

# The cost of an Oscar

**The statuette itself costs no more than \$300 to make but the effort involved in winning one sends costs soaring into thousands of dollars.** From advertising and publicity to posh frocks and hairdos – even down to sticky tape on shoe soles to prevent winners slipping on the stairs – the image must be right

## Advertising: £130,000

Film companies plug nominated films in trade papers such as Variety and The Hollywood Reporter at \$5,000 per page



## Personal publicity: £13,000

A personal publicist ensures nominees that extra special push with endless TV, newspaper and radio interviews



## Hotel and limousine: £2,000

Those who live out of town opt for smart accommodation at up to \$550 per night at the Chateau Marmont or the St James' Club on Sunset Boulevard



## Clothes, hair and make-up: £4,000

For gentlemen, traditional evening wear is de rigueur. For ladies, the year's most important outfit must be spectacular



Post-ceremony parties are free – for the winners, at least.

**TOTAL: £149,000**

