

Program Guide Advertising Rate Sheet



About VIFF

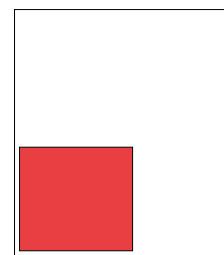
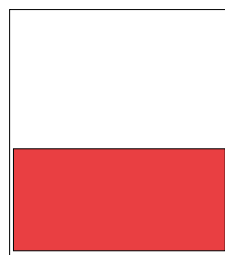
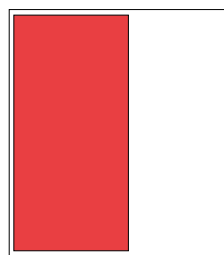
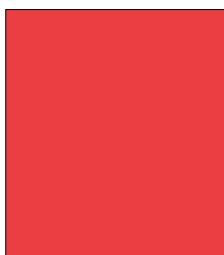
As one of the largest film festivals in North America, VIFF sees a loyal and passionate audience of 140,000 during the 16 day festival. This year's festival dates are September 27 - October 12, 2018

The two key sources of film and scheduling information are viff.org and **The Complete Guide**.

About The Complete Guide

The Complete Guide is a high quality, full color, 110 page publication which provides comprehensive information needed by film-lovers as they track those films that are a "must see." In addition to film attendees using the Guide as a key resource, our international guests, sponsors and media utilize the information contained inside as well.

The Complete Guide for 2018 will be unveiled at the VIFF Media Conference on September 5th and will be in wide release through October 12th.



1 page - full sheet

9.125" x 10.25"

0.125" bleed

Cost: \$2,200 + \$110GST

Total: \$2,310

1/2 page vertical or horizontal

3.94" x 9.375" or 8.25" x 4.5"

Cost: \$1,500 + \$75GST

Total: \$1,575

1/4 page

3.94" x 4.5"

Cost: \$800 + \$40GST

Total: \$840

Submission Guidelines

- Ads must be submitted as PDF, press-quality Adobe Acrobat 4.0 or higher, all fonts saved as outlines, high-res CMYK images OR
- TIFF, 300dpi, CMYK.
- Deadline for ad submission is July 31st, 2018

For Information & Purchasing

Clevers Media

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VIFF 2017 Reach

Audience Results

91%

rate their experience at VIFF as "Good" or "Excellent"

75%

saw more than three films

55%

have attended for five or more years

25%

were new to the festival

32%

under 34

31%

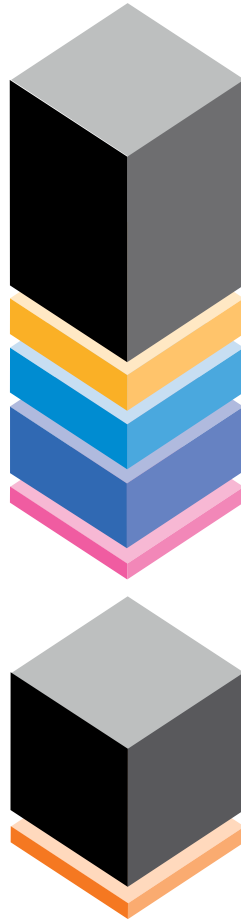
Age 35 – 54

37%

Age 55+



60% Female
40% Male



Social Media

218,844,302

Impressions
Across all platforms
(Facebook, Twitter, Instagram)

23,294 Blog Views

28,907 Followers

33,134 Followers

4,219 Followers

Email Marketing

1,581,903

Impressions
via email correspondence

▶ ◀ **54,712** Subscribers

Website Traction

Users **391,690**

Sessions **762,501**

Page Views **3,986,609**

Advertising Campaign Results

388,749,904 Impressions received across all advertising platforms

\$930,000
approximate value of advertising campaign

Press Coverage

2,537
Stories received across print, TV, radio and online outlets

\$9,333,289
Earned media ad value

1,009,004,303
Earned media impressions

