

## PUBLICATION SCHEDULE



ISSUE	Space	Material	Street	Bonus Distribution
<b>Spring Issue</b>	Jan. 29	Feb. 5	Feb. 26	<ul style="list-style-type: none"> <li>• Canadian Screen Awards</li> <li>• Prime Time</li> </ul>
<b>Canada: The Ultimate Guide 2015</b>	Mar. 24	Mar. 31	–	<ul style="list-style-type: none"> <li>• American Film Market</li> <li>• Banff World Media Festival</li> <li>• Hot Docs</li> <li>• Kidscreen Summit</li> <li>• Realscreen Summit</li> <li>• Realscreen West</li> <li>• MIPCOM</li> <li>• Playback Summit</li> <li>• Produced By Conference</li> </ul>
<b>Banff/ Summer Issue</b>	Apr. 23	Apr. 30	May 21	<ul style="list-style-type: none"> <li>• Banff World Media Festival</li> </ul>
<b>TIFF/ Fall Issue</b>	Aug. 6	Aug. 13	Sept. 2	<ul style="list-style-type: none"> <li>• Toronto International Film Festival</li> </ul>
<b>End of the Year Wrap/ Winter Issue</b>	Oct. 23	Oct. 30	Nov. 19	<ul style="list-style-type: none"> <li>• Whistler Film Festival</li> </ul>

## RATE CARD

### Mechanical Requirements

Acceptable formats:

#### PRINT-OPTIMIZED PDFs

- 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.

#### NATIVE INDESIGN FILES

- Include all artwork, EPS files, TIFF files, and all fonts

#### ADOBE ILLUSTRATOR FILES

- Please outline all fonts and embed all EPS or TIFF images

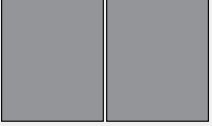
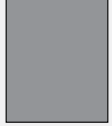
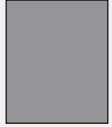
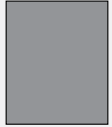


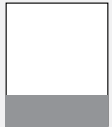
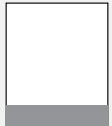
#### EPS or TIFF

- Not recommended for ads with small type

#### 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
<b>Double page spread</b>	\$8,790	\$8,105	\$7,645		18" x 10.875"	18.25" x 11.125"
<b>Outside back cover</b>	\$5,275	\$4,865	\$4,390		9" x 10.875"	9.25" x 11.125"
<b>Inside front / back cover</b>	\$5,055	\$4,660	\$4,390		9" x 10.875"	9.25" x 11.125"
<b>Full page</b>	\$4,395	\$4,055	\$3,820		9" x 10.875"	9.25" x 11.125"
<b>1/2 page horizontal / vertical</b>	\$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"
<b>1/3 page horizontal / vertical</b>	\$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"
<b>1/4 page horizontal</b>	\$2,140	\$2,030	\$1,900		9" x 2.725"	9.25" x 2.975"
<b>Strip</b>	\$1,720	\$1,620	\$1,530		9" x 1.825"	9.25" x 2.075"

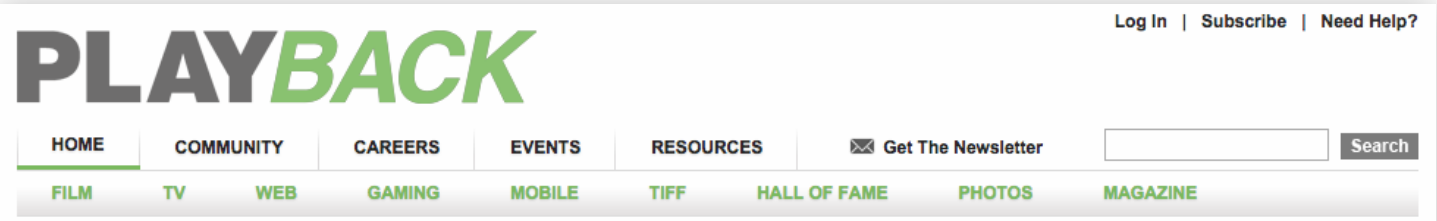
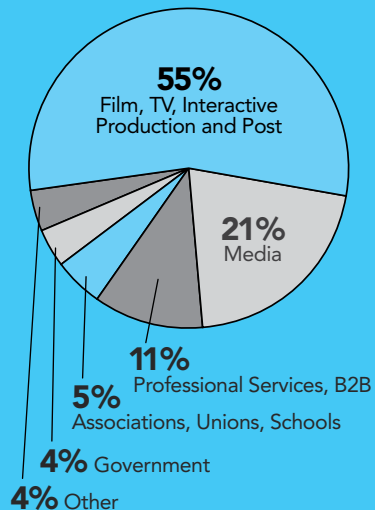
**NOTE:** Please keep all essential text 0.5" away from trim.  
 Go to [www.playbackonline.ca/upload](http://www.playbackonline.ca/upload) to upload files.

## ONLINE RATE CARD

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

### Who reads Playback Online?

Playback is geared towards key decision-makers and influencers in film and TV production, broadcasting, advertising and the production service community and currently garners approximately **200,000 page views each month.**



**Wide Leaderboard** \$55 CPM  
 955 px wide by 90 px high

**Leaderboard** \$50 CPM  
 728 px wide by 90 px high

**Lead Banner** \$40 CPM  
 468 px wide by 60 px high

FEATURED

### Best of the year: Playback's Winter 2014 issue is out

**NEWS** Playback's latest print issue features the hottest people, companies and content of the year, as well as our latest Hall of Fame inductees.

4 days ago [Katie Bailey](#)

1 2 3 4

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

### 9 Story expands prescene in Asia

**TV** 9 Story Media Group closed a number of broadcast deals in the region for shows like *Peg + Cat* (pictured) and *Arthur*.

35 mins ago [Daniela Fisher](#)

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

### CMF, Belgium's Wallimage pact on digital media program

**FUNDING INTERACTIVE** The \$600,000 initiative will provide financial support for

**Rectangle** \$50 CPM  
 300 px wide by 250 px high

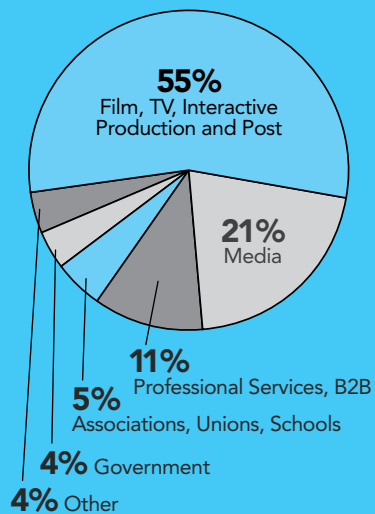
**2 unit** \$20 CPM  
 120 px wide by 200 px high

**Half-Page** \$45 CPM  
 300 px wide by 600 px high

**Skyscraper** \$40 CPM  
 120 px wide by 600 px high

## 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 news analysis at the office or on the go.



AD SIZE	size (w x h)	1-5 issues	6-20 issues	21-60 issues
<b>Sponsored Content</b>		\$750 each issue		
<b>Leaderboard</b>	728 x 90	\$530	\$470	\$415
<b>Rectangle</b>	300 x 250	\$440	\$385	\$330
<b>Half Page</b>	300 x 600	\$440	\$385	\$330
<b>1st Position Banner</b>	468 x 60	\$440	\$385	\$330
<b>2nd Position Banner</b>	468 x 60	\$400	\$350	\$300
<b>Skyscraper</b>	120 x 600	\$400	\$350	\$300
<b>2 unit</b>	120 x 200	\$330	\$275	\$220

The screenshot shows the Playback Daily newsletter interface with the following ad placements:

- Leaderboard:** 728 px wide by 90 px high, located at the top of the content area.
- 1st Position Banner:** 468 px wide by 60 px high, located below the first article.
- 2nd Position Banner:** 468 px wide by 60 px high, located below the second article.
- Rectangle:** 300 px wide by 250 px high, located to the right of the first article.
- 2 unit:** 120 px wide by 200 px high, located to the right of the first article, below the rectangle.
- Half-Page:** 300 px wide by 600 px high, located to the right of the second article.
- Skyscraper:** 120 px wide by 600 px high, located to the right of the second article, below the half-page ad.