

BROOKLYN FILM FESTIVAL
ADVERTISEMENT GUIDE

SLIDE PROJECTION

TOTAL NUMBER OF INTERMISSIONS: 70

Advertisers have the responsibility to produce their own slide and submit copy to the festival no later than May 20, 2012.

INTERMISSIONS	70
PASSAGES EST.	240
COST	\$1,000

From Saturday June 2 to Sunday June 10, the Festival offers the opportunity to project advertising slides during program intermissions at **indieScreen** and **Brooklyn Heights Cinema**

Spanning over a ten day period (June 1-10, 2012), with an estimated audience of over 10,000, and roughly 150 film premieres shown in five categories, the Brooklyn Film Festival (BFF) is one of those New York events that creates a "true buzz". The Festival attracts media attention and is attended by young, demanding, professional, trend-setting crowds from the five boroughs. Advertising with BFF is a cost effective, highly visible, smart choice!

ADDITIONAL BENEFITS

Advertisers who purchase our package will be given one Gold Card Pass (\$200 value) + five Single Program Tickets (\$50 value).

All advertisers will also be listed on our website's Sponsors Page with link | www.brooklynfilmfestival.org

DEMOGRAPHICS

- **AGE**

7% = Under 17

70% = 18-35

20% = 36-55

3% = Over 55

- **INCOME**

6% = Under \$25K

41% = 26K – 50K

33% = \$51K - \$75K

20% = Over \$75k

- **GENDER**

46% = Female

54% = Male

- **ETHNICITY**

10% = Asian

55% = Caucasian

20% = African|American

12% = Hispanic | Latino

3% = Others

AUDIENCE PROFILE

BFF's audience is a dynamic mix of indie-filmmakers coming from every corner of NYC, media representatives (indie-magazines, local newspapers, main stream publications and TV stations), film distributors, film industry professionals, a large number of production and post-production companies' employees who operate in NYC, the participating filmmakers with their followers, and thousands of indie-film enthusiasts from all five-boroughs.

BFF is affordable and maintains a low-key attitude since we strongly believe in equal access to the arts and diversity. We offer discount tickets to senior citizens and students and donate every year 1,000 admission tickets to various Brooklyn based schools.

CONTACT US

SUSAN MACKELL

p: (718) 388 4306

f: (718) 599 5039

susan@wbff.org

www.brooklynfilmfestival.org

