:

Metropolitan Washington Council, AFL-CIO
Debs-Jones-Douglass Institute
American Film Institute

**DEADLINE
March 10**

- **SAME RATES AS 2016!**
- **FREE PASSES!**
- **10,000 COPIES TO BE DISTRIBUTED!**
- **50% DISCOUNT WHEN YOU UPGRADE YOUR AD!**
(contact Chris at 202-974-8153 or cgarlock@dclabor.org for details)

2017 DC LABORFEST SPONSORSHIP PACKAGES

Lead Festival Sponsor: \$10,000

- Festival Guide Back Cover*
- Logo on FilmFest giveaway t-shirt
- Logo on all FilmFest promotional materials
- **100 FREE FILMFEST PASSES**

Premiere Sponsor: \$5,000

- Festival Guide full-page* prime placement (inside front, page 1, inside back, last page)
- Logo on all FilmFest promotional materials
- **75 FREE FILMFEST PASSES**

Festival Host: \$2,750

- Full-page ad*
- Listed as Festival Host in Festival Guide
- Introduce film
- **50 TICKETS TO YOUR SCREENING;**
additional discounted tickets available at \$5 each

Festival Sponsor: \$2,500

- Full-page ad*
- Listed as Festival Sponsor in Festival Guide
- **50 FREE FILMFEST PASSES**

Silver Screen Host: \$1,800

- Full-page ad*
- Listed as Silver Screen Host in Festival Guide
- Introduce film
- **50 TICKETS TO YOUR SCREENING;**
additional discounted tickets available at \$6 each

Silver Screen Sponsor: \$1,500

- Full-page ad*
- Listed as Silver Screen Sponsor in Festival Guide
- **50 FREE FILMFEST PASSES**

Director's Circle Host: \$1,350

- Full-page ad*
- Introduce film
- **50 TICKETS TO YOUR SCREENING;**
additional discounted tickets available at \$7 each

Director's Circle:

- \$1,000:**
 - Full-page ad*
 - **10 FREE FILMFEST PASSES**
- \$500:**
 - Half-page ad*
 - **5 FREE FILMFEST TICKETS**
- \$250:**
 - Quarter-page ad*
 - **2 FREE FILMFEST PASSES**
- \$100:**
 - Friend listing (name only)

**Page layout sizes are located on other side*

ON STRIKE? ASK US ABOUT A FREE AD

AD SUBMISSION

Send this form and a check (made payable to Metro Washington Council) no later than 3/10/17 to:

DC LABORFEST 815 16TH STREET NW, 3RD FLOOR NORTH WASHINGTON, DC 20006

and email a PDF of your ad to: **CGARLOCK@DCLABOR.ORG**

Union/Organization

Contact Person

Address

City

State

Zip

Tel

Email

**The DC LABOR FILM FEST reserves the right to reject ads at its sole discretion.
Final Deadline for Copy and Payment: March 10, 2017**

**see
over**
➔

AD ARTWORK

All ads print black on white paper.

PDF files preferred and strongly recommended, with accompanying paper proof if possible.

ELECTRONIC FILES SHOULD BE EMAILED TO

CGARLOCK@DCLABOR.ORG

Questions about placing an ad?

Contact Chris Garlock at 202-974-8153; cgarlock@dclabor.org

QUARTER PAGE AD

2.25" (W) X 3.75" (H)

**DEADLINE
March 10**

**FULL PAGE AD
4.75" (W) X 8" (H)**

**LABOR
FEST**



**HALF PAGE AD
4.75" (W) X 3.75" (H)**