

WINNIPEG **FILM** GROUP's

CINEMATHEQUE

2018

AD RATES

www.winnipegcinematheque.com

WINNIPEG FILM GROUP'S

CINEMATHEQUE

PROGRAM GUIDE ADVERTISING

The Winnipeg Film Group was founded in 1974 and is a charitable, nonprofit organization dedicated to promoting the art of cinema.

Through our Cinematheque, we promote the art and provide opportunities for film appreciation that would otherwise not be available within Winnipeg or Manitoba. We are the only cinema house in Manitoba that places a priority emphasis on presenting the works of local, Manitoba and Canadian filmmakers. Our Cinematheque has been a Winnipeg staple for over 30 years and has a strong commitment to community access and participation.



WITH A BI-MONTHLY CIRCULATION OF **5,000 COPIES** THROUGHOUT WINNIPEG AND A WIDE ARRAY OF SPECIALTY PROGRAMMING, THE **CINEMATHEQUE PROGRAM GUIDE** IS A UNIQUE AND DYNAMIC PLACE TO **ADVERTISE**.

FULL- COLOUR RATES

1x

3x

6x

ALL RATES INCLUDE AN AD LINK IN THE DIGITAL EDITION OF THE CINEMATHEQUE PROGRAM GUIDE.

BACK COVER

4.4"W X 6"H

800

750

625

NEED HELP WITH YOUR ARTWORK? WE OFFER DESIGN SERVICES FOR A ONE TIME \$50 FEE.

TERMS AND CONDITIONS

All advertising subject to approval. Rates are subject to change without notice. The publisher reserves the right to insert the words "advertisement" or "advertising feature" above or below any copy or artwork. All rates do not include GST.

FILE FORMAT SPECIFICATIONS

All ads for this publication are to be supplied as electronic files. 300dpi with crop marks. Electronic ads will be accepted in PDFX-1A or PDFX-4. Please attach info that includes size, colour, contact person, phone number and email address.

DEADLINES (ad booking)

January 20 (March/April program) March 20 (May/June program)

May 20 (July/Aug program) July 20 (Sept/Oct program)

September 20 (Nov/Dec program) November 20 (Jan/Feb program)

JAIMZ ASMUNDSON, Cinematheque Programming Director
(204) 925-3456 (ext. 114) | jaimz@winnipegfilmgroup.com

WINNIPEG FILM GROUP
WINNIPEGCINEMATHEQUE.COM





SHOWTIME ADVERTISING

Nothing matches the **impact and engagement** of the big screen. The lights are off, our audience is in their seats, ready to be entertained. Prior to our feature presentation, we utilize our theatre to communicate upcoming programming to our patrons with full motion commercials and trailers. **Pre-feature advertising is the best way reach our audience base with targeted advertising.**

AD LENGTH	SPECS	ONCE	WEEK	MONTH	3 MONTHS
SLIDE (10 SECONDS)	1920x1080	100	200	300	500
VIDEO (10 SECONDS)	1080p Quicktime	100	200	300	500
VIDEO (30 SECONDS)	1080p Quicktime	300	400	600	1,000
VIDEO (60 SECONDS)	1080p Quicktime	500	600	1000	1,750

PRE-SHOW ADVERTISING

Before showtime, the Cinematheque utilizes the screen to communicate upcoming screening, events and Winnipeg Film Group workshops. Cinematheque audiences have come to expect this informative pre-show of upcoming events as soon as they take their seats. **The pre-show begins 30 minutes before showtime** and is one of the best ways to reach our audience base with targeted advertising.

AD LENGTH	SPECS	WEEKLY	MONTHLY	3 MONTHS	6 MONTHS
SLIDE (10 SECONDS)	1920x1080 (72dpi)	50	100	200	300
VIDEO (10 SECONDS)	1080p Quicktime	50	100	200	300
VIDEO (30 SECONDS)	1080p Quicktime	100	150	300	500
VIDEO (60 SECONDS)	1080p Quicktime	150	250	500	750

TERMS AND CONDITIONS

All advertising subject to approval. Rates are subject to change without notice. Files should be delivered two days before scheduled play period. All rates do not include GST.

FILE FORMAT SPECIFICATIONS

VIDEO: All ads to be delivered as either HD 1080p, 720p or SD 480p Quicktime files with h264 or Apple ProRes codecs. Files should be delivered to our office on a USB thumb drive, DVD-R, or may be uploaded to our FTP server.

SLIDE: 1920x1080, JPEG files. Files can be sent via email.