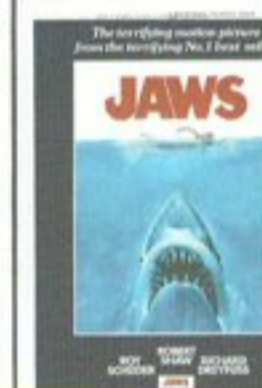
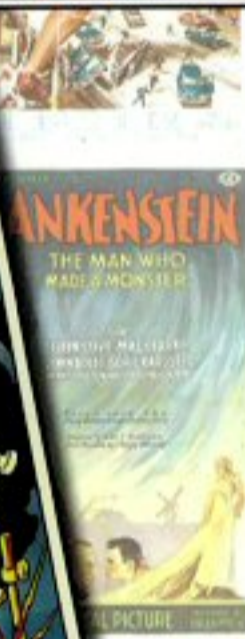


# THE OVERSTREET

## GUIDE TO COLLECTING MOVIE POSTERS



THE ALL-IN-ONE GUIDEBOOK FOR BOTH NEW AND EXPERIENCED COLLECTORS

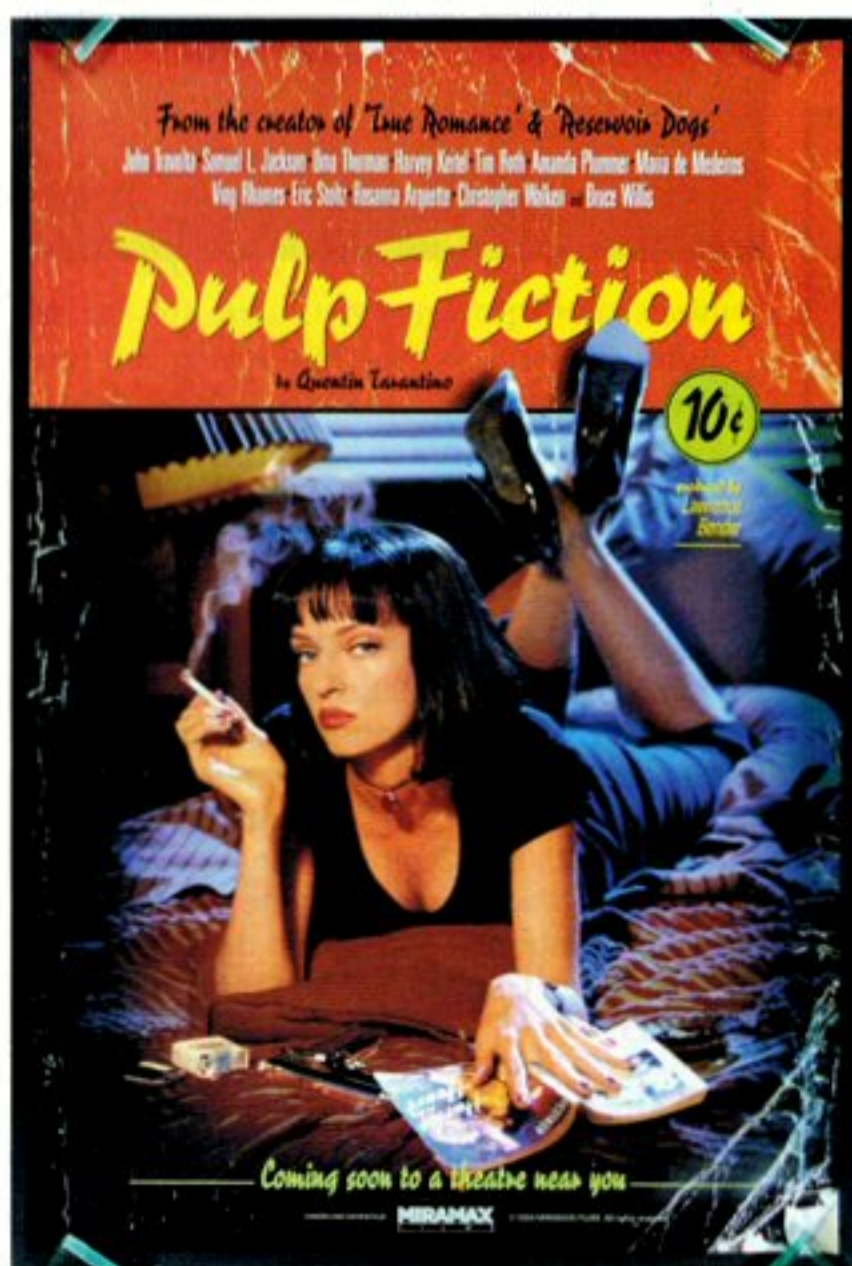
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BY ROBERT M. OVERSTREET & AMANDA SHERIFF

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# From Research to Purchase: David Lieberman & CineMasterpieces.com

*David Lieberman has been buying and selling movie posters for over 30 years. He is the owner and founder of CineMasterpieces, a website that offers highly sought after original movie posters through fixed price sales. The website also provides helpful editorials, tips, and features about many facets of movie poster collecting.*



**Overstreet:** How long have you been collecting movie posters?

**David Lieberman (DL):** Over 30 years.

**Overstreet:** Do you collect other types of movie memorabilia?

**DL:** Not really. I've bought a few props over the years but I mainly stick to posters.

**Overstreet:** Do you collect from certain series or genres?

**DL:** I've always liked *Star Wars*, James Bond, and horror. I do have several Italian and French posters hanging in my house.

**Overstreet:** Are there any you wanted that got away?

**DL:** If it got away that means I didn't want it bad enough!

**Overstreet:** CineMasterpieces.com provides a lot of information about movie posters. What is your goal in doing that?



**DL:** A few reasons: 1. To help novice collectors. We constantly get communication from collectors telling us how much they appreciate the information we provide. 2. It saves us time. The more information we provide on the site means less time for us answering questions by phone or by email. 3. It helps to increase business.

**Overstreet:** Your website offers collectors the chance to visit your office. Do you ever host gallery style events?

**DL:** No. We are not a retail store. We do have an office and can meet with potential clients by appointment only.

**Overstreet:** You sell posters on eBay. Many collectors are leery about using auction websites like that. How do you foster trust with collectors on eBay?

**DL:** We describe the condition of our posters accurately and take close-up photos so a buyer knows exactly what he or she is getting. We also have a no questions asked return policy. Also, our feedback rating is outstanding and we are a top rated seller. Less than 1% of eBay sellers achieve top rated seller status.

**Overstreet:** How do you determine pricing for the posters on CineMasterpieces.com?

**DL:** We look at what a poster has sold for at auction and then we look at other dealer websites and try to be competitive.

**Overstreet:** As stated on your website, you rarely sell autographed items. Why is that?

**DL:** The market is flooded with fake autographs. Many of them even have fake certificates of authenticity. We are not autograph experts so we won't list an item unless it comes with a COA from a reputable company like PSA or we are certain of the signature by some other means.

**Overstreet:** From an artistic standpoint, many people prefer painted posters to photographic ones. Can you name some of the photographic posters that achieve high prices and share why?

**DL:** *Pulp Fiction* recalled "Lucky Strikes" one-sheet – rarer than the regular release one sheet. It was recalled because it has a "Lucky Strikes" cigarette pack on it and they did not have authorization to use it on the poster.



*The Matrix* international one-sheet – very rare.

*Halloween* Australian one-sheet – very rare and it is one of only a few original posters to feature the villain Michael Myers.

*The Blues Brothers* subway two-sheet – very rare and it is the largest and best looking original poster from the film.

*L.A. Confidential* Canadian/international one-sheet – very rare with only a few copies known to have been sold publicly.

**Overstreet:** Do you think restoration increases or decreases poster value?

**DL:** If it is an old very valuable poster and it had significant defects like tape, tears, and missing pieces then restoration can definitely increase its value. If the poster was already in great shape and then it is restored/linen-backed then depending on the poster it can either increase its value or not increase it at all. Only in rare cases can restoration decrease a posters value.

For example: If someone took a mint rolled international double sided one sheet for *The Matrix* and had it linen-backed.

**Overstreet:** How do you spot reprints among original posters?

**DL:** We are asked this question every day – sometimes several times a day.

Depending on the poster and what year it is from, here are just some of the things we look for:

What is the exact size in inches? Where did it come from? Does it come from a questionable source? Does it come from a known seller of fakes and reproductions? There are plenty of seemingly trustworthy sellers on eBay and other sites that for years have been successfully passing off fake posters as originals to new collectors. Is it folded or rolled? If it is from the 1970s-'80s, does it have a GAU logo?

Is there an NSS number on the front? Just because a poster has an NSS number on the front does not automatically make it an "original." When a poster is copied/reproduced, the NSS number is often reproduced as well in order to make it look more authentic. Is there an NSS stamp on the back?

Does it "look" and "feel" right? Does it smell right? What kind of paper is it? Matte, flat, glossy, regular paper, cardstock? Is the print quality acceptable (blurry or sharp)? Is it stone or offset lithography? Is it a popular title with known reproductions? Are there known reprints or reproductions of it? Is the artwork slightly cropped?

Does it say Portal Publications on the bottom border? If it does, *it is a reproduction* with no real value.

Is it "minty white"? Does it look like it was printed yesterday? Could it possibly be an original "rerelease" poster?

Is it single or double sided? Just because a poster is double sided does not make it authentic. There are plenty of double sided "fakes" for titles such as *Spider-Man*, *The Matrix*, *The Dark Knight*, as well as many others.

Every now and then we come across an old movie poster in great shape that seems too good to be true. One that is very old, unused, and in near pristine condition. Yes, there are Near Mint unused vintage original movie posters. If you look at other collectibles, there are coins, baseball cards and comic books that have survived for over 50 years in Near Mint condition. It doesn't happen often, but it does happen.

**Overstreet:** Are there any niches within movie posters that you can see growing in popularity and/or producing high sales?

**DL:** Classic horror and science fiction



have always been collectible and probably always will be. Star Wars is incredibly popular, and now with the new films being announced a whole new audience is interested in vintage posters from the original trilogy.

**Overstreet:** What advice would you give to someone who wants to start collecting movie posters, but is doing so on a budget?

**DL:** eBay and other online auction sites are a great place to start. Look for auctions that have gone unnoticed. You can sometimes get a real bargain. You also can get burned with a fake or a reproduction, but as long as you don't spend too much money and are willing to chalk it up as a learning experience you will be ok.

**Overstreet:** How about advice for someone with more money to invest in movie posters?

**DL:** I would not really suggest "investing" in movie posters. However I do think one should always buy the best of the best if they can. The best condition and the rarest items usually perform well over time.