

# bmf SPONSORSHIP PROJECTIONS

## PROJECTIONS Sponsorships

*Projections* is Bryn Mawr Film Institute's premier publication, a 24-page, full-color brochure published quarterly to announce BMFI's upcoming films, special events, and film studies classes.

Your company or organization can be part of *Projections*, appearing with other fine Main Line (and beyond) businesses that support BMFI.

To sponsor *Projections*, please contact BMFI's Marketing department at [sponsorship@brynmawrfilm.org](mailto:sponsorship@brynmawrfilm.org) or by calling **610.527.4008 x117**.

## PROJECTIONS Circulation

### Projections Printed Magazine

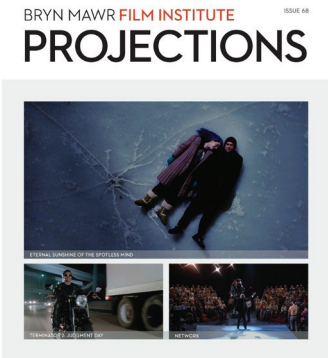
- Four issues printed annually
- 6,000 copies printed per issue
- Direct-mailed to over 5,000 member households
- Circulated in-theater to 2,500–3,500 weekly moviegoers
- Distributed through businesses and organizations on the Main Line

### Projections Online Magazine

- Can be downloaded and viewed online up to two weeks prior to hardcopy delivery
- Is linked prominently on every page of BrynMawrFilm.org

### Projections Business Sponsor Benefits

- Business Sponsor listing on the BMFI site
- Business Sponsor link is displayed prominently on every page of BrynMawrFilm.org
- Business Sponsor acknowledgement in BMFI's onscreen preshow viewed by an audience of over 2,500–3,500 weekly ticketholders
- Sponsors are given exclusive use of the atrium literature stand.
- Sponsors are listed on a digital sign in our atrium.
- Two (2) free movie passes for each month you sponsor *Projections*



Film and Program Schedule  
December 2023 – March 2024  
BrynMawrFilm.org 610.527.9898

Full page placement

Half and quarter page placement

# **bmf** SPONSORSHIP PROJECTIONS

## Specifications and Pricing

For best reproduction, please ensure your artwork meets these specifications.

- **Accepted File Formats: PDF, TIFF, JPG.**  
*PDF is the preferred file format, though we will accept flattened TIFF or JPG files.*
- **All images and fonts must be embedded in the file**
- **Images must be CMYK or grayscale.**
- **Files must be at a print resolution of 300 dpi**
- **No RGB or spot colors should be used.**
- **BMFI cannot create artwork for sponsorships.**

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### FULL-PAGE

SIZE: 7.375" X 9.875"  
\$1,000 PER ISSUE  
\$3,600 PER YEAR

### HALF-PAGE

SIZE: 7.375" X 4.875"  
\$600 PER ISSUE  
\$2,000 PER YEAR

### QUARTER-PAGE

3.625" X 4.875" COLOR  
\$350 PER ISSUE  
\$1,400 PER YEAR

