

Each issue of *Realscreen* boasts exciting features that comprehensively cover the range of content under the unscripted and non-fiction umbrella, and the producers, creators, buyers and executives from across the industry who are shaping the business today, and moving it forward.

### REGULAR FEATURES INCLUDE

#### First Look

Q&As with top industry execs; insights and analysis of industry trends; and spotlights of emerging platforms and new buyers you'll want to know more about.

#### The Lens

Features that provide unique perspective and deep dives into the top issues impacting the industry.

#### The Final Cut

The "last word" for each issue, which may be a provocative viewpoint from an industry exec or a short but sweet interview with a mover and shaker.

#### Special Reports

Each issue carries at least one of our popular special reports, including our annual Global 100 listing of the top production companies working in non-fiction as chosen by our readers; our MIP Picks, in which the *Realscreen* editorial team selects "can't miss" projects heading to Cannes, our Trailblazers feature that honours the industry's most inspiring innovators, and more!

#### Genres/Areas of Interest

*Realscreen* provides an unparalleled view of the non-fiction and unscripted visual content world. Whether your specialty is formats, documentary, blue chip specialist factual, archive-based content, reality of all stripes, or any combination thereof, there is something for you in the pages of *Realscreen*.

### BRUNICO COMMUNICATIONS LTD.

*Realscreen* is a publication of Brunico Communications Ltd. Founded in 1986, Brunico is a privately-held publishing and communications company. Brunico's products focus on niche market sectors facing the challenges and opportunities of an increasingly global marketplace. Through our print and electronic publications and through our industry events, we build communities of interest, specializing in the entertainment and marketing sectors\*.

\*Brunico Marketing Inc., the California subsidiary of Brunico Communications Ltd., produces entertainment and marketing conferences in New York, Washington, Los Angeles and other U.S. cities. The parent company, Brunico Communications Ltd., produces entertainment and marketing conferences in Canada.

ISSUE	AD CLOSING	MATERIAL CLOSE	STREET DATE	BONUS DISTRIBUTION	EDITORIAL REPORTS/CONTENT OUTLINE
September / October 2019	3-Sept	10-Sept	27-Sept	<ul style="list-style-type: none"> <li>• MIPCOM</li> <li>• World Congress of Science &amp; Factual Producers</li> <li>• IDFA</li> <li>• Jackson Hole Wildlife Festival</li> </ul>	<ul style="list-style-type: none"> <li>• MIPCOM Picks</li> <li>• Specialist Factual Focus</li> <li>• Below the Line Focus</li> </ul>
January / February 2020	4-Dec	11-Dec	8-Jan	<ul style="list-style-type: none"> <li>• Realscreen Summit</li> <li>• NATPE</li> <li>• Sundance Film Festival</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Realscreen's</i> Trailblazers</li> <li>• Development and Commissioning Report</li> <li>• Archive Report</li> </ul>
Realscreen Summit Delegate Book 2020			23-Jan	<ul style="list-style-type: none"> <li>• Realscreen Summit</li> </ul>	
March / April 2020	25-Feb	3-Mar	22-Mar	<ul style="list-style-type: none"> <li>• MIPDOC</li> <li>• MIPTV</li> <li>• HotDocs</li> <li>• LA Screenings</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Realscreen's</i> Global 100</li> <li>• MIPTV Picks</li> <li>• Changemakers: Innovations &amp; Innovators</li> <li>• Formats Focus</li> </ul>
May / June 2020	4-May	11-May	29-May	<ul style="list-style-type: none"> <li>• Realscreen West</li> <li>• BANFF World Media Festival</li> <li>• Sunny Side of the Doc</li> <li>• Toronto International Film Festival</li> </ul>	<ul style="list-style-type: none"> <li>• On The Slate: New Programming</li> <li>• The Reality Report</li> <li>• Archive and Production Music Focus</li> <li>• Doc Focus</li> <li>• Fresh Talent Focus</li> </ul>
Realscreen West Delegate Book 2020			6-Jun	<ul style="list-style-type: none"> <li>• Realscreen West</li> </ul>	

\*Dates are subject to change – check with your account manager

## Why Advertise in *Realscreen*?

- The only publication written specifically for and about the business of factual and non-fiction programming
- The strongest mailed circulation of any publication reaching the non-fiction/unscripted community – 6600 strong
- Targeted readership – only reaching professionals in non-fiction/unscripted
- Bonus distribution at the most important industry events for the genre
- Unique and focused editorial content covering the best in non-fiction/unscripted
- The best value for your marketing dollar

Revised: March 2019

### RATE BASE: 6800

SECTOR	USA	UK	Europe	Canada	Rest of World	Total by Sector
Production & Distribution	2836	535	241	648	151	4411
Broadcasters & Content Platforms	1070	169	329	118	115	1801
Production Services	387	37	6	29	6	465
Other	100	14	12	46	4	176
<b>Total by Region</b>	<b>4393</b>	<b>755</b>	<b>588</b>	<b>841</b>	<b>276</b>	<b>6853</b>

### Circulation Strength

- Controlled circulation means quality readership and targeted delivery
- Over 99% of all copies are addressed by both name and title
- Provides advertisers with the most qualified readership of decision-makers and influencers

### Sector Descriptions

**Production & Distribution:** Producers and distributors of non-fiction/factual/unscripted programming

**Broadcasters & Content Platforms:** Broadcasters of non-fiction/factual/unscripted programming, television and multi-platform

**Production Services:** Services to the entertainment industry including: film, stock footage, equipment, legal, accounting, location services, music/ audio, post production, consulting, etc.

**Other:** Foundations, institutes and funding bodies; associations; advocacy groups; government; unions, etc.

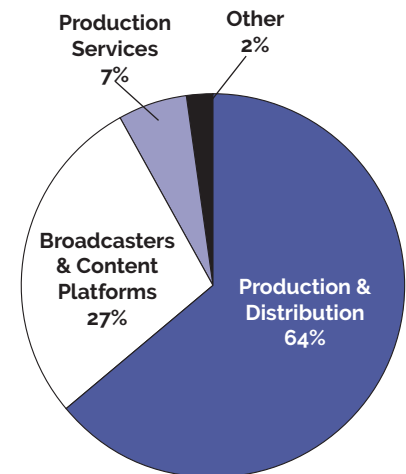
### Title Sample

#### Production & Distribution

- Producer
- Executive Producer
- Managing Director
- VP/Head of Sales
- President
- Owner
- VP/Head of Development
- VP/Head of Production

#### Television Broadcasters & Media

- VP+/Director/Head of Programming
- VP+/Director/Head of Acquisitions
- VP+/Director/Head of Development
- VP+/Director/Head of Scheduling
- Presidents & CEOs
- VP+/Director/Head of Marketing



FOUR COLOR*			
PAGE SIZE	1x Per Year	2x Per Year	4x Per Year
Outside Front Cover	Available Upon Request For Event Bonus Distribution		
Premium Positions	Available Upon Request		
Double Page Spread Multiple (2 or more spreads in same issue)	\$6,500	\$6,000	\$5,500
Double Page Spread	7,000	6,500	6,000
Outside Back Cover	4,550	4,280	3,980
Full Page Multiple (2 or more single pgs. in same issue)	3,480	3,210	2,940
Full Page	3,980	3,690	3,400
1/2 Horizontal / Vertical	2,410	2,215	2,040
1/3 Horizontal / Vertical	2,050	1,885	1,735
1/4 Page	1,685	1,585	1,490

\* Sponsored content packages available for print and/or digital production and distribution. Special inks, metallic and fluorescent colors to be quoted separately.

### TERMS & CONDITIONS

#### Content

All advertising material is due by the Material Deadline specified on the Advertising Order which is to be accepted in writing or electronically by Advertiser and is subject to the approval of Publisher. Publisher reserves the right to insert the word 'Advertisement' at the top of any ad, which, in Publisher's opinion, resembles editorial material. Advertiser assumes liability for all content (including text, representation and illustrations) of its advertisements and also assumes responsibility for any claims made against Publisher because of such content.

#### Advertising Agency

For the purposes of these terms and conditions, the word "Advertiser" includes the Advertising Agency, if any, specified in the Advertising Order.

#### Cancellation

Advertiser shall have the right to cancel or make changes to any insertion, provided that Publisher is given notice in writing at least 5 business days before the Material Deadline of the respective issue, as specified in the Advertising Order. If Advertiser cancels one or more insertions, and such cancellation affects the rate basis on which the Advertiser is being charged, Advertiser is subject to retroactive billing at the insertion rate corresponding to the actual number of advertising insertions run, pursuant to the published rate card in effect at the time of first insertion. If the first insertion is not used within 60 days of an Advertising Order and if, in the meantime, a new rate card has been published, the new rates will apply. Every insertion included in an Advertising Order must appear in an issue of **Realscreen** within 14 months of the date of the Advertising Order or 12 months of the date of the first insertion published, whichever is earlier, failing which, such insertion shall be considered to have been cancelled by Advertiser.

#### Rates and production charges

Rates specified above apply exclusively to the regular business announcements of Advertiser. Advertisements submitted on behalf of other parties will be charged on a one-time rate basis. Production charges are not included in any quoted rates unless otherwise specified. Production charges, as estimated in each case by Publisher to Advertiser, shall be added to the insertion invoice or invoiced separately.

#### Cash Discount

Accounts are payable with delivery of advertising material or, subject to credit approval, within 30 days of invoice date at Publisher's office in Toronto. Two per cent (2%) cash discount on the net amount payable is allowed, provided payment is received at Publisher's office in Toronto within 15 days of invoice date. Accounts are payable in Canadian funds, unless other arrangements have been agreed upon in writing in advance between Advertiser and Publisher's credit department. Two per cent (2%) interest per month (24% per annum) is charged on overdue accounts. Advertiser is to be invoiced electronically without tearsheet.

#### Publisher's obligations

Publisher's obligations shall be deemed to be fulfilled upon mailing or other shipping of substantially all of the copies of the respective issue to be circulated in which the advertising content is contained. The number of copies to be circulated is as specified in the published circulation rate base of the publication in effect as of the date of the Advertising Order, unless otherwise specified therein. Publisher, without any liability whatsoever, shall have the right to cancel or make changes to the circulation rate base of any issue upon notice given to Advertiser at least 30 days prior to the Estimated Mailing Date then in effect. Any Estimated Mailing Date, if varying more than 14 days from an Estimated Mailing

Date indicated in the Advertising Order and any Material Deadline indicated in the Advertising Order is subject to change upon 30 days written notice to Advertiser. In the case of the cancellation or change to the circulation rate base of an issue for which an insertion has been included in an Advertising Order, or any change of 14 days or more in the Estimated Mailing Date of an issue, or the failure of Publisher for any cause to publish an insertion in an issue for which the advertising material was received prior to the Material Deadline and is in compliance with Publisher's policies with respect to published content not being in bad taste or illegal and protection against defamation, libel, and trademark and copyright infringement, Publisher's liability, if any, shall be limited to a maximum of Advertiser's mechanical cost of creating the advertising material or Advertiser's true damages, whichever is less, provided that Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue because of strikes, work stoppages, accidents, fire, Acts of God, or any other circumstances not within the control of Publisher. Should any error or omission be made by Publisher which substantially detracts from the value of an advertisement, Publisher will publish a corrected make-good ad in the next available issue, provided that Publisher is given written notice of the error within 10 days after the error or omission has come to the attention of Advertiser, but no later than within 60 days of the date upon which the issue was mailed. Publisher is not responsible for the reproduction of color ads unless acceptable proofs, as specified in its current, published mechanical requirements, are supplied. In the case of conflict between any conditions appearing in an Advertising Order agreed upon between Advertiser and Publisher, and this rate card or any instructions supplied by Advertiser or its agents, the terms and conditions of the Advertising Order shall prevail. All repro proofs, negatives and other advertising material will be destroyed by the Publisher if return or forwarding at Advertiser's expense is not requested, in writing, within four months after last use.

### PRODUCTION CHARGES

There will be a \$50 production charge for file preparation, pre-flight, trouble shooting and processing for the first insertion of all new ad material.

Additional designer time for any ad size is \$50/hr. • Should pre-flighting exceed one hour, additional charges will apply.

Publisher reserves the right to refuse any and all ad material that is not delivered to specifications.





### Wide Leaderboard 1100w x 90 h

**162,000 page views per month and growing!**

**Realscreen.com** is the leading global media destination for the unscripted and non-fiction production, broadcasting and distribution community. The trusted source of trade news, **Realscreen.com** is an online destination where the international unscripted and non-fiction community can find the best and latest work, industry information and innovation through a daily online newsletter and feature-packed website. The site currently garners an average of 162,000 page views and 76,000 unique visitors each month.

### Half Page 300w x 600h

### Medium Rectangle 300w x 250h

PREMIUMS	CPM
Sponsored Content	Inquire
Interstitial	Inquire
Site Wrap	\$85
Wallpaper	\$75
SIZE	
1/2 Page (300x600)*	\$35
Wide Leaderboard (1100x90)*	\$35
Medium Rectangle (300x250)	\$35

\*Mobile platform requires 300w x 250h medium rectangle  
Note: All three ad units will be deployed run of site. Geo-targeting available.

Prices are per insertion. Rates are in USD and are net. Accepted files: JPEG,GIF, Animated GIF, Video and Flash (SWF) files, maximum size 300K. Inquire for video specs. Artwork and URL to be submitted no less than **3 business days prior** to campaign start date. Video must be submitted 7 days prior to start date. There will be \$50 production charge for any files that are submitted unfinished or in formats other than those listed above. Additional designer time is \$50/hr.


*Realscreen* covers the international business of unscripted and non-fiction production, programming and distribution like never before!

Our *Realscreen* newsletter reaches over 16,800+ subscribers each day, Monday to Friday.

**REALSCREEN**
 SUBSCRIBE

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**Leaderboard** 810w x 90h




**Bravo Media hires VP, current production**  
PEOPLE / BIZ

**Half Page**  
300w x 600h

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**Banner 1** 468w x 60h




**"Exodus," "Hunt" shortlisted for RTS Craft & Design prizes**  
DOCUMENTARY / UNSCRIPTED

**Medium Rectangle**  
300w x 250h

All ads for mobile are to be submitted as Medium Rectangle

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**Banner 2** 468w x 60h



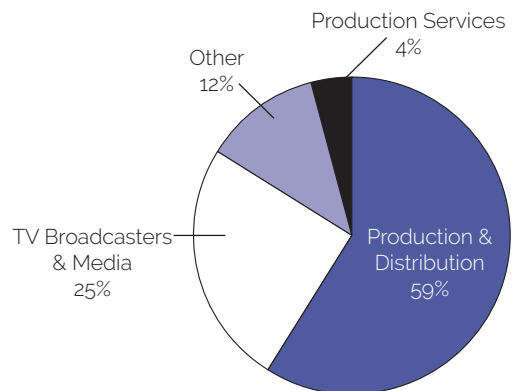
**Renewed & Returning: "Whose Line," "Catchphrase"**  
FORMATS

**Medium Rectangle**  
300w x 250h

All ads for mobile are to be submitted as Medium Rectangle

The *Realscreen* daily newsletter is **the** source of news for decision-makers in this business. *Realscreen's* reach is second-to-none.

## Newsletter Readership



**Production & Distribution:** Producers and distributors of non-fiction/factual/unscripted programming

**Broadcasters & Content Platforms:** Broadcasters of non-fiction/factual/unscripted programming, television and multi-platform

**Production Services:** Services to the entertainment industry including: film, stock footage, equipment, legal, accounting, location services, music/ audio, post production, consulting, etc.

**Other:** Foundations, institutes and funding bodies; associations; advocacy groups; government; unions, etc.

Prices are per insertion. Rates are in USD and are net. Terms and conditions available at: [www.brunico.com/termsandconditions/emailadvertising.html](http://www.brunico.com/termsandconditions/emailadvertising.html). Accepted files: JPEG, GIF, Animated GIF, maximum size 300K. Artwork and URL to be submitted no less than 3 business days prior to campaign start date. There will be \$50 production charge for any files that are submitted unfinished or in formats other than those listed above. Additional designer time is \$50/hr. Please note that Microsoft Outlook does not support animated GIF's.

\*Sponsored Content is a unique form of advertising that elicits excellent click-through rates. It is a very effective way to get the word out about your product or event in terms of cost, space and reach. Please contact your account manager directly for details.

	1-6 issues	7-24 issues	25+ issues
<b>Sponsored Content</b>	<b>Inquire</b>		
<b>Leaderboard*</b> 810w x 90h	<b>\$595</b>	<b>\$545</b>	<b>\$495</b>
<b>Half Page*</b> 300w x 600h	<b>\$595</b>	<b>\$545</b>	<b>\$495</b>
<b>Banner 1*</b> 468w x 60h	<b>\$495</b>	<b>\$445</b>	<b>\$395</b>
<b>Banner 2*</b> 468w x 60h	<b>\$425</b>	<b>\$385</b>	<b>\$345</b>
<b>Medium Rectangle</b> 300w x 250h (2nd position)	<b>\$395</b>	<b>\$385</b>	<b>\$345</b>

\*Mobile platform requires 300w x 250h medium rectangle

# REALSCREEN

## BREAKING NEWS SPONSORSHIP RATE CARD

*Realscreen* covers the international business of unscripted and non-fiction production, programming and distribution like never before! Our *Realscreen* newsletter reaches over 16,800 inboxes each day.


**SOLD**

### REALSCREEN

Breaking News brought to you by [Armoza Formals](#)

## Leaderboard

728w x 90h



**A&E greenlights live first responder series from Big Fish**

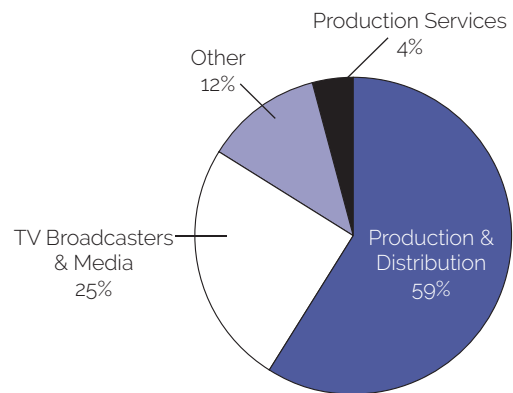
FORMATS / UNSCRIPTED

**Banner (468w x 60h) on all *Breaking News*. Exclusive position, no other paid advertisers.**

<p><b>3 months</b> (approximately 26 insertions)</p>	<p><b>\$5,200</b></p>
<p><b>6 months</b> (approximately 52 insertions)</p>	<p><b>\$9,360</b></p>
<p><b>12 months</b> (approximately 104 insertions)</p>	<p><b>\$16,960</b></p>

Rates are in USD and are gross. Terms and conditions available at: [www.brunico.com/termsandconditions/emailadvertising.html](http://www.brunico.com/termsandconditions/emailadvertising.html). Accepted files: JPEG,GIF, Animated GIF, maximum size 300K. Artwork to be submitted no less than 3 days prior to campaign start date. There will be \$50 production charge for any files that are submitted unfinished or in formats other than those listed above. Additional designer time is \$50/hr. Please note that Microsoft Outlook does not support animated GIF's.

## Newsletter Readership



**Production & Distribution:** Producers and distributors of non-fiction/factual/unscripted programming

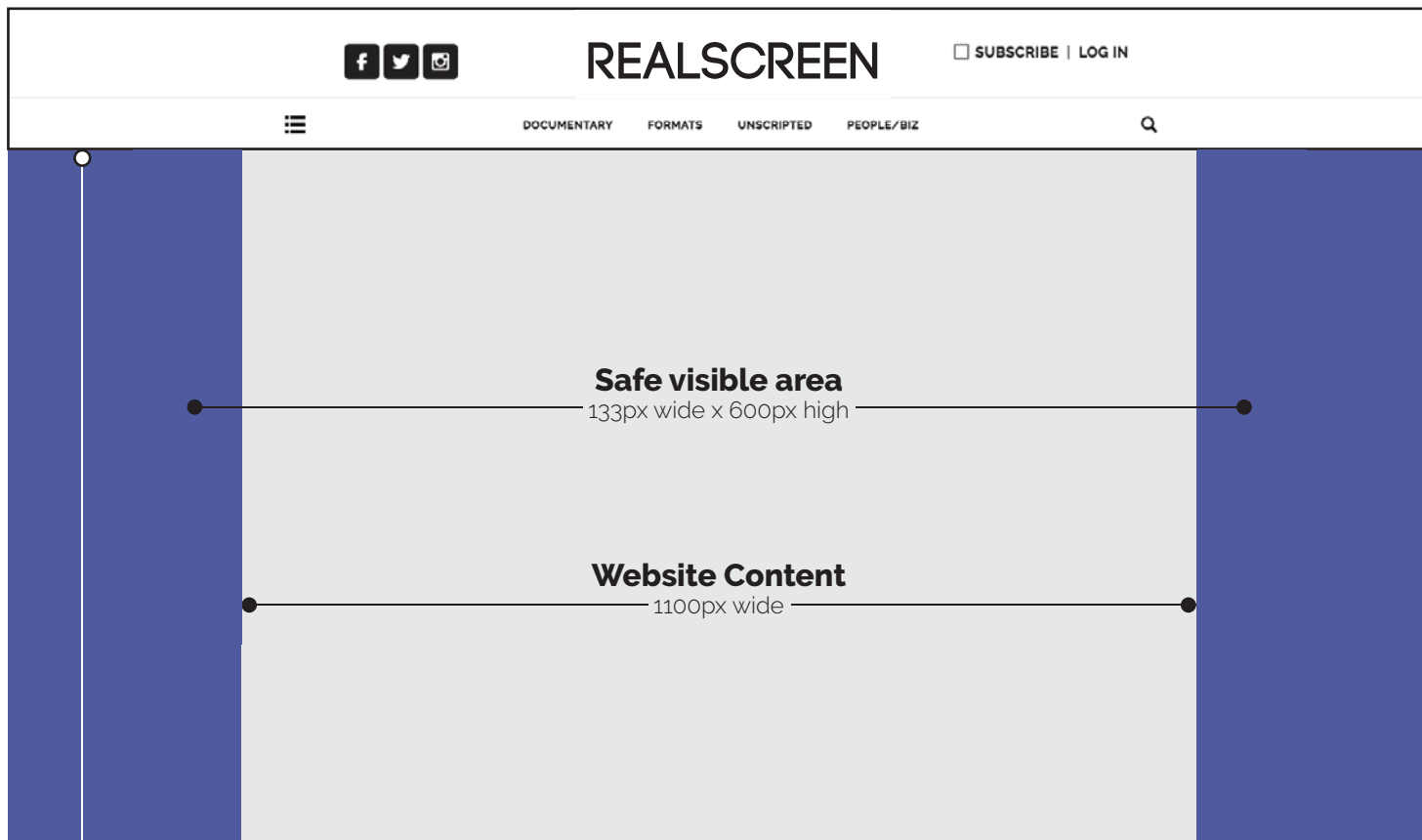
**Broadcasters & Content Platforms:** Broadcasters of non-fiction/factual/unscripted programming, television and multi-platform

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**Other:** Foundations, institutes and funding bodies; associations; advocacy groups; government; unions, etc.

**CONTACT: Joel Pinto (416)-408-0863 [jpinto@brunico.com](mailto:jpinto@brunico.com)**

™ Realscreen is trademarks of Brunico Communications Ltd.



### Total image size

2000px wide x 1200px high



Please ensure that your advertising designer is aware of and adheres to these specs.

Ad Sizes (w x h)	Live Area (Non Bleed)	Trim Area	Bleed Area
Outside Front Cover	Available Upon Request		
Double-Page Spread	<p><b>NOTE</b></p> <p>Please keep all essential text and logos 0.25" (6mm) away from trim.</p>	16-3/4" x 10-7/8" (425mm x 276mm)	17" x 11-1/8" (432mm x 283mm)
Full Page		8-3/8" x 10-7/8" (213mm x 276mm)	8-5/8" x 11-1/8" (219mm x 283mm)
1/2 Page assuming bottom of page		8-3/8" x 5-3/16" (213mm x 132mm)	8-5/8" x 5-5/16" (219mm x 135mm)
1/4 Page		3-7/8" x 5" (98mm x 127mm)	Not Applicable
1/2 Page Vertical specify left or right		4-1/16" x 10-7/8" (103mm x 276mm)	4-3/16" x 11-1/8" (106mm x 283mm) Top, Bottom & ONE side only
1/3 Page Horizontal assuming bottom of page		8-3/8" x 3-11/16" (213mm x 94mm)	8-5/8" x 3-7/8" (219mm x 98mm) Bottom & sides only
1/3 Page Vertical specify left or right		2-15/16" x 10-7/8" (75mm x 276mm)	3-1/16" x 11-1/8" (78mm x 283mm) Top, Bottom & ONE side only

\* There will be production charges for file preparation, pre-flight, trouble shooting and processing of all ad sizes.

\$50 US-CMYK (four color) ads • Additional designer time for any ad size is \$50/hr.

Should your preflighting exceed 1 hr you will be advised of additional charges.

We reserve the right to refuse any and all ad material that is not delivered to specifications.

## FILE SUBMISSION

Please provide a print-optimized PDF (CMYK only, no pantones / 300dpi)  
Your sales representative can provide the required InDesign PDF preset upon request.

Submit files to [www.realscreen.com/upload](http://www.realscreen.com/upload)

### MATERIAL TO COMPENSATE FOR 20-25% DOT GAIN AT MID-TONE.

Screen Densities: (240% UCR; 75% GCR) Total percentage of tone values should not exceed 300% for four-color material. Only one solid color should be used in areas comprised of two or more colors. Maximum screened value of any one color should not exceed 80%, unless it becomes the solid color. A black screen of less than 10% may not be visible. For surprinting, use a screen of not more than 45% density for the background where type is surprinted; not less than 45% density where type is reversed. Small letters, serifs and thin lines should be restricted to one ink. Process black areas need only be comprised of 100% black plus 30% cyan.

**Trapping:** Since our ripping system automatically traps all files please remove all trapping from ad artwork (including support files). If you wish to manually trap your work ensure a minimum 2 point trap and please inform us that you would like us to use your specified trapping. We cannot check detailed trapping in print-quality PDFs.

### IMPORTANT NOTE REGARDING PROOFS:

We will accept and use clients' own color accurate proofs if required or we will produce a color accurate proof (charged to client) at client's request.

### IMPORTANT NOTE REGARDING FONTS

Truetype and Multiple Master (MM) fonts are not supported by PDF. To save trouble try to avoid These types of fonts if at all possible. If a Truetype or MM font is necessary, please convert all text to outlines.

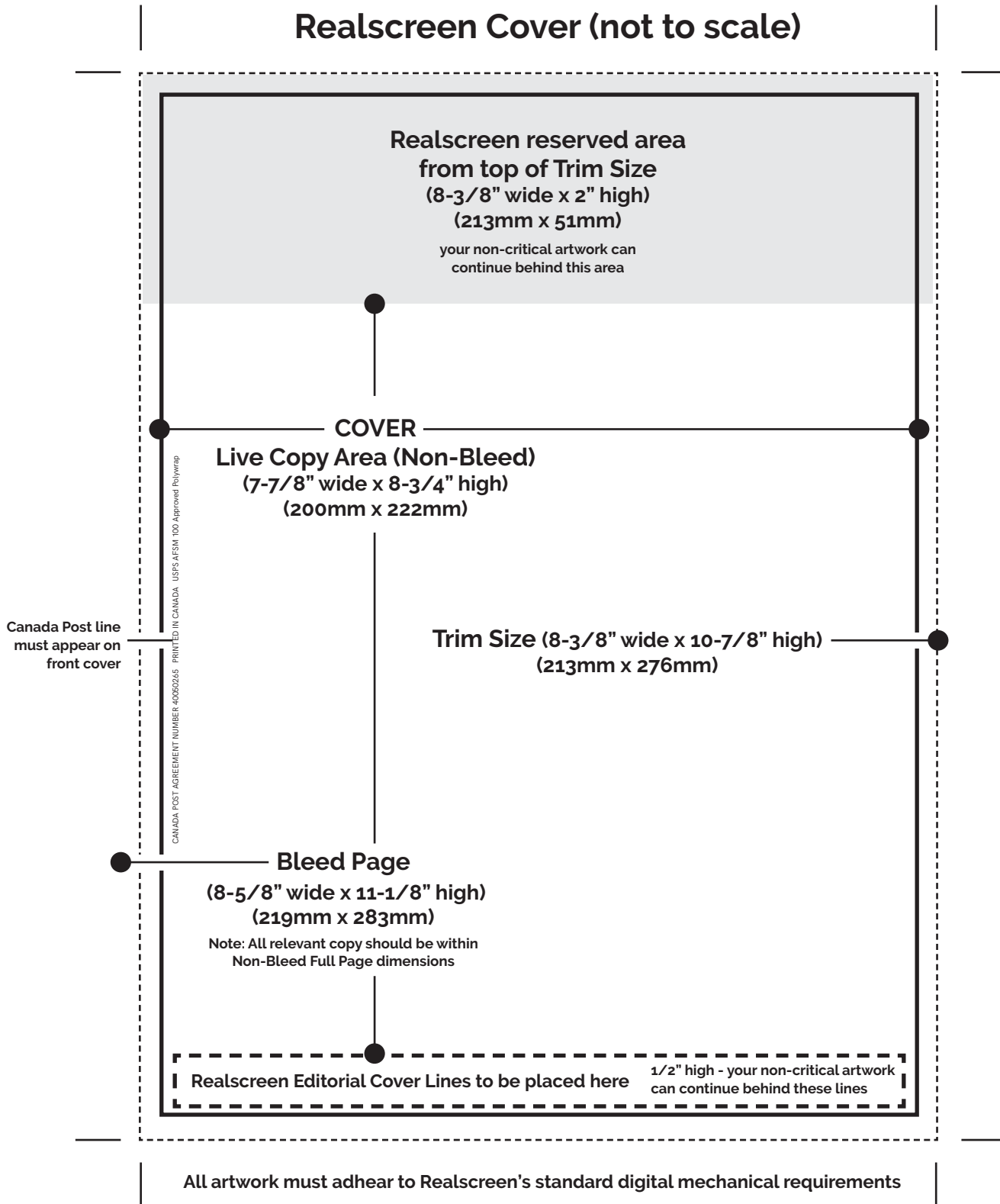
### FILE NAMING CONVENTIONS

Certain characters cause problems when transmitting via FTP and when PDF files are ripped. Avoid the following: ! @ # \$ % ^ & \* ( ) ? [ ] / \ " ' ; ~ ` Use only A-Z, a-z and numbers 0-9

**Publisher does not accept responsibility for reproduction when materials supplied do not meet the above specifications. Publisher reserves the right to charge back to Advertiser or Agency costs of all work incurred for conversion of material supplied into these specifications.**

Please ensure that your advertising designer is aware of and adheres to these specs.

### Realscreen Cover (not to scale)



Please ensure that your advertising designer is aware of and adheres to these specs.

### Realscreen outside back cover (not to scale)

