

PUBLICATION SCHEDULE

ISSUE Space Material Street Bonus Distribution



TIFF Issue 2018
Sponsored Supplement:
Canadian Locations
Showcase

Aug. 3 Aug. 10 Sept. 4

- Toronto International Film Festival
- American Film Market/Locations Expo



End of Year Issue 2018
Sponsored Supplement:
VFX

Nov. 5 Nov. 12 Dec. 6

- CMPA Prime Time



Spring Issue 2019
Sponsored Supplement:
Post-Production

Jan. 31 Feb. 7 Feb. 27

- Canadian Screen Week
- Hot Docs



Banff Issue 2019
Sponsored Supplement:
International Locations
Showcase

April 26 May 3 May 24

- Banff World Media Festival

MAGAZINE RATE CARD

CREATE YOUR DOCUMENT TO THIS SIZE

NOTE:

Please keep all essential text and logos 0.25" away from trim.

Mechanical Requirements

Acceptable format:

PRINT-OPTIMIZED PDF

- Please embed all fonts
- PDFs must **not** contain RGB, LAB or Indexed colors—only CMYK
- At your request, we can supply print-quality Acrobat Distiller job options to ensure the best quality PDF file

Note: We can't check detailed trapping in print-quality PDFs. Please ensure that all colors are trapped correctly prior to writing your PDF.

General Notes:

- Please ensure that all colors are defined as process (CMYK), unless a spot color is specified
- All color pictures should be converted to CMYK (no RGB), and should contain no JPEG encoding
- Grey-scale and color images should be scanned at a minimum line-screen of 266 DPI
- There will be a US\$50 production charge per ad for file preparation, pre-flight, trouble-shooting and processing
- Playback does not accept responsibility for reproduction when materials supplied do not meet the above specifications.

Playback reserves the right to charge back to the Advertiser or Agency costs of all work incurred for conversion of material supplied into these specifications.

| AD SIZE | 1x | 2x | 3x | | Trim | Bleed |
|--------------------------------|---------|---------|---------|--|--|------------------------------------|
| Double page spread | \$8,790 | \$8,105 | \$7,645 | | 18" x 10.875" | 18.25" x 11.125" |
| Outside back cover | \$5,275 | \$4,865 | \$4,390 | | 9" x 10.875" | 9.25" x 11.125" |
| Inside front / back cover | \$5,055 | \$4,660 | \$4,390 | | 9" x 10.875" | 9.25" x 11.125" |
| Full page | \$4,395 | \$4,055 | \$3,820 | | 9" x 10.875" | 9.25" x 11.125" |
| 1/2 page horizontal / vertical | \$3,190 | \$2,925 | \$2,680 | | horizontal: 9" x 5.3125" vertical: 4.5" x 10.875" | 9.25" x 5.5625" 4.75" x 11.125" |
| 1/3 page horizontal / vertical | \$2,510 | \$2,375 | \$2,190 | | horizontal: 9" x 3.625" vertical: 3" x 10.875" | 9.25" x 3.875" 3.25" x 11.125" |
| 1/4 page horizontal | \$2,140 | \$2,030 | \$1,900 | | 9" x 2.725" | 9.25" x 2.975" |
| Strip | \$1,720 | \$1,620 | \$1,530 | | 9" x 1.825" | 9.25" x 2.075" |

Go to www.playbackonline.ca/upload to upload files.

ONLINE RATE CARD

Playback is Canada's media industry destination, offering an intimate view of events, trends and innovation through a daily online newsletter and a feature-packed website.

Who reads Playback Online?

Key decision-makers and influencers in film, TV & digital production, broadcasting, distribution, advertising and the production service community depend on Playback as the go-to source for media industry news & analysis.

With over 140,000 page views per month, there is no better way to reach all of the key players in Canada's media business.



Wide Leaderboard \$55 CPM
964 px wide by 90 px high



Exclusive: eOne maps out the future of its scripted division

The Toronto-headquartered studio has restructured its Canadian development team and given Playback an inside look at its upcoming Canadian slate.

By Jordan Pinto

3 days ago

1st Position Banner \$30 CPM
583 px wide by 60 px high



CTV's The Launch underway in T.O.

Bell Media's SVP of content and programming Mike Cosentino talks about prepping the format for an international rollout and filling mid-season time slots.

By Jordan Pinto

2 hours ago

2nd Position Banner \$30 CPM
583 px wide by 60 px high



Netflix brings Menorca to the U.S.

The streaming giant acquired the Farpoint Films feature through a deal secured by Toronto's A71 Entertainment.

By Jordan Pinto

5 hours ago



ImagineNative reveals full lineup

Zoe Hopkins' *Kayaking for Beginners* will bow at the fest, alongside Jeremy Torrie's *Juliana and the Medicine Fish*.

Rectangle

\$50 CPM

300 px wide by 250 px high

Half-Page

\$45 CPM

300 px wide by 600 px high

SITE BRANDING

Site Wrap:
\$3,000 weekly

Site Takeover:
\$4,500 weekly
(includes leaderboard)

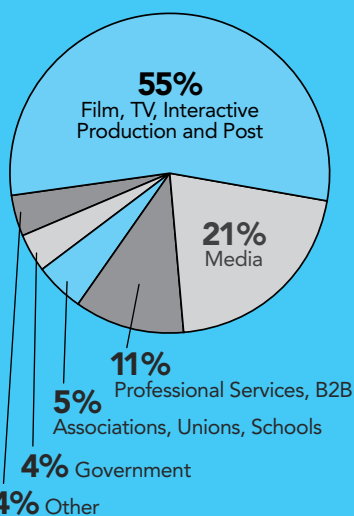
Please supply 1 RGB jpg file that is 2,000px wide by 1,200px high, and also 1 RGB png file for the leaderboard space that is 964px wide by 90px high.

Note areas for Messaging Safe Zone and editorial content.



NEWSLETTER RATE CARD

Playback Daily is the Canadian entertainment industry's most widely read daily newsletter. Over 10,000 key decision-makers in the film, television and interactive entertainment communities count on Playback Daily to deliver the industry's finest coverage of breaking news and analysis at the office or on the go.



| AD SIZE | size (w x h) | 1-5 issues | 6-20 issues | 21-60 issues |
|----------------------------|--------------|---|-------------|--------------|
| Sponsored Content | 468x120 | \$750 each issue | | |
| Leaderboard | 920 x 90 | \$530 | \$470 | \$415 |
| Rectangle | 300 x 250 | \$440 | \$385 | \$330 |
| Half Page | 300 x 600 | \$440 | \$385 | \$330 |
| 1st Position Banner | 468 x 60 | \$440 | \$385 | \$330 |
| 2nd Position Banner | 468 x 60 | \$400 | \$350 | \$300 |
| Skyscraper | 120 x 600 | \$400 | \$350 | \$300 |
| 'Breaking News' | 728 x 90 | \$15,000 annual: exclusive branding on all "Breaking News" blasts, including leaderboard. | | |

The screenshot shows the Playback Daily newsletter interface. At the top is the 'PLAYBACK' logo and navigation links: HOME, CAREERS, EVENTS, and GET THE NEWSLETTER. Below the navigation is a 'Leaderboard' ad slot (920 px wide by 90 px high). The main content area features several articles with images and headlines: 'CTV's The Launch underway in T.O.', 'Hamilton heads to Colombia on trade mission', and 'Netflix brings Menorca to the U.S.'. To the right of the main content are three vertical ad slots: a 'Rectangle' (300 px wide by 250 px high), a 'Half-Page' (300 px wide by 600 px high), and a 'Skyscraper' (120 px wide by 600 px high). A '1st Position Banner' (468 px wide by 60 px high) and a '2nd Position Banner' (468 px wide by 60 px high) are also indicated below the main content area.