

ADVERTISING RATE SHEET

PROMOTIONAL PACKAGES

\$3,000 PROMO PACKAGE

- DEDICATED NEWSLETTER BLAST
- 1 INSTAGRAM POST
- 1 FACEBOOK POST
- 1 WEEK STATIC PRE-SHOW ADVERTISING
- 1 WEEK LISTING ON FRIDA WEBSITE HOMEPAGE

\$1,500 PROMO PACKAGE

- INCLUSION IN NEWSLETTER 1 WEEK BEFORE EVENT
- 1 INSTAGRAM POST
- 1 FACEBOOK POST

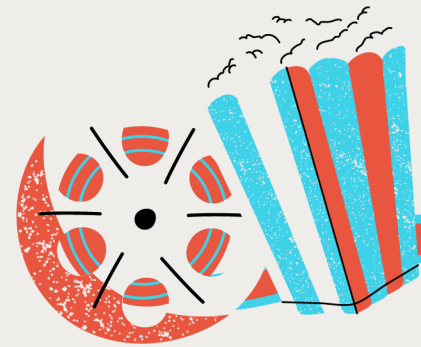
\$750 PROMO PACKAGE

- INCLUSION IN NEWSLETTER 1 WEEK BEFORE EVENT
- 1 INSTAGRAM STORY POST

THE FRIDA IS INVESTED IN THE SUCCESS OF YOUR EVENT. ALL RENTALS INCLUDE:

- PRINT CALENDAR LISTING
- MINI MARQUEE (PRECEDING EVENT)
- DEDICATED EVENT PAGE ON WEBSITE
- LISTING ON HOME PAGE DAY OF

ADVERTISING RATE SHEET



STANDALONE PRICING

NEWSLETTER

- MAIN NEWSLETTER
 - \$1,000 PER WEEK
 - \$2,500 STANDALONE BLAST
- NEWSLETTER BLAST TO FILM CLUB MEMBERS
 - \$250 PER NEWSLETTER
 - \$1000 STANDALONE BLAST

WEBSITE

- HOME PAGE LISTING
 - \$1,425/MONTH
 - \$375/WEEK

PRE-SHOW ADVERTISEMENTS

- PRE-SHOW SLIDE
 - \$700/WEEK
- PRE-SHOW VIDEO
 - 30 SECONDS \$1,000
 - 60 SECONDS \$1,750

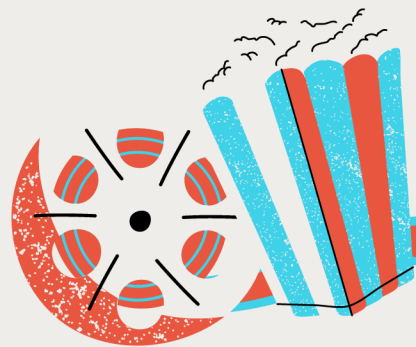
SOCIAL MEDIA

- FACEBOOK
 - \$450 PER POST
 - \$125 PER STORY/
\$300 SET OF 3
- INSTAGRAM
 - \$1,000/POST
 - +\$350 FOR COLLABORATION
 - \$250 PER STORY/
\$650 SET OF 3

MARQUEE

- \$500/WEEK
- \$250/DAY

ADVERTISING RATE SHEET



METRICS

NEWSLETTER

- **24K+ SUBSCRIBERS**
- **MONTHLY AUDIENCE GROWTH**
- **ACTIVE ENGAGEMENT RATE: 33%**

FILM CLUB MEMBER NEWSLETTER

- **800+ SUBSCRIBERS**
- **52% OPEN RATE**

WEBSITE

- **1 MILLION+ ANNUAL PAGE VIEWS**
- **50K+ UNIQUE MONTHLY VISITORS**

SOCIAL MEDIA

- FACEBOOK**
- **80K FOLLOWERS**
 - **2.6 MILLION + MONTHLY INTERACTIONS**
- INSTAGRAM**
- **170K FOLLOWERS**
 - **7.8 MILLION + MONTHLY INTERACTIONS**

MARQUEE

- **14.5K DAILY PHYSICAL IMPRESSIONS**
- **436K MONTHLY IMPRESSIONS**

