

# SIFF Guide & Catalog

Seattle International Film Festival (SIFF) takes place in late May to early June each year and is the largest film festival in North America. Engage fans through the widely distributed Guide and Catalog.



## GUIDE

The SIFF Guide is read by devoted festival attendees, SIFF members, and arts throughout the greater Seattle area. The Guide highlights everything that SIFF has to offer—including film listings, schedules, maps and more.

CIRCULATION: 120,000

Guides are available at the SIFF box office and film venues., the SIFF Opening Night Gala, and Starbucks locations throughout the city.



## CATALOG

The SIFF Catalog is the most comprehensive guide to all the films and events, reaching participants during the festival and long after.

CIRCULATION: 5,000

Catalogs are given to SIFF members, mailed to film industry contacts nationally, and sold through festival venue box offices.

# SIFF Guide & Catalog

## Guide Ad Sizes & Rates

Ads may be submitted in PDF or alternate formats in the following sizes:

Guide Rate Card	
Full Page	\$3,321
2/3	\$2,900
1/2	\$2,478
1/3	\$1,655
1/6	\$914

Measured in Inches, W x H	
Full page trim	8.375 x 10.875
Full page live area	7.375 x 9.875
Full page w /bleed	8.625 x 11.125
2/3 vertical	4.75 x 9.875
1/2 vertical	4.75 x 7.375
1/3 vertical	2.25 x 9.875
1/3 square	4.75 x 4.875
1/6 vertical	4.75 x 2.375
1/6 horizontal	4.75 x 2.375
2-page spread w/ bleed	17 x 11.125

Space reservation: March 20

Materials due: March 27

On stands: May 14–June 7

### ADVERTISE IN BOTH

Save 15% and receive additional access to SIFF events when you advertise in both the SIFF Catalog and SIFF Guide.

## Catalog Ad Sizes & Rates

Ads may be submitted in PDF or alternate formats in the following sizes:

Catalog Rate Card	
Full Page	\$2,356
1/2	\$1,241
1/4	\$803

### Measured in Inches, W x H

Full page trim	8.375 x 10.875
Full page live area	7.375 x 9.875
Full page w /bleed	8.625 x 11.125
1/2 vertical	3.625 x 9.875
1/4 vertical	3.625 x 4.875
1/8 horizontal	3.625 x 4.875

Space reservation: March 20

Materials due: March 27

On stands: May 14–June 7

### TICKETS FOR ADVERTISERS

1/2 page ad or greater Get 4 SIFF vouchers\*

1/3 page ad or smaller Get 2 SIFF vouchers\*

\*good for one screening each