

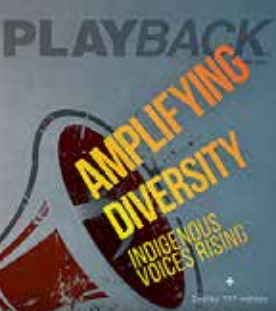



PUBLICATION SCHEDULE

ISSUE	Space	Material	Street	Bonus Distribution
 TIFF Issue 2017	Aug. 3	Aug. 10	Sept. 1	• Toronto International Film Festival
 End of Year Issue 2017	Nov. 7	Nov. 14	Nov. 30	• CMPA Prime Time
 Spring Issue 2018	Feb. 2	Feb. 9	Mar. 6	• Canadian Screen Week • AToMiCon
 Banff Issue 2018	May 3	May 10	June 4	• Banff World Media Festival

MAGAZINE RATE CARD

CREATE YOUR DOCUMENT TO THIS SIZE

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
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"

NOTE: Please keep all essential text 0.5" away from trim. 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.

The screenshot shows the Playback website interface with several advertising spots highlighted by dashed lines and labels. At the top right, there are links for 'Log In', 'Subscribe', and 'Need Help?'. Below these are social media icons for Facebook and Twitter. A navigation bar contains 'HOME', 'MAGAZINE', 'EVENTS', 'CAREERS', 'FESTIVALS', and 'SECTIONS', along with a search bar and a 'Custom Se' dropdown. The main content area features a 'Wide Leaderboard' (\$55 CPM, 964 px wide by 90 px high) and a 'Leaderboard' (\$50 CPM, 728 px wide by 90 px high) at the top. Below these is an 'Interstitial Ad' (\$4,000 for the week, 700 px wide by 500 px high) overlaid on a large article. To the right of the interstitial is a 'Rectangle' ad (\$50 CPM, 300 px wide by 250 px high) overlaid on a smaller article. At the bottom, there is a '1st Position Banner' (\$30 CPM, 468 px wide by 60 px high) and a '2nd Position Banner' (\$30 CPM, 468 px wide by 60 px high) overlaid on the bottom of the main content area. A 'Half-Page' ad (\$45 CPM, 300 px wide by 600 px high) is overlaid on the right side of the page. The website content includes articles such as 'CTV's The Launch underway in T.O.', 'Netflix brings Menorca to the U.S.', and 'ImagineNative reveals full lineup'.



Wide Leaderboard \$55 CPM

964 px wide by 90 px high

Leaderboard \$50 CPM

728 px wide by 90 px high

Interstitial Ad

\$4,000 for the week
700 px wide by 500 px high

One maps out
its scripted

erred studio has
an development team and
le look at its upcoming

3 days ago

1st Position Banner \$30 CPM

468 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

Rectangle

\$50 CPM
300 px wide by 250 px high

2nd Position Banner \$30 CPM

468 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

Half-Page

\$45 CPM
300 px wide by 600 px high

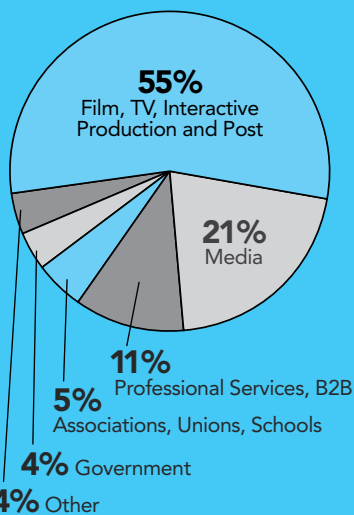


ImagineNative reveals full lineup

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

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	728 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

PLAYBACK
HOME CAREERS EVENTS GET THE NEWSLETTER

Leaderboard
728 px wide by 90 px high

Sponsored Content
468 px wide by 120 px high

Rectangle
300 px wide by 250 px high

1st Position Banner
468 px wide by 60 px high

Half-Page
300 px wide by 600 px high

Skyscraper
120 px wide by 600 px high

2nd Position Banner
468 px wide by 60 px high

CTV's The Launch underway in T.O.
TV: Bell Media's Shift of content and programming Mike Coe talks about preparing the format for an international rollout and filling mid-season time slots.

Hamilton heads to Colombia on trade mission
MEDIA/COMMUNITY: Pipeline Studios will participate in the eight-day trip that aims to bring investment to local industries, including the media sector.

Netflix brings Menorca to the U.S.
FILM: The streaming giant acquired the Farpoint Films feature through a deal secured by Toronto's ATI Entertainment.