



Be Part of CIFF 2020!

September 23 – October 4, 2020

ONSCREEN ADVERTISING OPPORTUNITIES

Calgary Film offers on-screen advertising opportunities during the **12-day festival** providing great brand exposure & audience reach. This year we are expecting to reach **40,000 guests** in attendance.

Showcase your message on the big screen to a captivated audience!



Lights Up SLIDE

Static slides (1920 x 1080 pixels) looped on screen while the house lights are up prior to screenings.

Price	Location	Impressions
\$2,000 +GST	Globe screenings (excluding galas)	13,500 est. views
\$2,600 +GST	Eau Claire screenings (excluding galas)	25,500 est. views
\$3,500 +GST	All regular screenings (excluding galas)	40,000 est. views
\$3,000 +GST	Prestige Lounge (rotating slide during 10 days of the festival)	

Lights Up VIDEO

A limited number of digital spots available during the pre-show which are played **right before** the lights are turned down to start the film.

Price	Location	Impressions
15-Second Advertising		
\$2,500 +GST	Globe screening (excluding galas)	13,500 est. views
\$3,300 +GST	Eau Claire screenings (excluding galas)	25,500 est. views
\$4,900 +GST	All regular screenings (excluding galas)	40,000 est. views
30-Second Advertising		
\$3,300 +GST	Globe screenings (excluding galas)	13,500 est. views
\$5,100 +GST	Eau Claire screenings (excluding galas)	25,500 est. views
\$7,400 +GST	All regular screenings (excluding galas)	40,000 est. views
Prestige Lounge		
\$3,500 +GST	Video spot rotating during 10 days of the festival	

To Advertise with CIFF please contact:
partnerships@calgaryfilm.com

Booking Deadline: May 1st, 2020