

# Toronto LGBT Film Festival

## 2017 Advertising Rates

For 11 days, from May 25 to June 4, 2017, the Inside Out Toronto LGBT Film Festival returns to the TIFF Bell Lightbox - the city's must-visit destination for local and visiting cinema enthusiasts. Showcasing more than 200 films in 75 captivating programs, the Festival is the largest LGBT film festival in Canada and the third largest film festival in Toronto, attracting close to 35,000 audience members to film screenings, artist talks, panel discussions and parties that showcase the best and brightest LGBT film from Canada and around the world.

### Program Guide

Advertising in the program guide gives you guaranteed exposure to Inside Out's affluent, well-educated and influential audiences. Your ad will be seen many times as the Guide is read and referred to constantly by Festival-goers prior to and throughout the 11 day Festival. 15,000 copies are distributed to strategic locations in the downtown core (theatres, bars, cafés, restaurants, hair salons and shops) beginning the first week of May and continuing until the end of the Festival five weeks later. A PDF version of the complete Guide is also available for download from the Inside out website, providing valuable additional exposure for your company's advertisement.

### Sizes

#### Program ads



4.625"W x 3.625"H (no bleed)



4.625"W x 7.5"H (no bleed)

### Prices

|                                       |         |
|---------------------------------------|---------|
| Outside Back Cover, Full Colour.....  | \$3,000 |
| Inside Front Cover, Full Colour.....  | \$2,500 |
| Inside Back Cover, Full Colour.....   | \$2,250 |
| Full Page (bleeds), Full Colour ..... | \$1,800 |
| 1/2 Page, Full Colour .....           | \$1,100 |

For more information or to book your ad please contact Brad at [416.977.6847](tel:416.977.6847) ext. 22 or [brad@insideout.ca](mailto:brad@insideout.ca)

**insideout**

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Surveys of Festival-goers found that:

## Audience Demographics

**38% Millennials (22-34) | 26% GenXers (35-45) | 27% Boomers (46-59)**

**73% have an undergraduate degree** (compared to 11% national average\*)

**36% have annual household income over \$100,000** (compared to \$64,000 national average\*)

\*\*Earnings and Incomes of Canadians Over the Past Quarter Century, 2006 Census: Highlights", <http://www12.statcan.ca/>

## Additional Advertising Opportunities

- **On Screen Advertisement:** Screen ads are projected on the theatre screen prior to all 70+ presentations during the Festival. **Price: \$2,000**
- **Screening Sponsorship:** Your business or organization will be matched up with one of the 70+ screenings during the Festival. Benefits include: logo with the program notes for the screening, business message in a specially designed section of the program guide, representatives can address the audience prior to the sponsored screening and 6 tickets to the screening. **Price: Regular Screening \$1,200**
- **Back of Tickets:** Your logo/ad or customer discount can be printed on the back of all tickets (35,000) sold during the Festival **Price: \$7,500**
- **Ticket Jackets:** When tickets are picked up for Festival screenings they will be placed in a customized ticket jacket. Tickets are on sale for 3 weeks leading up to the start of the Festival. **Price: \$7,500 (includes printing)**
- **Website:** Advertise on the Festival website and get noticed by attendees near and far.

### Web banner sizing

Option 1: 728px x 110px  
Option 2: 202px x 110px  
Option 3: 300px x 150px



Price to be determined by time of year and placement. *Please contact for quotation.*

- **Trailer Play:** A perfect way to get your message out to a captive audience, trailers can be aired before all screenings during the Festival or during select screenings.
- **Audience Award Ballots:** Every work shown during the festival is eligible for the Audience Award. By sponsoring the award ballot your company name will be mentioned at every screening and be on all Festival ballots.
- **Event (Party) Sponsorship:** There are a variety of events throughout the 11 days of the Festival, from VIP-only receptions to Gala parties.
- **Theatre Product Placement/Sampling:** Something that you would like our audience to try or see in person? Have it in the lobby of the TIFF Bell Lightbox during the Festival.

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