

ON-SCREEN ADVERTISING OPPORTUNITIES

Align your brand with Alberta's premier film festivals and connect with a highly engaged, culturally influential audience. The Calgary International Film Festival (CIFF) offers premium onscreen advertising opportunities across 11 days of programming, placing your message in front of 38,000+ film lovers in a fully captive, distraction-free cinema environment.



WHY CINEMA ADVERTISING?

- 100% Viewability – No skipping, no scrolling, no competing distractions
- Captive Audience – Your message reaches audiences at peak attention
- Premium Environment – Align with world-class films and cultural experiences
- High Recall – Cinema advertising consistently outperforms digital in brand recall

AUDIENCE PROFILE

- CIFF audiences are
- Passionate supporters of arts, culture, and local business
 - Culturally engaged and experience-driven
 - Industry professionals and influencers
 - Growing in size by ~20-25% per year
 - Comprised of 31% first-time attendees

Select Your Format

Pre-Show MOTION GRAPHIC SLIDE

Dynamic slide plays on screen in slide loop while house lights are up prior to screenings.

OR

Pre-Show VIDEO

Video ad plays on screen while house lights are up prior to the screen intro.

Select Your Reach

Option	Placement	Screenings	Audience Reach
A	All Globe Cinema regular screenings only (10 days)	~50	~12,000 viewers
B	All Cineplex regular screenings only (8 days)	~125	~19,000 viewers
C	All regular screenings (11 days)	~200*	~36,500 viewers

*This figure includes screenings at select venues where CIFF operates on a limited-run basis during the festival.

Select Your Ad Package

Option	Format	Bronze	Silver	Gold
A - Globe screenings only <i>(Highly engaged festival-goers)</i>	Motion Slide	\$2,600 +GST		
	15-sec Video	\$3,300 +GST	\$4,000 +GST	\$4,700 +GST
	30-sec Video	\$5,750 +GST	\$6,950 +GST	\$8,200 +GST
B - Cineplex screenings only <i>(High-traffic screenings)</i>	Motion Slide	\$3,300 +GST		
	15-sec Video	\$5,100 +GST	\$6,200 +GST	\$7,300 +GST
	30-sec Video	\$8,900 +GST	\$10,900 +GST	\$12,800 +GST
C - All regular screenings <i>(Maximum exposure)</i>	Motion Slide	\$7,500 +GST		
	15-sec Video	\$9,500 +GST	\$11,500 +GST	\$13,500 +GST
	30-sec Video	\$16,500 +GST	\$20,000 +GST	\$24,000 +GST

Tier	Description	Placement Timing (Before Screening)	Estimated Audience Seated
Bronze	Connect with early-arriving, highly engaged planners	10 mins	70-84%
Silver	Recommended — Strong visibility with the majority of the audience seated	5 mins	85-94%
Gold	Premium placement just before showtime, maximum attention (limited inventory)	2 mins	95-100%

To advertise with CIFF, please contact:
partnerships@ciffcalgary.ca

Booking Deadline: July 18, 2026
Materials Deadline: July 31, 2026