

# AWARDS SEASON ADVERTISING RATE CARD

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Advertising via the Film Independent Spirit Awards print and digital channels provides the opportunity to impact a key audience composed of film industry professionals, the Spirit Awards voting body (comprised of 5,000 plus Film Independent and IFP members), trade and consumer press and blog outlets covering the Spirit Awards, as well as filmmakers, film lovers, industry professionals and consumers.

Spirit Awards print and digital channels include spiritawards.com, the Spirit Awards program book, filmindependent.org and Film Independent's weekly e-newsletter.

## Film Independent Spirit Awards Program Book (Print)

**Full page 5.25"x8.25"**

Add a .125 inch bleed to all sides

**RATE**

**4-Color  
BW**

Inquire for rates.

- Artwork under 5mb should be sent to ads@filmindependent.org as a hi-res PDF (300 DPI).  
or
- Upload to our FTP server at:  
Domain: findftp.net  
User ID: findpublic  
Password: FindPublic12345  
Folder: 2014 Spirit Awards>Program Book Ads
- All files submitted must be labeled with your company name.  
Example: CompanyName\_SpiritAwards14.pdf

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filmIndependent.org

Rates per week (7 full days):

AD UNIT	AD SIZE	COST
Box Ad	250x250	Inquire for rates.
Banner Ad	250x60	

## Film Independent e-newsletter

The Film Independent e-newsletter reaches more than 40,000 subscribers and is an excellent way to directly target the Spirit Awards voting body. The Film Independent e-newsletter is sent every Tuesday.

AD UNIT	AD SIZE	COST
		1x 2x 3x 4x
Skyscraper Ad	120x600	Inquire for rates.
Banner Ad	600x90	
Text Ad	35 words + logo and link	

Dedicated Blast to 40,000+ Subscribers: Inquire for rates.

## ADS ARE SUBJECT TO APPROVAL BY FILM INDEPENDENT.

We reserve the right to refuse service where there is an apparent conflict of interest.

- Ad insertion is based on space availability, we will accept up to two ads per blast, and no more than one dedicated blast per week
- Insertion orders and payment are due seven days prior to inclusion or may be subject to a 20% rate increase
- Artwork must be sent to ads@filmIndependent.org as a JPEG or GIF file, maximum 100K at 72 DPI
- Link to company/organization URL must be included with the submission
- Artwork is due at least three business days prior to insertion date.

# ADVERTISING RATE CARD

**spiritawards.com**

Be sure to be in the right place at the right time for the duration of the Spirit Awards Season. Reserve your space while inventory is still available.

**Rates per day:**

AD SIZE	COST
600x500 interstitial	
Homepage take-over (615x40, 728x90 and 300x250)	Inquire for rates.
Homepage take-over plus interstitial (615x40, 728x90, 300x250 and interstitial)	

**Rates per week (7 full days):**

AD UNIT	AD SIZE	COST
Banner Ad (Homepage only)	615x40	
Banner Ad (Run-of-site; up to 3 advertisers)	728x90	Inquire for rates.
Box Ad (Run-of-site; up to 3 advertisers)	300x250	

*Note: No animated ads on the Spirit Awards site please.*

**ADS ARE SUBJECT TO APPROVAL BY FILM INDEPENDENT.**

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- Insertion orders and payment are due seven days prior to inclusion or may be subject to a 20% rate increase
- Artwork must be sent to [ads@filmindpendent.org](mailto:ads@filmindpendent.org) as a JPEG or GIF file, maximum 100K at 72 DPI
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The screenshot displays the spiritawards.com website layout. At the top, a blue header bar contains the site name and a search bar. Below this, a dark green navigation bar features the 'FILM INDEPENDENT SPIRiT AWARDS' logo, the IFC logo, and the date 'MARCH 1 10:00 pm ET/PT'. A secondary navigation bar includes links for HOME, ABOUT, ATTEND, SPONSOR, PRESS, and CONTACT. The main content area is divided into several sections: 'ABOUT THE SPIRiT AWARDS' with a descriptive paragraph, a vertical menu for 'NOMINEES', 'HISTORY', 'SCREENINGS', and 'VOTE', a large blue box for '300 x 250' ads, a 'BECOME A VOLUNTEER' section with a 'VOLUNTEER APPLICATIONS' link, a 'ON THE NOT-SO-RED CARPET' section with a 'PRESS & MEDIA CREDENTIALS' link, and a large 'FILM INDEPENDENT SPIRiT AWARDS' banner. The footer section lists 'PREMIER SPONSORS' (PIAGET, THE LINCOLN MOTOR COMPANY, IFC) and the 'PRINCIPAL SPONSOR' (STELLA ARTOIS BELGIUM).