



Be Part of CIFF's Year-Round Series!

January – June, 2021

ONSCREEN ADVERTISING OPPORTUNITIES

Top Docs (formerly known as Doc Soup) and Global Perspectives series are returning in January 2021. This year's series are hybrid, with films screening 1 night in cinema and streaming online for 4 days. All in-cinema events will take place at Globe Cinema and streaming will be offered across Alberta through our Eventive platform. Top Docs brings six of the year's most talked-about docs to local audiences, and Global Perspectives offers a collection of six exciting worldly films to take Calgary audiences around the globe. Our year-round series have been growing each year, reaching as many as 675 people per screening, and more than 3000 people per series.

Showcase your message to a captivated audience on the big screen and in their homes!



Pre-Show Motion Graphic SLIDE

Motion graphic slide played on screen prior to in-cinema screenings and online streaming.

Price		Screenings
\$800 +GST	3 screenings of either series (in-cinema and online)	Top Docs or Global Perspectives
\$1,400 +GST	6 screenings – 1 full series (in-cinema and online)	Top Docs or Global Perspectives
\$2,250 +GST	All 12 screenings of both series (in-cinema and online)	Top Docs and Global Perspectives

Pre-Show VIDEO

Your video ad played on screen prior to in-cinema screenings and online streaming.

Price		Screenings
15-Second Advertisement		
\$900 +GST	3 screenings of either series (in-cinema and online)	Top Docs or Global Perspectives
\$1,650 +GST	6 screenings – 1 full series (in-cinema and online)	Top Docs or Global Perspectives
\$2,500 +GST	All 12 screenings of both series (in-cinema and online)	Top Docs and Global Perspectives
30-Second Advertisement		
\$1,200 +GST	3 screenings of either series (in-cinema and online)	Top Docs or Global Perspectives
\$2,300 +GST	6 screenings – 1 full series (in-cinema and online)	Top Docs or Global Perspectives
\$3,750 +GST	All 12 screenings of both series (in-cinema and online)	Top Docs and Global Perspectives

To Advertise with CIFF please contact:
partnerships@ciffcalgary.ca

Booking Deadline: **March 15th, 2021**
Materials Deadline: **March 25th, 2021**



Be Part of CIFF's Year-Round Series!

January – June, 2021

Clickable Slide Ads on Film Streaming Pages

Tile ad and banner ad on CIFF film streaming page with active hyperlinks to your website.

Price		Screenings
\$700 +GST	3 screenings of either series (in-cinema and online)	Top Docs or Global Perspectives
\$1,200 +GST	6 screenings – 1 full series (in-cinema and online)	Top Docs or Global Perspectives
\$1,750 +GST	All 12 screenings of both series (in-cinema and online)	Top Docs and Global Perspectives

If you are interested in combining any of the above options, we would be happy to provide a further discount!

To Advertise with CIFF please contact:
partnerships@ciffcalgary.ca

Booking Deadline: March 15th, 2021
Materials Deadline: March 25th, 2021