

# BERKSHIRE INTERNATIONAL FILM FESTIVAL

MAY 31-  
JUNE 3  
2012

## ABOUT

THE BERKSHIRE INTERNATIONAL FILM FESTIVAL HAS BECOME THE FESTIVAL OF CHOICE FOR FILMMAKERS AND FILM LOVERS LOOKING FOR A UNIQUE, BERKSHIRE EXPERIENCE AND A PLACE TO INDULGE THEIR PASSION FOR FILM. THE BIFF, AS IT IS AFFECTIONATELY KNOWN, IS A FESTIVAL THAT CONNECTS AUDIENCES TO COMPELLING DOCUMENTARIES, AWARD-WINNING INTERNATIONAL RELEASES AND PREMIERES, INCREDIBLE PARTIES AND EVENTS, AND A TASTE OF HOLLYWOOD JUST A SHORT DRIVE FROM NEW YORK AND BOSTON. THE BIFF BRINGS OVER 100 FILMS YEARLY AND HAS BECOME THE KICK-OFF TO THE BERKSHIRE CULTURAL SEASON DRAWING OVER 4,000 ANNUALLY. OUR REEL FRIENDS FILM SOCIETY PRESENTS FILM, FILMMAKERS, EVENTS, AND DISCUSSIONS IN BOTH GREAT BARRINGTON AND PITTSFIELD EACH MONTH ENGAGING, ENTERTAINING, AND CAPTIVATING AUDIENCES YEAR ROUND.

The Berkshire International Film Festival (BIFF) celebrates its seventh year, May 31st to June 3rd, in both downtown Great Barrington and Pittsfield, Massachusetts. Films and events will be held throughout both of the towns, including the Triplex Cinema, the historic Mahaiwe Theatre, the Beacon Cinema and area restaurants.

The BIFF will also continue its' Juried Prize with a prestigious jury choosing the best in narrative and documentary features and the 3rd annual Berkshire Bank "Next Great Filmmaker Award." As the BIFF has become the kick-off to the Berkshire cultural season, we have attracted a sophisticated audience of over four thousand people in 2011, half of whom come from outside Berkshire County.

The festival, which showcased over 75 international, national, and regional films last spring, drawing dozens of filmmakers, celebrities, and industry people from around the country, created a huge buzz in the area. Local businesses generated record sales during the event, a time of year that is historically quiet. BIFF 2012 will open with a celebratory party in Great Barrington with another party opening in Pittsfield at the Beacon Cinema which sold out last year.

Submit artwork to [ads@biffma.org](mailto:ads@biffma.org) by March 15, 2012

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**TO RESERVE SPACE:** Contact Lauren Ferin at [lauren@biffma.org](mailto:lauren@biffma.org), 413.528.8030 or 413-281-1337 (cell)  
**FOR SPONSORSHIP OPPORTUNITIES:** Contact festival director Kelley Vickery at [kelly@biffma.org](mailto:kelly@biffma.org) or 413.528.8030

**SPACE AND MATERIALS CLOSING:** March 15, 2012 *BIFF advertisers receive an additional 10% discount off their ad if a contract is signed before January 15*

**MAIL CONTRACT AND MATERIALS TO:** Berkshire International Film Festival, PO Box 237, Great Barrington MA 01230  
**OR FAX WITH COVER SHEET TO:** 413-528-8889 attn: Lauren

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# RATES

## AD RATES

**INSIDE FRONT COVER**  
\$1050

**INSIDE BACK COVER**  
\$1050

**BACK COVER**  
\$1,125

**FULL PAGE**  
\$975

**1/2 PAGE VERT.**  
\$625

**1/2 PAGE HORIZ.**  
\$625

**1/4 PAGE**  
\$385



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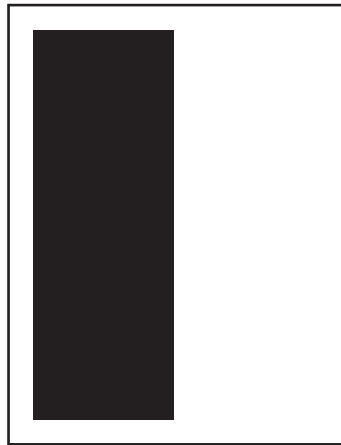
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## AD SIZES 4 COLOR



### FULL PAGE AND COVERS

PAGE SIZE 8.5"x11"  
(.125" bleed on all sides)  
WITH BLEED 8.75"x11.25"



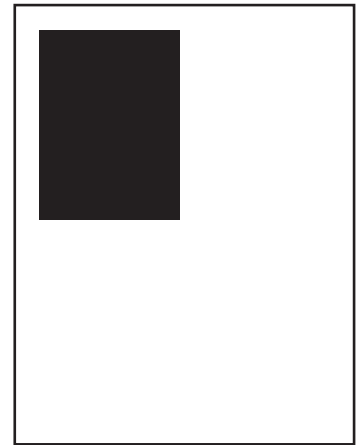
### 1/2 PAGE VERT.

3.5" x 9.75"



### 1/2 PAGE HORIZ.

7.25" x 4.75"



### 1/4 PAGE

3.5" x 4.75"

## All ads **MUST** be submitted in digital form (pdf files are preferred) or as camera-ready art.

In the interest of accuracy, we strongly urge advertisers to submit a professionally prepared file. We will accept camera-ready art in the form of a high-resolution laser print or stat for those ads which **do not** contain photos (text and/or line art ONLY).

**File name:** Please name your file with the name of the ADVERTISER.

**On CD:** Macintosh format ONLY, created in Adobe InDesign, Adobe Illustrator, Adobe Photoshop (tif or pdf format), Adobe Acrobat (pdf format) or Quark XPress. All font and picture files must be included on disc. Proof must accompany disc.

**Color ads:** All color ads must be submitted in digital form accompanied by a 300 dpi matchprint for proofing. We will not accept film.

**PDF files:** Specify "Press" setting

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## ADVERTISER INFO

Business Name *(please print)*

Contact name

Address

City

State

Zip

Telephone

Email

Fax

## SELECT PAYMENT METHOD

AMEX  Visa  MC

CREDIT CARD #

exp. date

Signature

Enclosed Check Payable to BIFFMA for \$ \_\_\_\_\_

Please bill me

CAMERA READY ART ENCLOSED  ART TO COME

AD COST \$ \_\_\_\_\_

## AD SIZE

**INSIDE FRONT COVER** \$1050

PAGE SIZE 8.5"x11"  
(.125" bleed on all sides)  
WITH BLEED 8.75"x11.5"

**INSIDE BACK COVER** \$1050

PAGE SIZE 8.5"x11"  
(.125" bleed on all sides)  
WITH BLEED 8.75"x11.5"

**BACK COVER** \$1,125

PAGE SIZE 8.5"x11"  
(.125" bleed on all sides)  
WITH BLEED 8.75"x11.5"

**FULL PAGE** \$975

PAGE SIZE 8.5"x11"  
(.125" bleed on all sides)  
WITH BLEED 8.75"x11.5"

**1/2 PAGE VERT.** \$625

3.5" x 9.75"

**1/2 PAGE HORIZ.** \$625

7.25" x 4.75"

**1/4 PAGE** \$385

3.5" x 4.75"



**PLEASE SIGN AND MAIL CONTRACT  
TO RESERVE YOUR AD SPACE TODAY!**

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