

Promotional & Advertising Opportunities

Media Arts Center San Diego

17th ANNUAL SAN DIEGO LATINO FILM FESTIVAL

MARCH 11-21, 2010 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 17th year with impressive and exhilarating new activities, special events and initiatives. The 17th Annual San Diego Latino Film Festival (SDLFF) will take place March 11-21, 2010, at the Ultra Star Mission Valley Cinemas at Hazard Center located in beautiful downtown 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

For more information call:
(619) 267-6010

ON-SCREEN COMMERCIAL (VIDEO-PROMO)

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|---|------------|
| 1. 30 Second commercial to run on 1 SDLFF, CETI, ¡Que Viva! | \$3,000.00 |
| 2. 30 Second commercial to run on all 4 SDLFF, CETI, ¡Que Viva! | \$8,000.00 |

DIGITAL ON-SCREEN ADVERTISING (STATIC)

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|---|------------|
| 1. 1 on-screen ad (static) during the SDLFF, CETI, ¡Que Viva! | \$2,000.00 |
| 2. 1 on-screen ad (static) on four screens during the SDLFF, CETI, ¡Que Viva! | \$6,000.00 |

WEBSITE ADVERTISING (450 X 50 PIXELS)

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

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|---|------------|
| 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

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

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|--|------------|
| 1. One day | \$200.00 |
| 2. One weekend (Friday, Saturday, Sunday) | \$500.00 |
| 3. Entire festival (11 days) | \$1,500.00 |
| 4. VIP reserved table at one of the CETI receptions or SDLFF galas | \$500.00 |
| 5. One day (for non-profits or artists) | \$100.00 |

PROGRAM MAGAZINE **IN 2010 WE'RE DOING SOMETHING NEW!**

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. Files will be accepted only 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")

TITLE

Name: _____
Business: _____
Address: _____
City/State/Zip: _____
Phone: _____ Authorized by: _____ Date: _____
Email: _____ Website: _____
Deadline: _____

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, 921 25th Street, San Diego, CA 92102-2705

