



Images Festival
Expanding cinema since 1988
April 14-23, 2016
imagesfestival.com

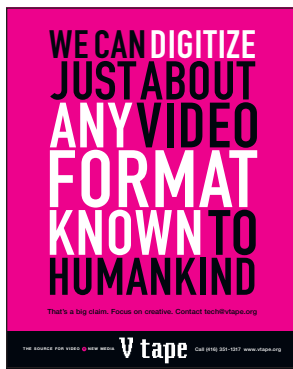
Ad Sizes and Rate Card

WHY ADVERTISE WITH IMAGES FESTIVAL?

The Images Festival is the largest and most important independent media arts festival in Canada, showcasing international excellence and innovation both on and off the screen. Each year, some of the world's most influential and challenging artists show their newest projects at Images Festival, including more than 200 films, videos, installations, new media, sound, live music events and performances.

FOR SALES AND BOOKING INFORMATION CONTACT

Milada Kovacova
Images Festival
448-401 Richmond St. W.
Toronto, ON, M5V 3A8
TEL 416.971.8405
FAX 416.971.7412
E adsales@imagesfestival.com



REACH OUR AUDIENCE IN PRINT, ONSCREEN AND ONLINE

This year, Images Festival will attract more than 25,000 visitors representing an assembly of educated influential consumers. You can speak directly to the Images Festival community by advertising in our festival catalogue, on screen and online. 5,000 FREE copies are widely distributed throughout key locations in Toronto and abroad with 100% pick up.

WHO PRESENTS WORK AT IMAGES FESTIVAL?

Some of the artists we have showcased include:

Stan Douglas, Adam Garnet Jones, bh Yael, Shelley Niro, Vera Frenkel, Philip Hoffman, Michael Snow, Daniel Barrow, Harun Farocki, John Greyson, Dana Claxton, Steve Reinke, Oliver Husain, Ben Rivers, Kevin Jerome Everson, Deborah Stratman, Gary Kibbins, Miranda July, Alexandre Larose, Isabelle Hayeur, Barbara Sternberg, Richard Fung, Paulette Philipps, Steve McQueen, Jane and Louise Wilson and many more.

A SAMPLE OF PAST AND CURRENT SUPPORTERS INCLUDES:

The Globe & Mail, ING Canada, Carbon Computing, Alliance Atlantis, Showcase, Autosshare, Technicolor, Tattersall Sound and Picture, Cal Arts, Super8 Hotel Downtown Toronto, OCADU, School of Image Arts at Ryerson University, The University of British Columbia, Sheridan College, York University, YYY Artists' Outlet, Art Gallery of York University, Galerie Saw Gallery, Montreal Biennial, Rogers, MacTweek, Steamwhistle Brewing, Sony/Vistek, Vtape, Trinity Square Video, Royal Conservatory and many more!

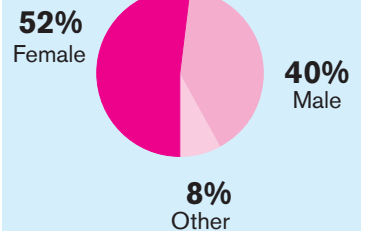
WHO READS THE IMAGES CATALOGUE?

77% are between the ages of 18-44

AVERAGE INCOME

\$40,000-\$60,000

SEX



85%

hold a post-secondary degree

Employed in media technology, film industry & IT professionals

Highly sociable & brand-loyal;
Arts oriented: frequenters of restaurants, galleries & theatres;
Culturally engaged & politically active; Environmentally conscious

80%

attend more than 1 festival event



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DEADLINES

BOOK BY
 FRIDAY 29 JANUARY 2016

ARTWORK DUE BY
 FRIDAY 5 FEBRUARY 2016

IN PRINT

AD ARTWORK SIZES (PLEASE NOTE NEW SIZES THIS YEAR!)

Outside Back Cover (bleed)	6.25" x 8.25"	\$5500
Inside Front / Back Cover (bleed)	6.25" x 8.25"	\$3000
Full Page (no bleed)	5.5" x 7.5"	\$1310
Half Page horizontal	5.5" x 3.6875"	\$890

Outside Back Cover (bleed) and Inside Front / Back Cover (bleed)
 6.25" x 8.25"

Note:
 Trim Size: 6" x 8"
 Type safety area 5.5" x 7.5"

Full Page (no bleed)
 5.5" x 7.5"

Half Page horizontal
 5.5" x 3.6875"

ON SCREEN, PRINT AND WEB COMBOS

Double your festival presence through our combo packages. With any size print ad, get a screen slide for an addition \$200 or get a web button for an additional \$400! Limited space. First come, first served.

ON SCREEN

SCREEN SLIDE

Include your ad to be screened before EACH of our 15 screenings to reach an audience of 15,000+. There are a maximum of 15 slides, each slide is given minimum 2 minutes of screen time before each screening.

Pricing starts at \$750

Screen Slide
 1920 px x 1080 px

ONLINE

WEB BUTTON OR BANNER

Tap into year-round online exposure with a web button or banner on our high-traffic website with hotlinks to your site. Over 60,000 distinct visits in April 2015 alone.

Pricing starts at \$1000

Web Button
 80 px x 80 px

NEW THIS YEAR!

MOBILE APP

Take advantage of our new mobile platform with a logo placement on our new app. Logos will be featured on a custom list with hotlinks that will send users straight to your website.

Contact us directly for details and rates

Logo
 512 px x 512 px