

# Advertising Opportunities



MEDIA ARTS CENTER SAN DIEGO

## 19TH ANNUAL SAN DIEGO LATINO FILM FESTIVAL

Ultrastar Mission Valley Cinemas at Hazard Center, San Diego, CA.

Media Arts Center San Diego's prestigious and internationally recognized San Diego Latino Film Festival soars into its 19th year with impressive and exhilarating new activities, special events and initiatives. The 19th Annual San Diego Latino Film Festival (SDLFF) will take place March 8-18, 2012, at the Ultra Star Mission Valley Cinemas at Hazard Center located in beautiful San Diego, California. This year's festival includes expanded opportunities for participating companies and organizations to take the spotlight. To learn more visit:

[WWW.SDLATINOFILM.COM](http://WWW.SDLATINOFILM.COM)

For more information call:  
(619) 267-6010

### ON-SCREEN COMMERCIAL (VIDEO-PROMO)

1. 30 Second commercial to run on SDLFF for entire Festival (one screen)	\$1,000.00
2. 30 Second commercial to run on SDLFF, CETI, ¡Que Viva! (one screen)	\$3,000.00

### DIGITAL ON-SCREEN ADVERTISING (STATIC)

1. One on-screen ad (static) during SDLFF for entire Festival	\$900.00
2. One on-screen ad (static) on four screens during the SDLFF, CETI, ¡Que Viva!	\$2,000.00

### WEBSITE ADVERTISING (450 X 50 PIXELS)

*(Sell your product or promote your company @ SDLFF, CETI, ¡Que Viva!)*

1. 1 Banner Media Arts Center San Diego website (1 month)	\$300.00
2. 1 Banner Media Arts Center San Diego website (12 months)	\$3,000.00

### ON-SITE BOOTH ADVERTISING

*(spots very limited)*

1. Entire Festival (11 Days)	\$1,500.00
2. Two (2) Weekends (March 9-11 and March 16-18)	\$1,000.00
3. One (1) Weekend (March 9-11, 2012)	\$600.00
4. One (1) Day Weekend (Fri-Sun, excluding March 18)	\$300.00
5. One (1) Day (Mon-Thurs, excluding March 8)	\$200.00

*Note: All 501c non-profits receive a 50% discount on above prices.*

### PROGRAM MAGAZINE

Our program is a collector's item viewed by thousands of people throughout San Diego County. It contains information about celebrities, articles on Latino cinema, parties, films, filmmakers, narrative features, family screenings, workshops, sonido and art Latino, partners and more. It's much more than just a list of films readers will see photos of Latino actors/filmmakers. Read articles and interviews with telenovela and Latino actors and filmmakers.

1. Full page	\$950.00 (b/w)	\$1,550.00 (color)
2. Half page	\$475.00 (b/w)	\$760.00 (color)
3. Quarter page	\$240.00 (b/w)	\$380.00 (color)
4. 5,000 inserts	\$750.00 (letter size)	

Program magazine dimensions are 8.5" x 11"; Live areas are 7.5" x 10". All artwork must be provided via email to: [ethan@mediaartscenter.org](mailto:ethan@mediaartscenter.org). Files will be accepted only as high resolutions, press ready PDF

\_\_\_ Full page bleed (8.5" x 11")  
\_\_\_ Half page (7.5" x 4.875")

\_\_\_ Full page no bleed (7.5" x 10")  
\_\_\_ Quarter page (3.635" x 4.875")

### YOUR INFORMATION

Name: \_\_\_\_\_  
Business: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

Payment:

Check

Credit Card:

VISA  MasterCard

**RESERVE YOUR SPACE TODAY!**

**Fax this form to (619) 267-5965**

Major credit cards accepted. Send your check or money order to:  
Media Arts Center San Diego, 2921 El Cajon Blvd., San Diego, CA 92104

