

2011 ORLANDO FILMBOOK ADVERTISING

The *Orlando Filmbook* is THE one-stop shopping guide for Central Florida's production industry. This one-of-a-kind directory serves as an invaluable tool for locally-based individuals and companies targeting producers, production executives, studios, advertising agencies and other key industry decision-makers.

Annual Distribution: 7,500

- Key decision-makers at studios, advertising agencies and production companies in New York, Los Angeles, and Chicago
- Upon request in response to production inquiries
- Industry tradeshows in New York and Los Angeles
- Top clients worldwide and local industry vendors

Don't miss this opportunity to increase your, or your company's, visibility to an ever-growing number of film, television and commercial producers!

RESERVE YOUR AD SPACE TODAY!

DEADLINE - September 2, 2010

Don't forget to reserve your listing in our Filmbook online database as well. For listing information, visit www.filmorlando.com.

***ADDED VALUE** - Full page advertisers receive a highlighted listing on the Film & Entertainment Commission website and in the publication.



DID YOU KNOW?

The State of Florida's recently approved Film and Entertainment Incentive goes into effect on July 1, 2010. This revamped incentive program will allow Florida to compete on a more level playing field for both film and entertainment (including digital media) industries. The appropriation provided in past years has been replaced by a new entertainment industry tax incentive program totaling \$242 million over five years. \$53.5 million in transferable tax credits will be authorized for distribution during the 2010-2011 fiscal year. Approved projects will receive 20% to 30% rebates for qualified expenditures made in Florida. For details, visit www.filminflorida.com.

Advertising in the *2011 Orlando Filmbook* is coordinated for the EDC's Metro Orlando Film & Entertainment Commission by the Orlando/Orange County Convention & Visitors Bureau, Inc. (CVB).

For more information, complete and return the form below via fax to 407.370.5019.

Your inquiry will be forwarded to a CVB sales manager who will follow up with rates and more information.

----- FAX BACK TO 407-370-5019 -----

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