

Advertising at the Ann Arbor Film Festival

The Ann Arbor Film Festival showcases the most creative and unique films of today's preeminent moving image artists who cross boundaries, defy expectations, and experiment with concepts and techniques. Founded in 1963, the AAFF is the oldest avant-garde film festival in North America, and one of the most highly regarded forums in the world for film as an art form.



Our six-day event presents an artist-friendly atmosphere at the incredible 1920s-era Michigan Theater. Film enthusiasts, filmmakers, programmers, curators and distributors from far and near convene each year in Ann Arbor to engage with contemporary film art.



Contributing to our rich and unique legacy, numerous influential artists have shown early work at the AAFF, including Gus Van Sant, Yoko Ono, Andy Warhol, Kenneth Anger, Agnes Varda, George Lucas, Barbara Hammer, Brian DePalma, and Suzan Pitt.

In addition, the AAFF pioneered the traveling film festival concept in 1964 and continues to screen select shorts from each year's festival at more than 35 cities in the U.S. and abroad. Participating filmmakers, who are paid for each screening of their work, receive increased visibility throughout the year.



THE 60TH ANN ARBOR FILM FESTIVAL WILL BE MARCH 22-27, 2022 **IN-PERSON AND ONLINE**

Results of the most recent in-person festival, the 57th AAFF, held in March 2019

- It drew an audience of nearly 10,000 spectators, with each sponsor receiving an estimated 10–50 impressions per festival goer, depending on the level of visibility selected by the sponsor.
- Our sponsorship campaign generated more than 5 million targeted impressions through TV, radio, print, online, email, and in-person acknowledgments. Social media impressions are now an option, too!
- The festival featured 40 programs in six days, including 143 films made in 35 countries and 22 U.S. states; 2,767 films submitted for competition from 105 countries; & \$22,500 in awards to 36 filmmakers.

Facts about the AAFF audience and our surrounding area

- The Ann Arbor population is 150,000 (with students)
- The festival campaign targets 5 million people in southeast Michigan
- More than 90 percent of the audience is college-educated, primarily 18–34 and 45–60 years old
- The median household income is \$61,247 (in 2017 dollars), with Google, the University of Michigan, and the burgeoning local tech sector as the biggest area employer

To advertise in the 2022, 60th AAFF Program Book, fill out the form below.

If you have any questions, reach out to **Megi Mustafaj** at megi@aaifest.org

<ul style="list-style-type: none">• Ads are printed in black and white• Submit ad as a Grayscale TIFF, EPS, or PDF• Resolution must be 300dpi• Fonts should be outlined as appropriate• Ads and payment are due 2 weeks from the ad agreement date, or by 12.19.2021	Advertiser _____ Contact Name _____ Address _____ Email _____ Phone _____		
<table border="1"><tr><td data-bbox="126 884 505 1314">Quarter-Page 2.625" x 4.125"</td><td data-bbox="505 884 800 1314">Full Page 5.5" x 8.5"</td></tr></table>	Quarter-Page 2.625" x 4.125"	Full Page 5.5" x 8.5"	Please choose an ad size below: ___ Full-Page [\$1,050] ___ Half-Page [\$550] ___ Quarter-Page [\$300]
Quarter-Page 2.625" x 4.125"	Full Page 5.5" x 8.5"		
<table border="1"><tr><td data-bbox="126 1339 800 1818">Half-Page horizontal 5.5" x 4.125" vertical 2.625" x 8.5"</td></tr></table>	Half-Page horizontal 5.5" x 4.125" vertical 2.625" x 8.5"	Payment Information: I am sending a check for \$___ to arrive by Dec 19 Please charge \$___ to my credit card Cardholder Name _____ Card Number _____ Exp. Date _____ CVV Number _____ Auth. Signature _____ Date _____ Zip code _____	
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