

# AWARD SEASON 2007 ONLINE ADVERTISING

# Below the Line

The screenshot shows the 'Below the Line' website interface. At the top, there's a navigation menu with links like Home, Contact, Media Kit, Front Pages, Screening Series, Feedback, Subscribe, Stages, and Screening Rooms. Below the menu is a banner for 'THE DEVIL WEARS PRADA' featuring Meryl Streep, with accolades like 'NEWSWEEK WINNER BEST ACTOR' and 'LOS ANGELES FILM CRITICS TOP TEN LIST'. The main content area is titled 'Below the Line Filmmaker Screening Series' and includes a 'Login' button and a description of the series. A specific event for 'The Bourne Ultimatum' is highlighted, scheduled for Thursday, July 26, 2007, at 7:30 PM, featuring a Q & A with producer Frank Marshall.

**SPECS:**  
728px by 90px

**FORMATS:**  
Flash and Backup .GIF, .JPG and .GIF

**MAX FILE SIZE:**  
<30K .GIF - 35K Flash.  
Anything larger must be third party served.

**DURATION:**  
2 Weeks

**RATE:**  
\$7,000/2 Week Duration

**UNITS:**  
5 Maximum. October to February - FYC ads only.

**NOTES:**

- Five "For Your Consideration" Units Only.
- Advertisers must be existing or past print advertisers in Below the Line.

**TARGET AUDIENCE: (The following %s are from BTL's Filmmakers Screening Series registrants)**

- **21%** Academy of Motion Pictures Arts and Sciences (AMPAS)
- **13%** Academy of Television Arts and Sciences (ATAS)
- **3%** BAFTA
- **72%** IA members belong to an Guild or Society (i.e. ASC, ADG, CGD)
- **15,768** hits per two week period from Sept 12 to March (Google Analytics 2005-2006 report)
- **83%** of our registrants **VOTE!** (AMPAS, guild or society)

## THE ONLY ONLINE WAY TO REACH BELOW-THE-LINE VOTERS

	OCTOBER		NOVEMBER		DECEMBER		JANUARY		FEBRUARY	
	Oct 1 - Oct 14	Oct 15 - Oct 28	Oct 29 - Nov 11	Nov 12 - Nov 25	Nov 26 - Dec 9	Dec 10 - Dec 23	Dec 24 - Jan 6	Jan 7 - Jan 20	Jan 21 - Feb 3	Feb 4 - Feb 17
1	BOOKED	BOOKED		BOOKED	BOOKED		HOLD	HOLD	HOLD	
2		BOOKED		BOOKED	HOLD					
3										
4										
5										

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