



PLAYBACK MEDIA KIT

Playback is Canada's most relied-upon TV & film production, broadcasting and interactive media business publication, offering expert news, analysis and breaking stories covering industry events, trends, and innovations. With a seasoned team of journalists dedicated to reporting up-to-the minute news via daily email newsletters as well as extended coverage in online features and print issues, *Playback* is a must-read industry resource.

ADVERTISING AND SPONSORSHIP SALES

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THE TRUSTED CANADIAN VOICE

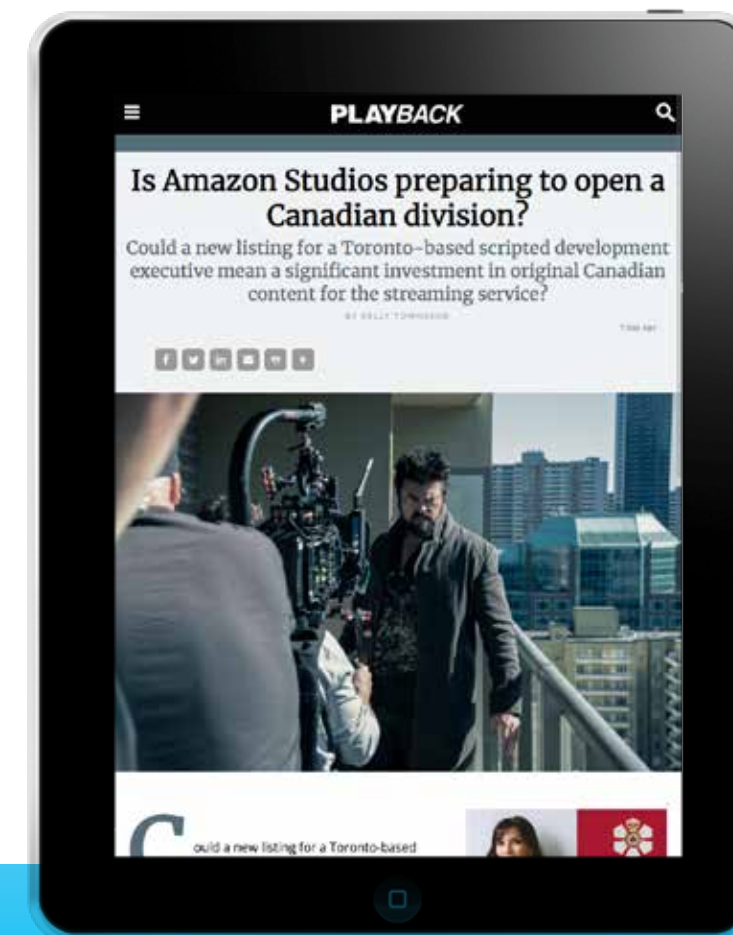
ON THE EVOLVING GLOBAL MEDIA INDUSTRY STAGE

playbackonline.ca



22,000
cross-platform
followers on
social media!

Playback Daily



**EXCLUSIVES
+ FEATURES**

Up to **260K**
Page Views
Monthly

5,000+
ad impressions
weekly

**BREAKING
NEWS**
straight to your inbox

12,500+
Industry
Subscribers

50-60%
open rate

REACHING DECISION- MAKERS IN CANADIAN MEDIA

53%

FILM + TV PRODUCTION, POST

PRODUCERS, DIRECTORS, WRITERS, ACTORS,
POST, CGI + SFX, ANIMATION, AUDIO, MUSIC COMPOSITION, BROADCAST DESIGN

11%

MEDIA

MEDIA CONGLOMERATES, BROADCASTERS, STREAMERS,
B2B/CONSUMER PRINT OR ELECTRONIC

8%

MARKETING

BRANDED CONTENT, AGENCIES, MEDIA BUYING, PR

6%

GOVERNMENT

FILM COMMISSIONS, FUNDING BODIES, LOCAL/PROVINCIAL/
FEDERAL GOVERNMENT APPOINTEES

5%

PRODUCTION SERVICES

STUDIO FACILITIES, ON-SITE / CREW SERVICES, PRODUCTION
TALENT, STOCK FOOTAGE, TALENT CASTING

5%

B2B PROFESSIONAL SERVICES

ACCOUNTING, LAW, BANKING, CONSULTING

5%

ASSOCIATIONS + UNIONS

7%

OTHER

EVENT B2B, IP OWNERS, INVESTMENT CAPITAL,
LICENSING RECRUITMENT, SCHOOLS

ADVERTISE ON THE Playback Daily Newsletter

Ad Size	Desktop	Mobile	1x	5x	20x
Leaderboard	920x90	300x250	\$600	\$550	\$500
1st Position Rectangle	300x250	300x250	\$550	\$500	\$450
2nd Positon Rectangle	300x250	300x250	\$500	\$450	\$400
Half-Page	300x600	300x250	\$500	\$450	\$400
1st Position Banner	600x90	300x250	\$500	\$450	\$400
2nd Position Banner	600x90	300x250	\$450	\$400	\$350
3rd Position Banner	600x90	300x250	\$450	\$400	\$350

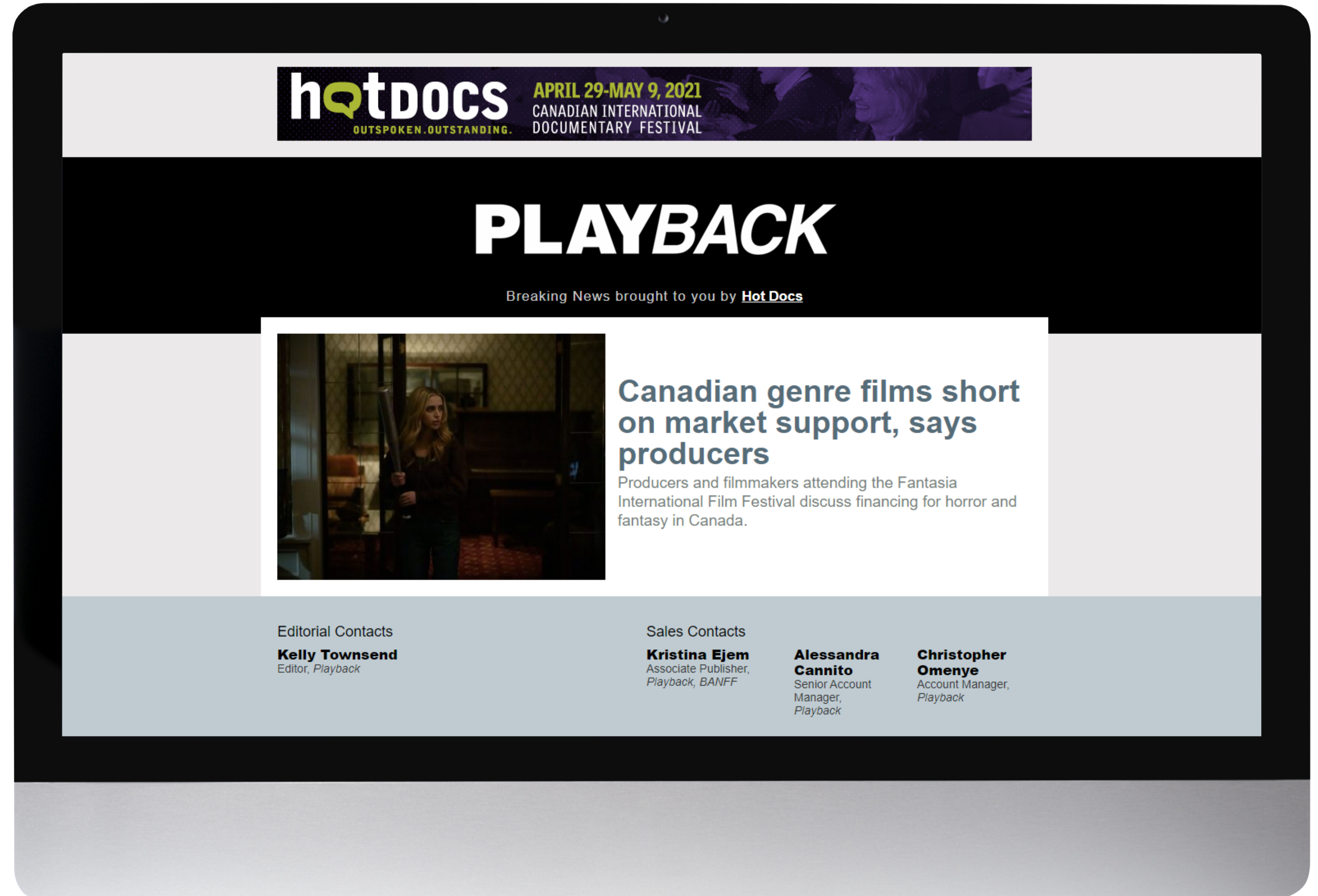
***MUST provide 300x250 creative for mobile optimization.**
Please submit your assets in .jpeg or .gif format, up to 300kb



High Impact Newsletter

'Breaking News' ANNUAL EXCLUSIVE

\$10,000 annual: Be the exclusive breaking News sponsor to our 12K + subscribers with a 70% open rate. Guaranteed one Breaking News per month plus Leaderboard ad position included.

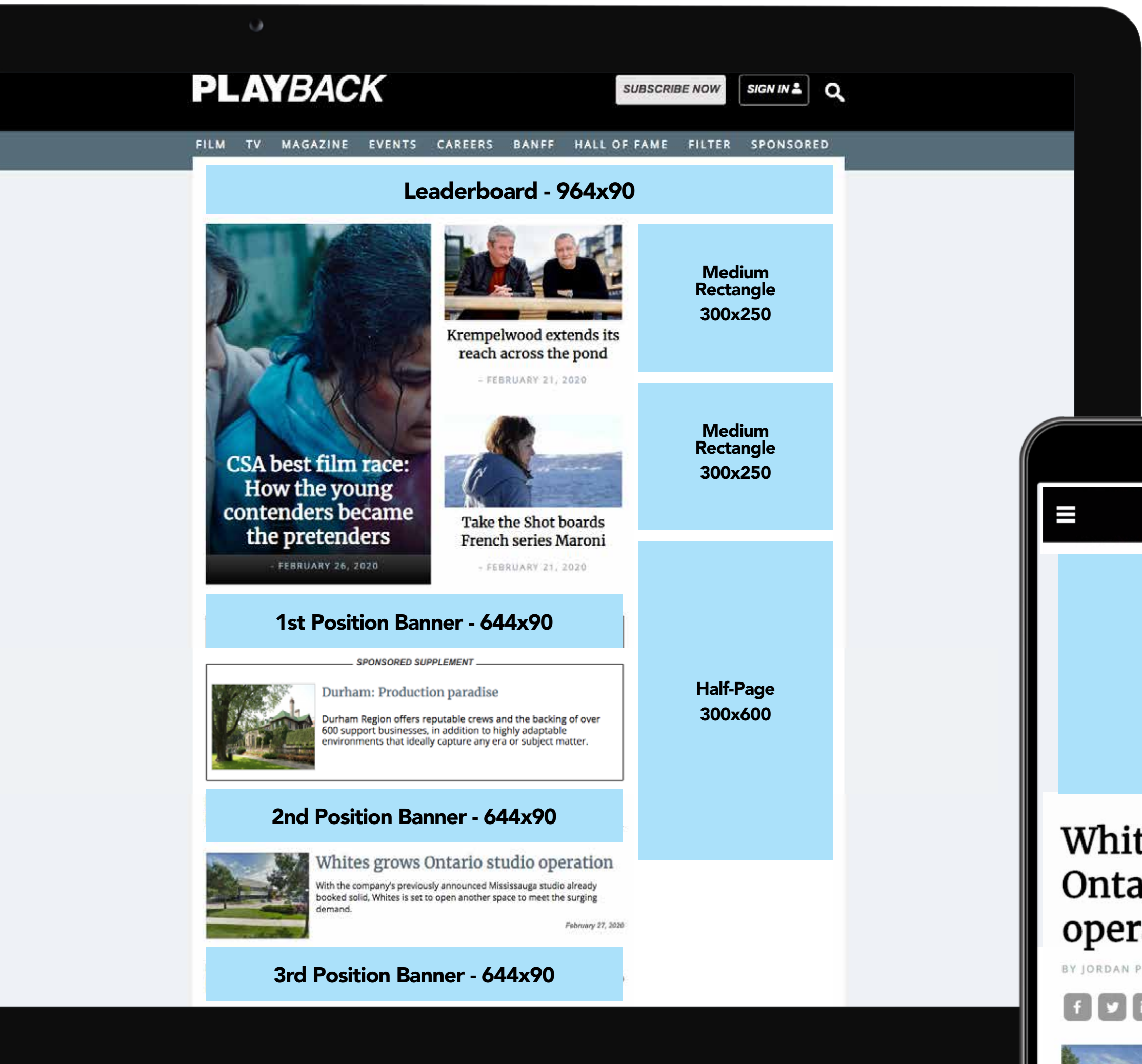


High Impact Newsletter

Sponsored Content

\$1,100 Daily: You'll appear as a sponsored post on the Playback Daily with 12K+ subscribers and 40% open rate - with click-through to your site or article. Subject to editorial approval.



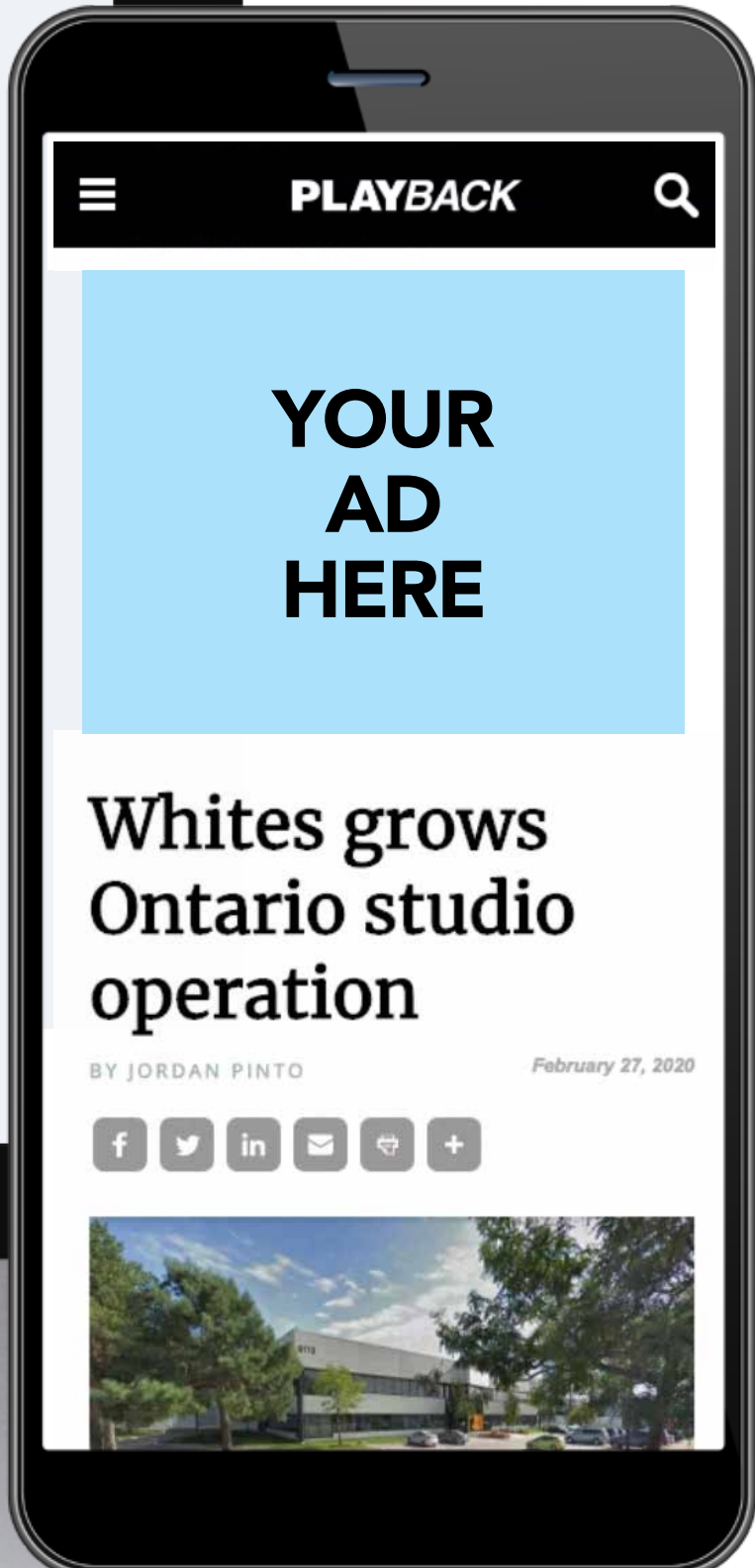


ADVERTISE ON playbackonline.ca

Ad Size	Desktop	Mobile	Cost	Cost @ 20,000 Impressions Plus
Leaderboard	964x90	300x250	\$70 CPM*	\$65 CPM
1st Position Rectangle	300x250	300x250	\$65 CPM	\$60 CPM
2nd Position Rectangle	300x250	300x250	\$60 CPM	\$55 CPM
Half-Page	300x600	300x250	\$55 CPM	\$50 CPM
1st Position Banner	644x90	300x250	\$50 CPM	\$45 CPM
2nd Position Banner	644x90	300x250	\$45 CPM	\$40 CPM
3rd Position Banner	644x90	300x250	\$40 CPM	\$35 CPM

*CPM: Cost Per Mille (1,000 impressions)

***MUST provide 300x250 creative for mobile optimization.**
Please submit your assets in .jpeg or .gif format, up to 300kb



SITE WRAP:

\$3,300 weekly

TECHNICAL REQUIREMENTS

2,000x1,200px
RBG .jpeg file

Exclusive cross-site visibility
guaranteed for duration
of your campaign.



Leaderboard position is included in all site wraps.

Please include both a desktop (964x90) & mobile (300x250) version of the leaderboard.

Site wrap creative will not be visible on mobile.

HIGH IMPACT WEB



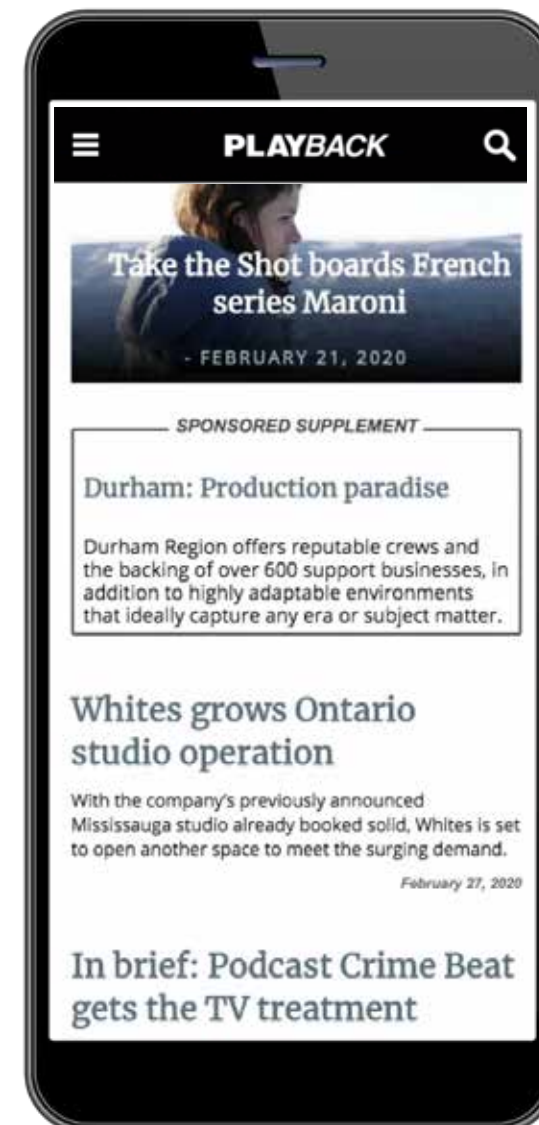
POP-UP/ PRESTITIAL

\$880 Daily

Static specs: 700x500.jpeg

Gif specs: 700x500.gif

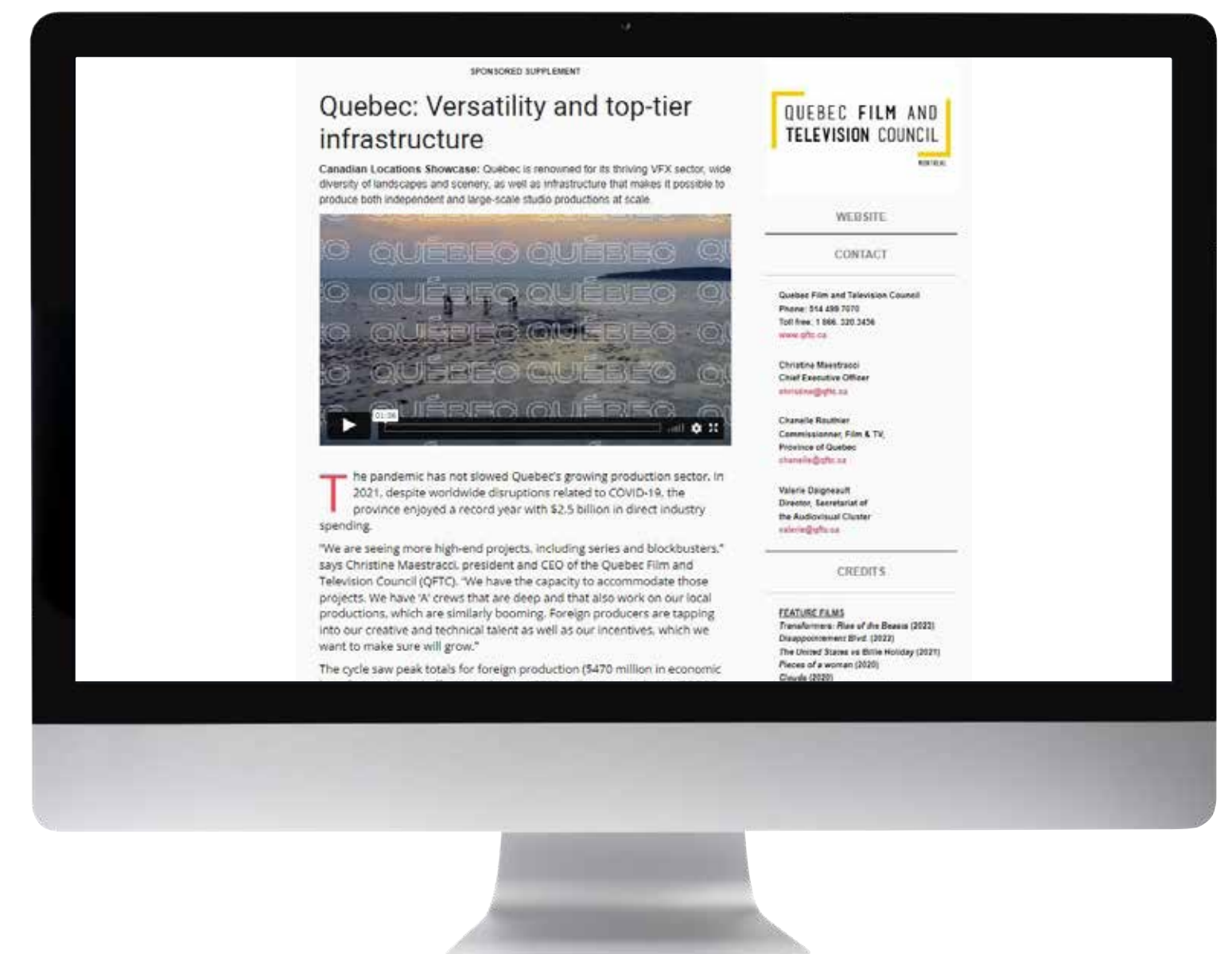
Home Page exclusive.



SPONSORED CONTENT

\$1,100 weekly

You'll appear as a sponsored post on our homepage - with click-through to your site or article. Subject to editorial approval.

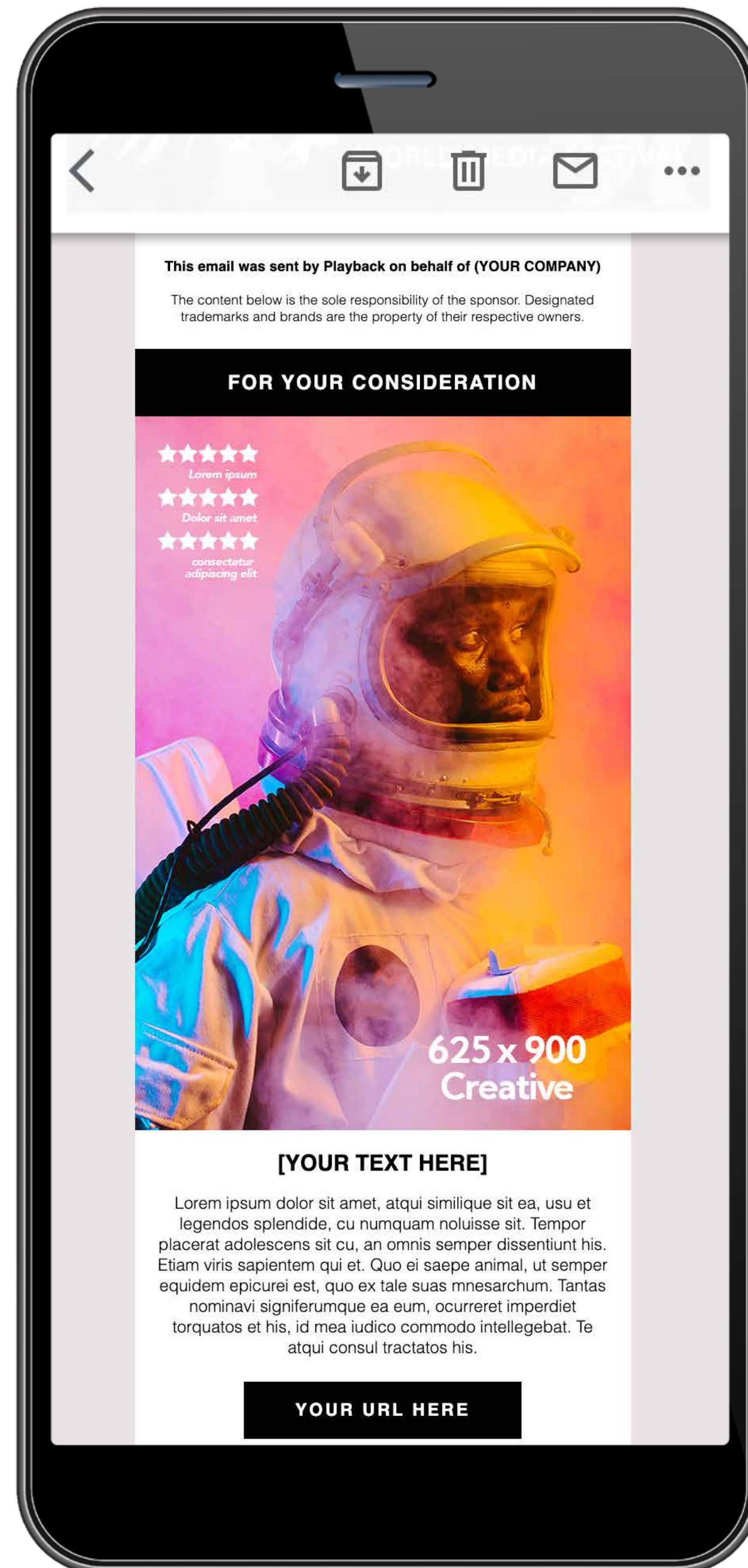


SPONSORED FEATURE

\$6,500 - \$10,000 campaign

Secure a 500-word digital feature with photo + video written in partnership with Playback & promote across all Playback channels. You'll appear as a sponsored post on the Playback Daily and website, as well as under the "Sponsored" tab on playbackonline.ca

Limited inventory.



SEND A dedicated eblast

to our 12,500+ subscribers
with a 40% open rate

\$7,500 per blast

Your creative + messaging sent
directly to Playback subscribers.

PLAYBACK FYC

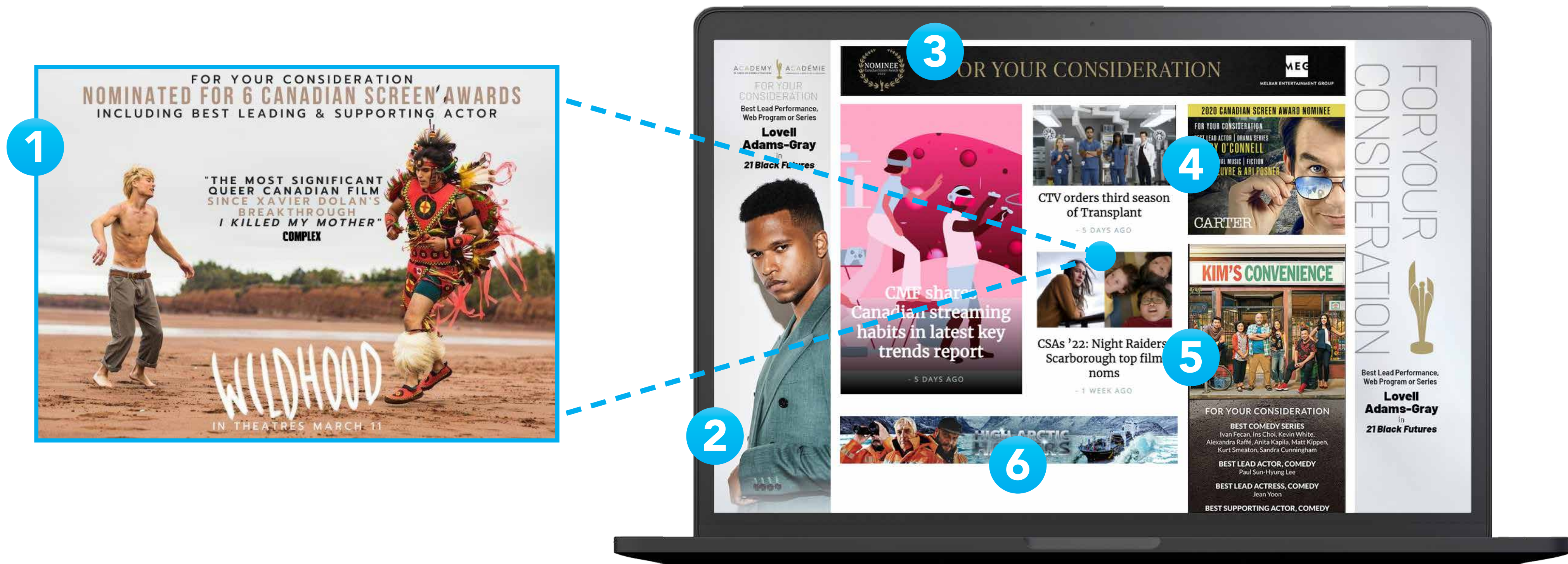
Contending for a statue at the Canadian Screen Awards?

Book a "For Your Consideration" campaign and reach Academy members:

Round 1 Voting: Wednesday, January 15, 2025 – Thursday, February 13, 2025

Round 2 Voting: Thursday, March 27, 2025 – Monday, April 14, 2025

Contact us to secure a customized package.



AVAILABLE ON WEBSITE ONLY

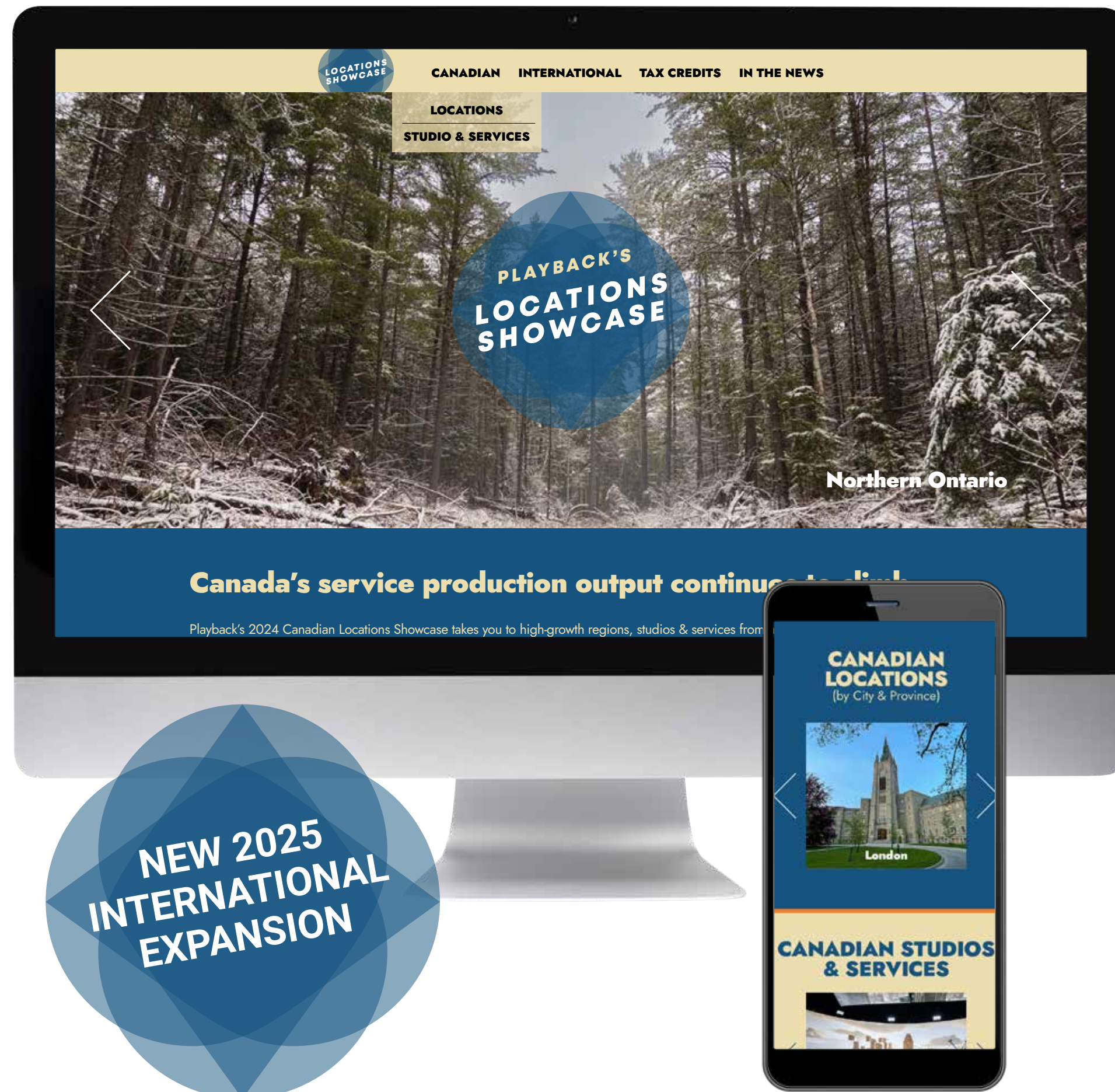
- 1. Pop-up** (\$800 daily)
Home page exclusive: static image or 20-second video pop-up
- 2. Site Wrap** (\$3,300 weekly)
Site-wide wallpaper exclusive

AVAILABLE ON WEBSITE & NEWSLETTER (SUPPLY AS .JPEG OR .GIF)

- | | | | |
|---|---|---|---|
| 3. Leaderboard
PB Daily: \$600 daily
Website: \$350 weekly | 4. Rectangle
PB Daily: \$550 daily
Website: \$325 weekly | 5. Half-page
PB Daily: \$500 daily
Website: \$275 weekly | 6. Banners
PB Daily: \$450 daily
Website: \$250 weekly |
|---|---|---|---|

LIMITED INVENTORY: FYC CAMPAIGNS ARE AVAILABLE ON A FIRST COME, FIRST SERVED BASIS

PROMOTE YOUR LOCATIONS, STUDIOS AND SERVICES TO DECISION-MAKERS ACROSS NORTH AMERICA.



* Sponsored Supplement

The Canadian Locations Showcase is Playback's guide to finding highly skilled crews, competitive incentives, robust infrastructure and stunning scenery ideally suited for your next project.

JOIN THE SHOWCASE and take centre-stage in front Playback subscribers, and the below mailing lists:

BANFF
WORLD MEDIA FESTIVAL

tiff.
Toronto International
Film Festival

AMERICAN FILM MARKET®
& LocationEXPO

HRTS
Hollywood Radio &
Television Society

Premium Profile: \$5000

- Premium profiles are featured in the Locations or Studios / Services carousels
 - Premium clients will be featured on the Location Showcase home page, under premium profiles
- Profile:
- A 500 word feature written by a Playback Freelance Journalist
 - Sponsored Content: 3 days on the newsletter and ONE week on the website
 - 2 weeks Playback Digital advertising featured profile on Website and Newsletter

Total Media Value: \$30K

Standard Profile: \$3000

- A 300 word feature
- Sponsored Content: 2 days of sponsored content on Playback's newsletter and 1 week on the website
- 1 week Playback Digital advertising featured profile on Website and Newsletter
- Featured on the premium slider alongside other profiles

Total Media Value: \$12K

Basic: \$1500

- A 150 word feature
- Sponsored Content: 1 day of sponsored content on Playback's newsletter and 1 week on the website
- Featured on basic slider profiles: Logo only

Total Media Value: \$5K

Digital Editorial Calendar

January:

Sundance Film Festival
Prime Time in Ottawa

February:

Submissions open for Indie List
Berlin International Film Festival + European Film Market

March:

South by Southwest
Series Mania
Canadian Screen Awards nominations

April:

Hot Docs Canadian International Documentary Festival

May:

Cannes Film Festival
Indie List results
Canadian Screen Awards

June:

Canadian TV upfronts
Banff World Media Festival
Submissions open for Playback's 10 to Watch

July:

Fantasia International Film Festival

August:

Fall film festival digital coverage begins

September:

Toronto International Film Festival
10 to Watch

October:

Vancouver International Film Festival
MIPCOM

November:

Whistler Film Festival

December:

Best of the Year

THANK YOU

CONTACT US

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PLAYBACK