

2024 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.

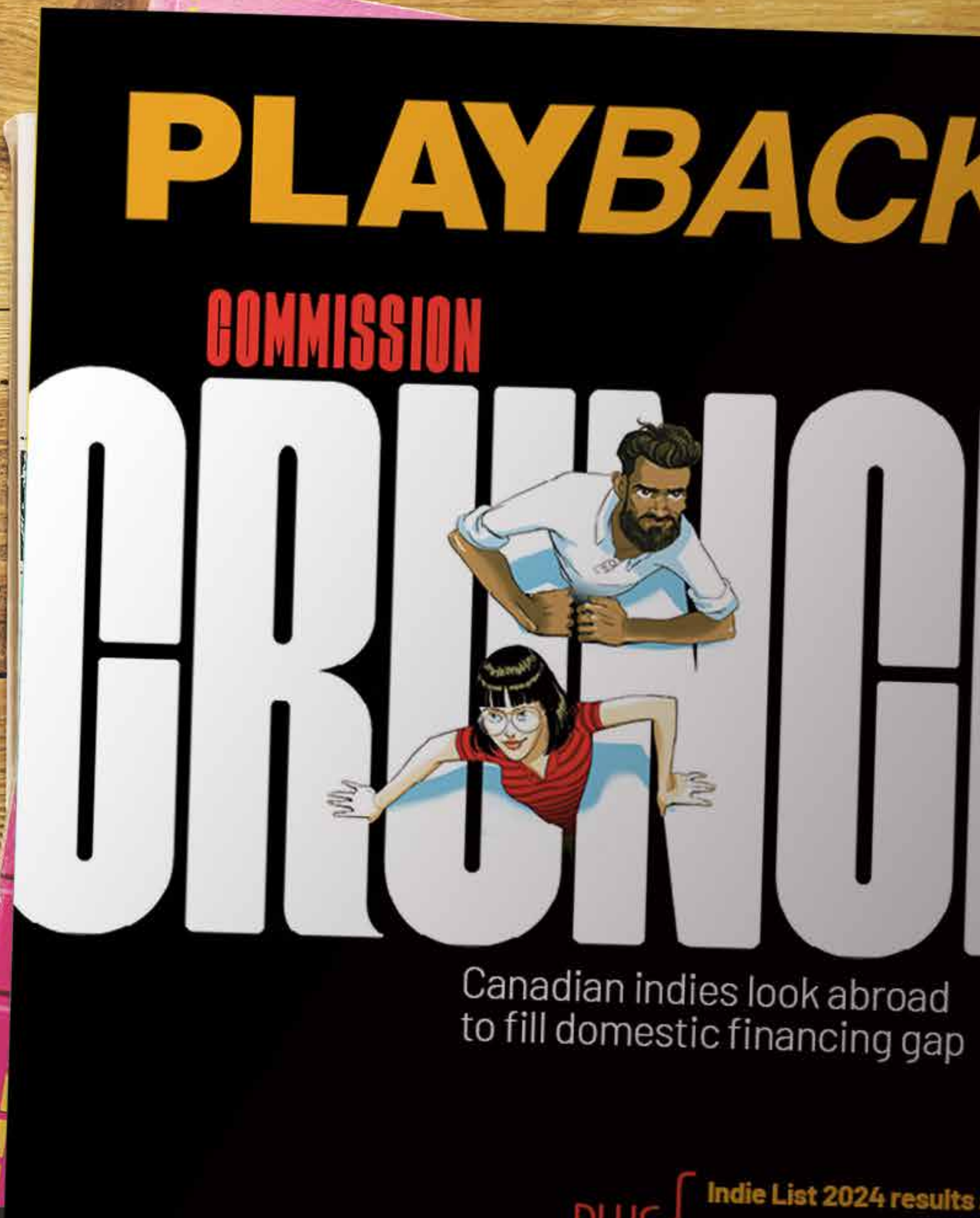
ADVERTISING AND SPONSORSHIP SALES

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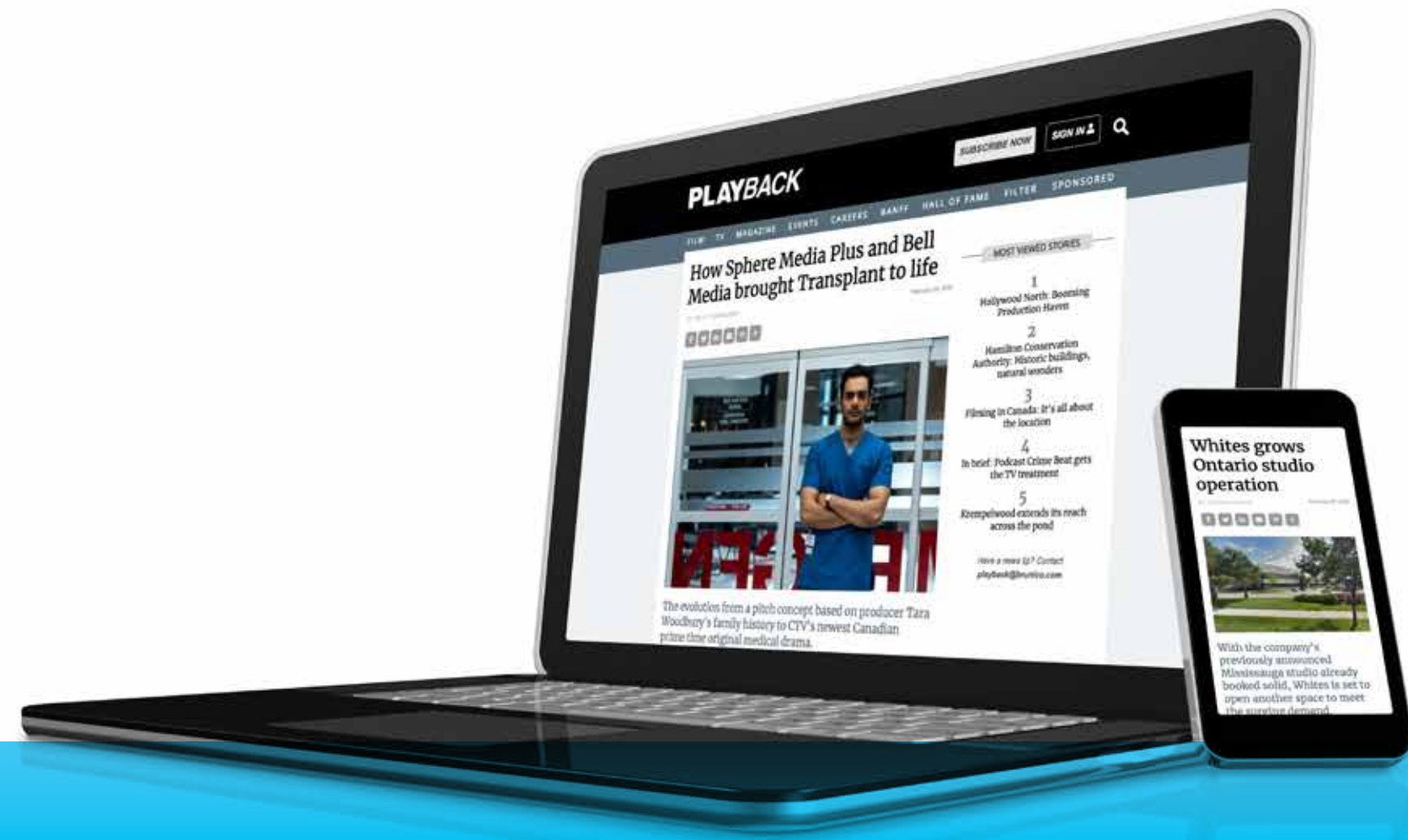
PLAYBACK



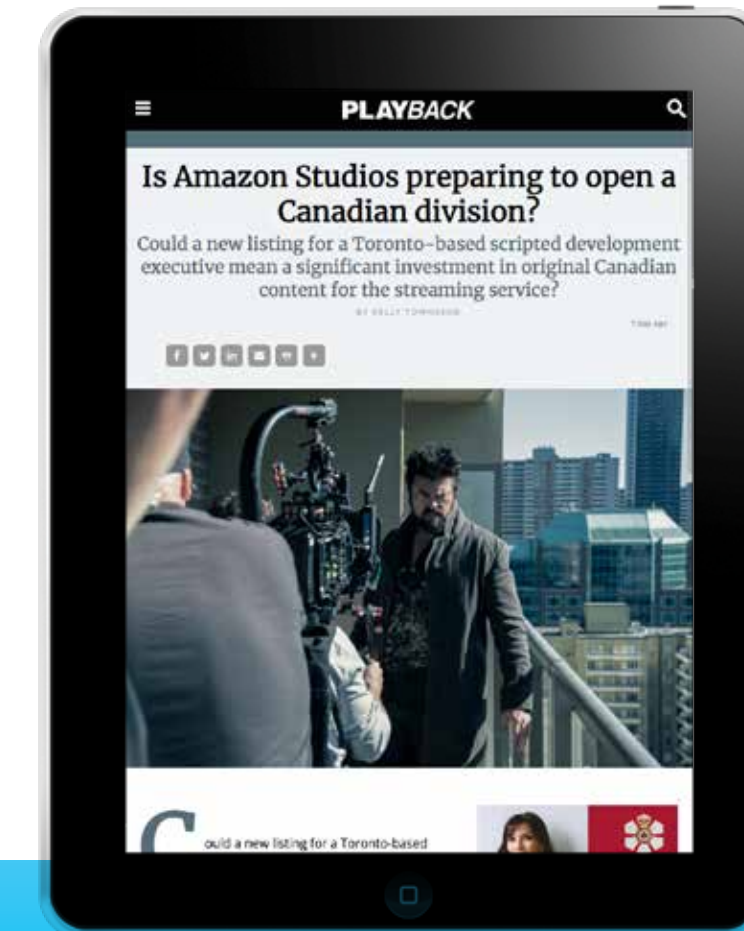
THE TRUSTED CANADIAN VOICE

ON THE EVOLVING GLOBAL MEDIA INDUSTRY STAGE

playbackonline.ca



Playback Daily



22,000
cross-platform
followers on
social media!

**EXCLUSIVES
+ FEATURES**

Up to **260K**
Page Views
Monthly

5,000+
ad impressions
weekly

**BREAKING
NEWS**
straight to your inbox

12,500+
Industry
Subscribers

40-50%
open rate

PLAYBACK MAGAZINE BOOKING DATES



ISSUE	Space	Material	Street	Bonus Distribution
WINTER	Nov. 14	Nov. 21	Dec. 11	<ul style="list-style-type: none"> • CMPA Prime Time • Canadian Screen Week
SPRING	May. 1	May. 8	May 28	<ul style="list-style-type: none"> • Banff World Media Festival
FALL (DIGITAL)	Aug. 23	Aug. 30	Sept. 5	<ul style="list-style-type: none"> • AFM • TIFF • HRTS

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 PLAYBACK MAGAZINE

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

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.



**PURCHASE
the bonus
distribution
FRONT COVER
Print & Digital
+ BONUS 30
additional
copies of the
print issue for
you to use for
your marketing
purposes!**

Create your document to this size.

AD SIZE	1x	2x	3x		Trim	Bleed
Double page spread	\$9,670	\$8,915	\$8,410		18" x 10.875"	18.25" x 11.125"
Outside back cover	\$5,800	\$5,350	\$4,830		9" x 10.875"	9.25" x 11.125"
Inside front / back cover	\$5,560	\$5,125	\$4,800		9" x 10.875"	9.25" x 11.125"
Full page	\$4,835	\$4,460	\$4,200		9" x 10.875"	9.25" x 11.125"
1/2 page horizontal	\$3,510	\$3,215	\$2,950		9" x 5.3125"	9.25" x 5.5625"
1/3 page horizontal	\$2,760	\$2,610	\$2,410		9" x 3.625"	9.25" x 3.875"
1/4 page horizontal	\$2,355	\$2,235	\$2,090		9" x 2.725"	9.25" x 2.975"

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 Position 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

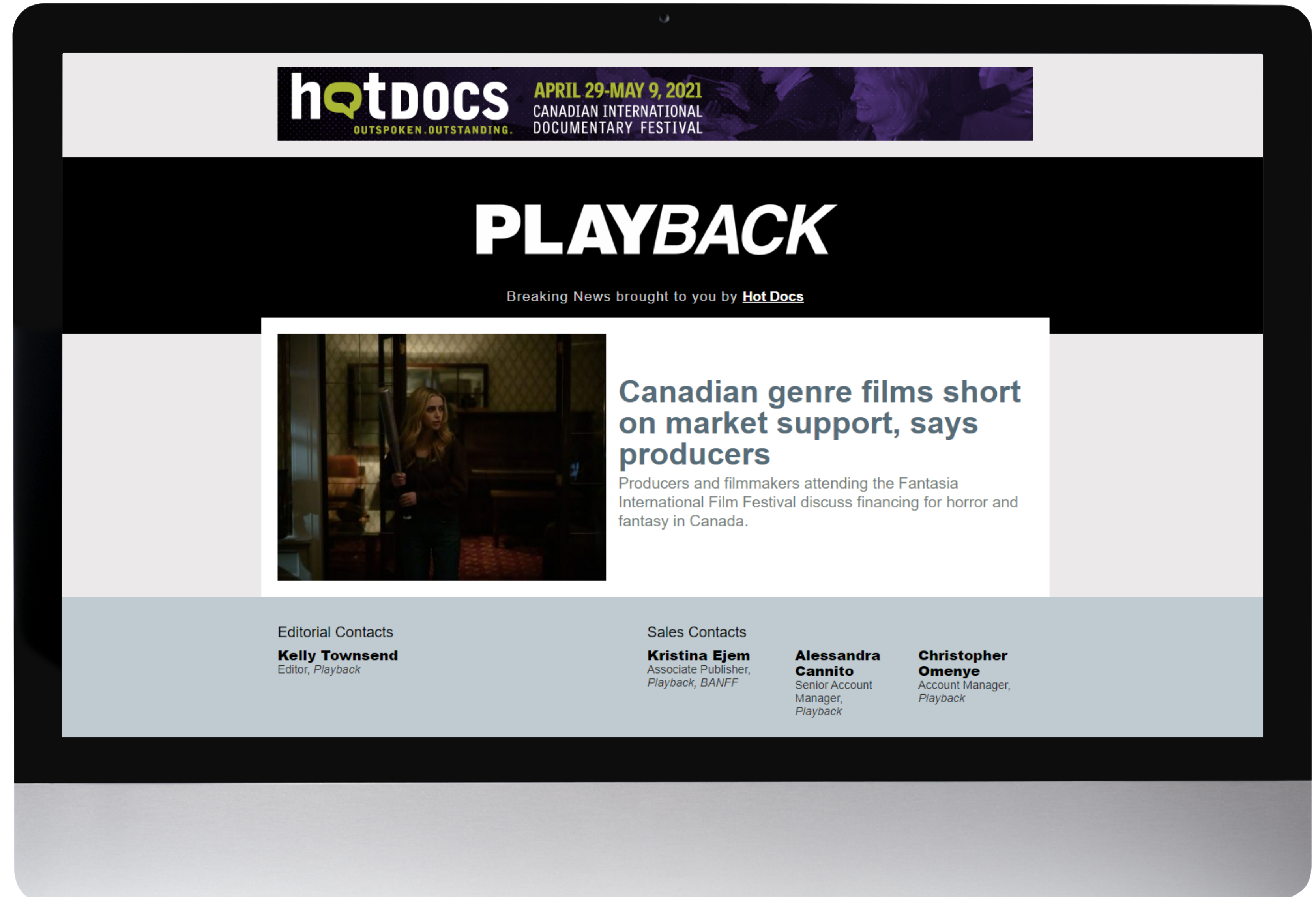


High Impact Newsletter

'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.



hotdocs
OUTSPOKEN. OUTSTANDING.

APRIL 29-MAY 9, 2021
CANADIAN INTERNATIONAL
DOCUMENTARY FESTIVAL

PLAYBACK

Breaking News brought to you by **Hot Docs**



Canadian genre films short on market support, says producers

Producers and filmmakers attending the Fantasia International Film Festival discuss financing for horror and fantasy in Canada.

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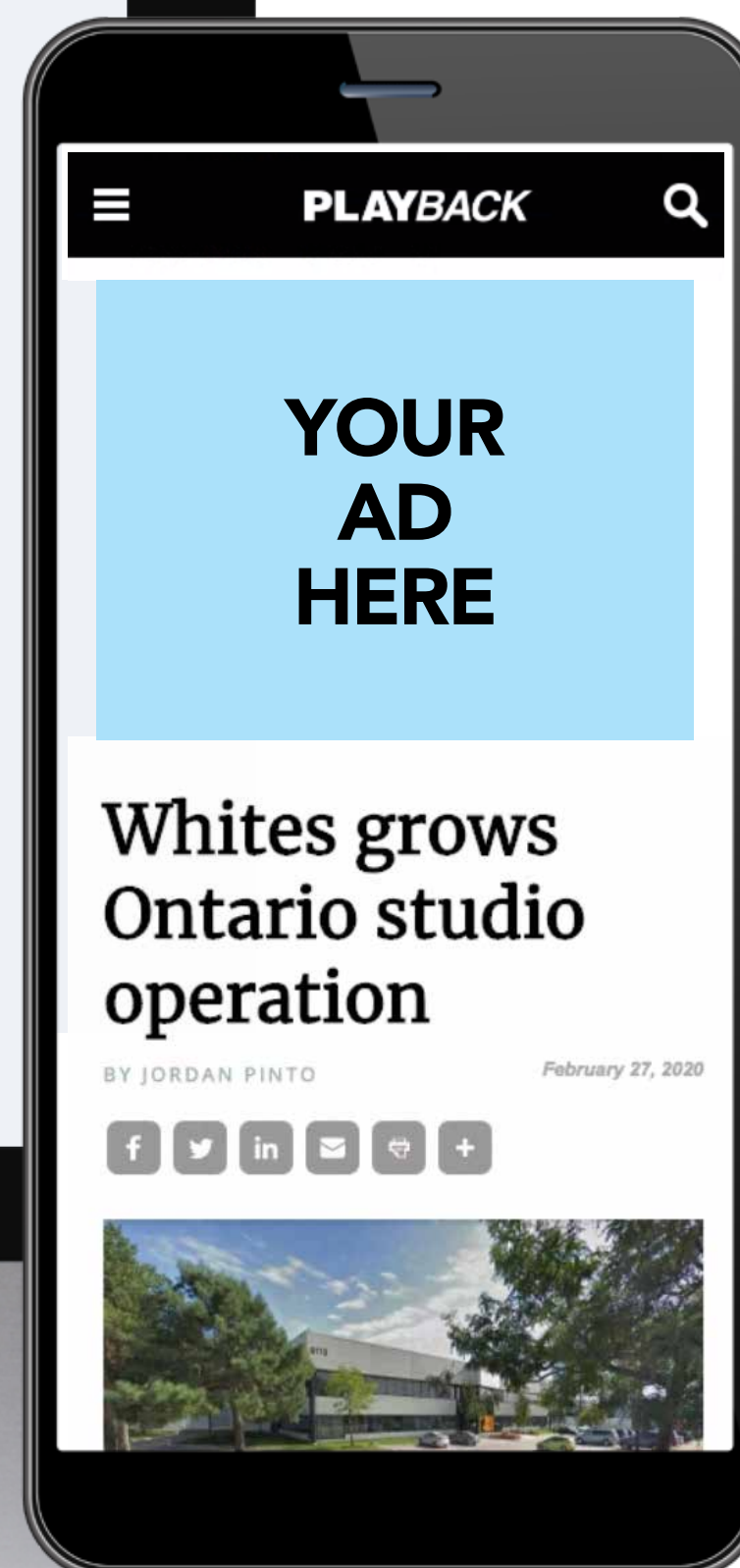
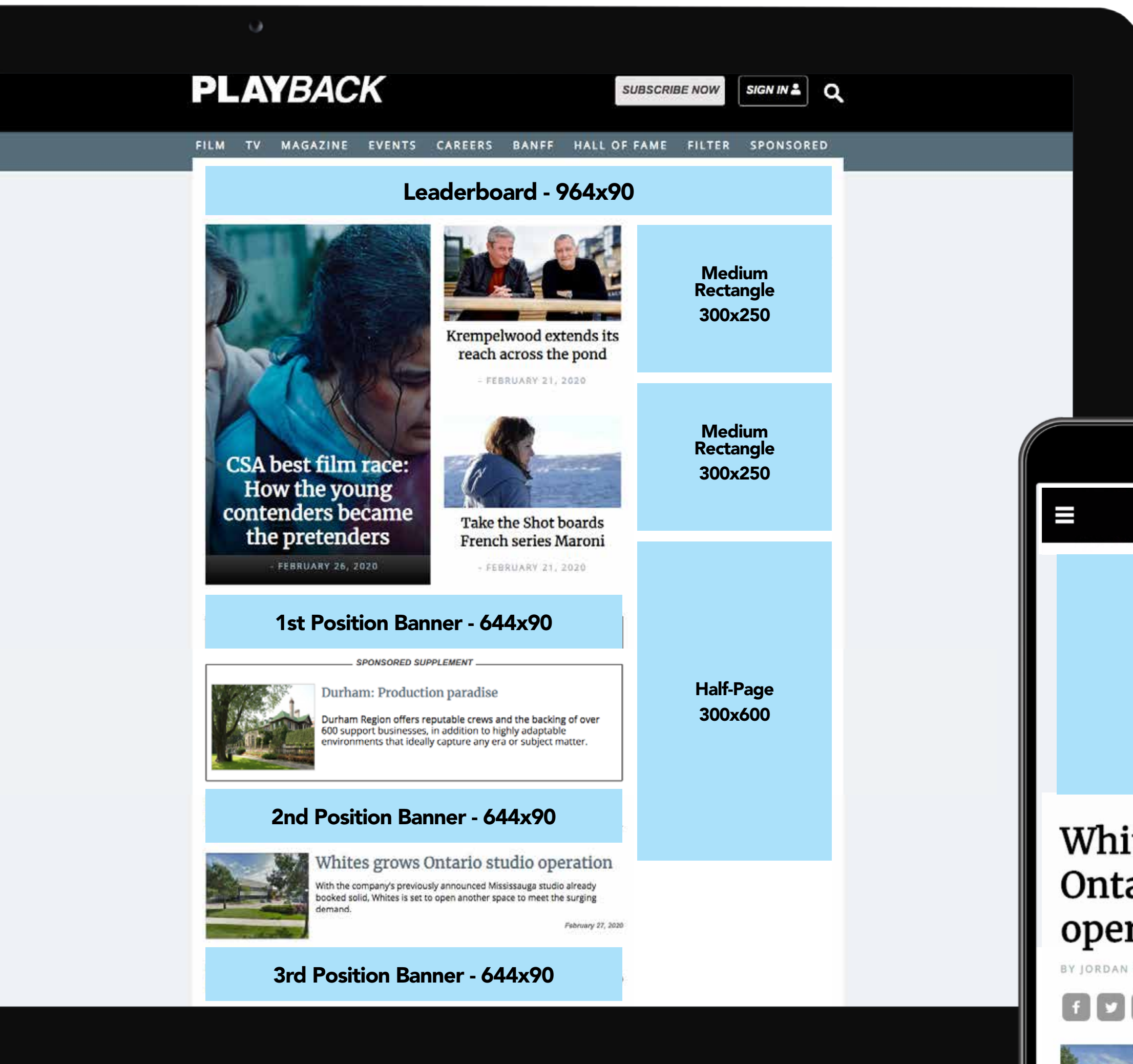
High Impact Newsletter

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.

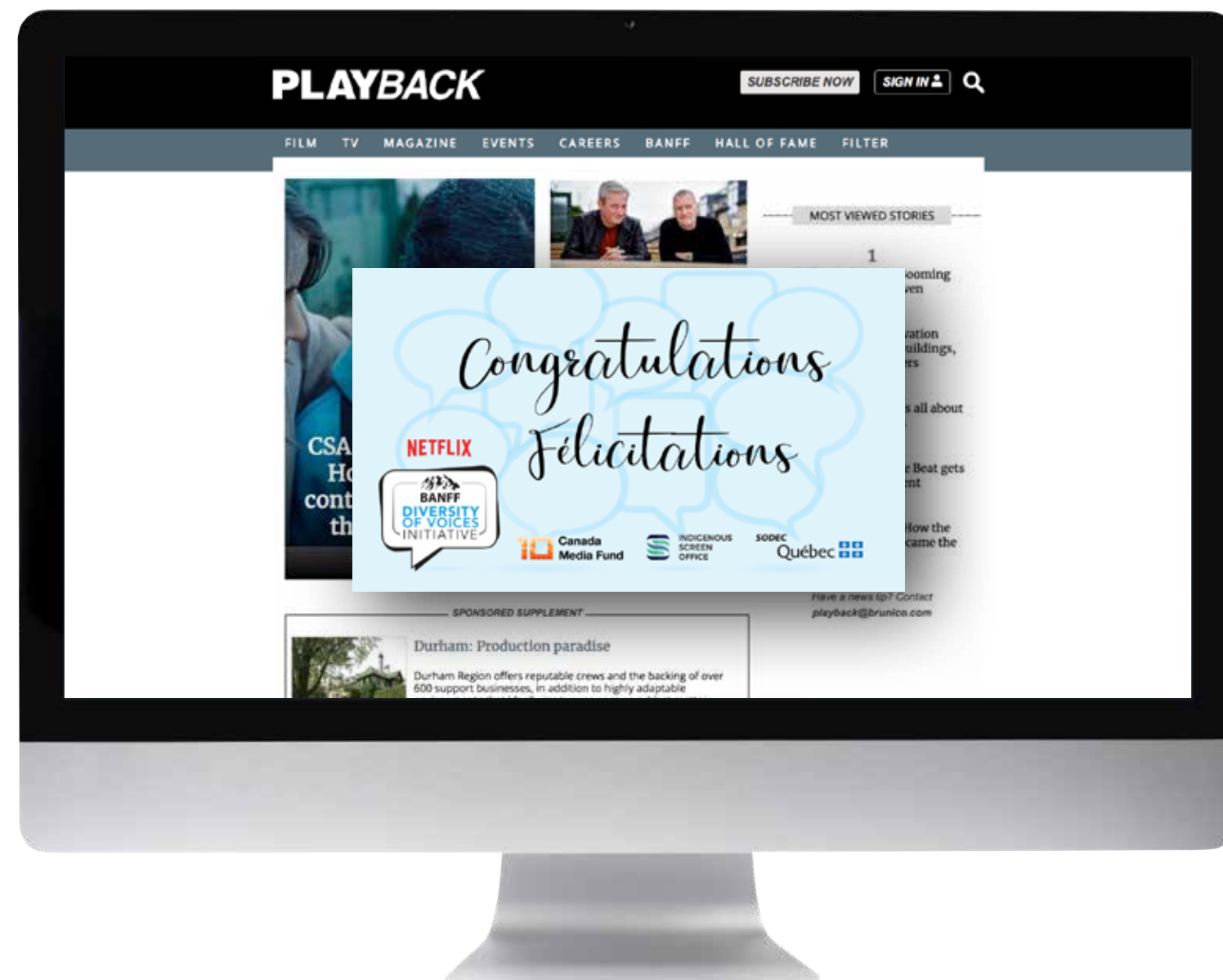
Leaderboard position is included in all site wraps.

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

Site wrap creative will not be visible on mobile.



HIGH IMPACT WEB



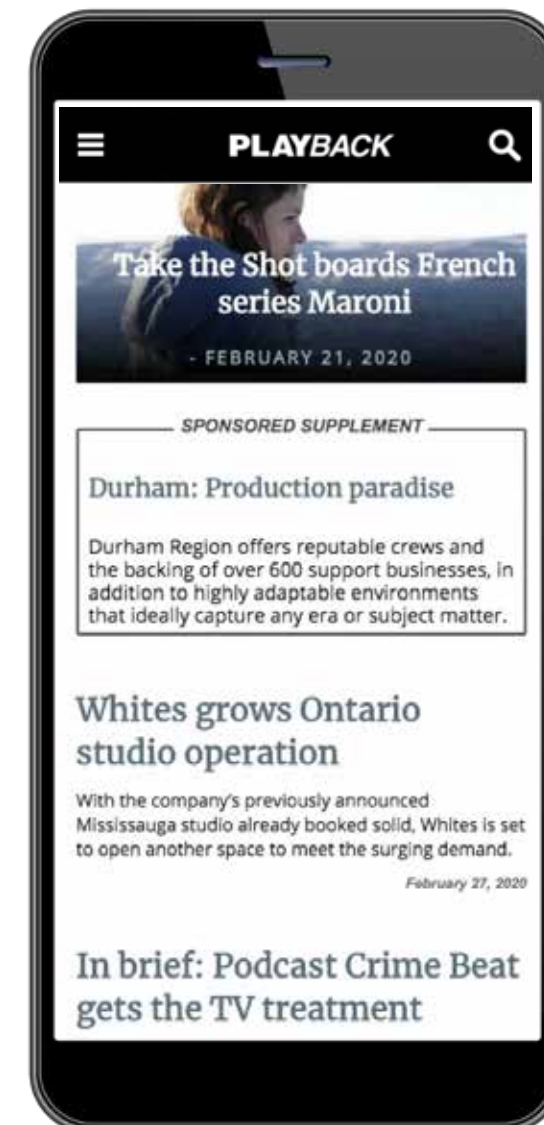
POP-UP/ PRESTITIAL

\$880 Daily

Static specs: 700x500.jpeg

Gif specs: 700x500.gif

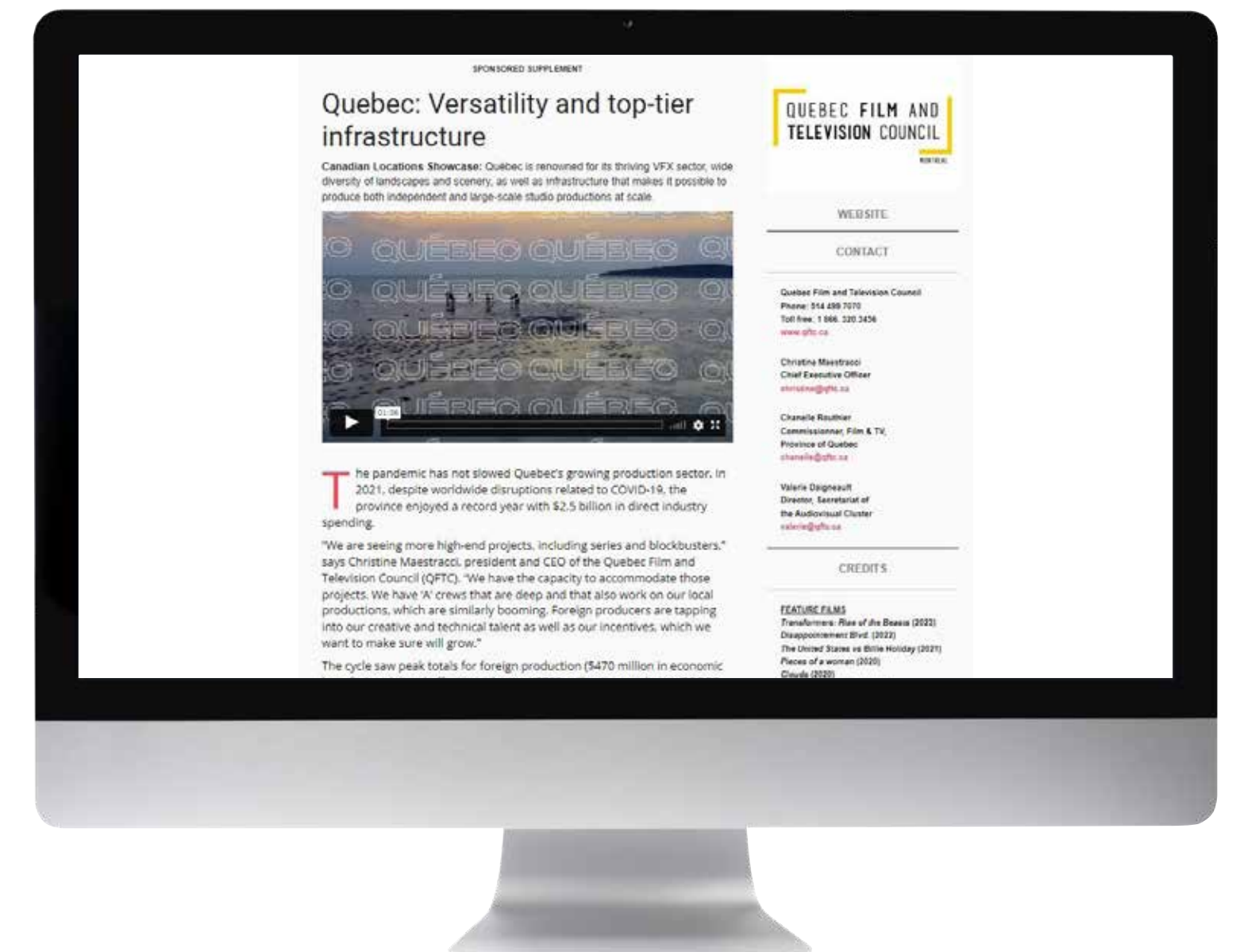
Home Page exclusive.



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.

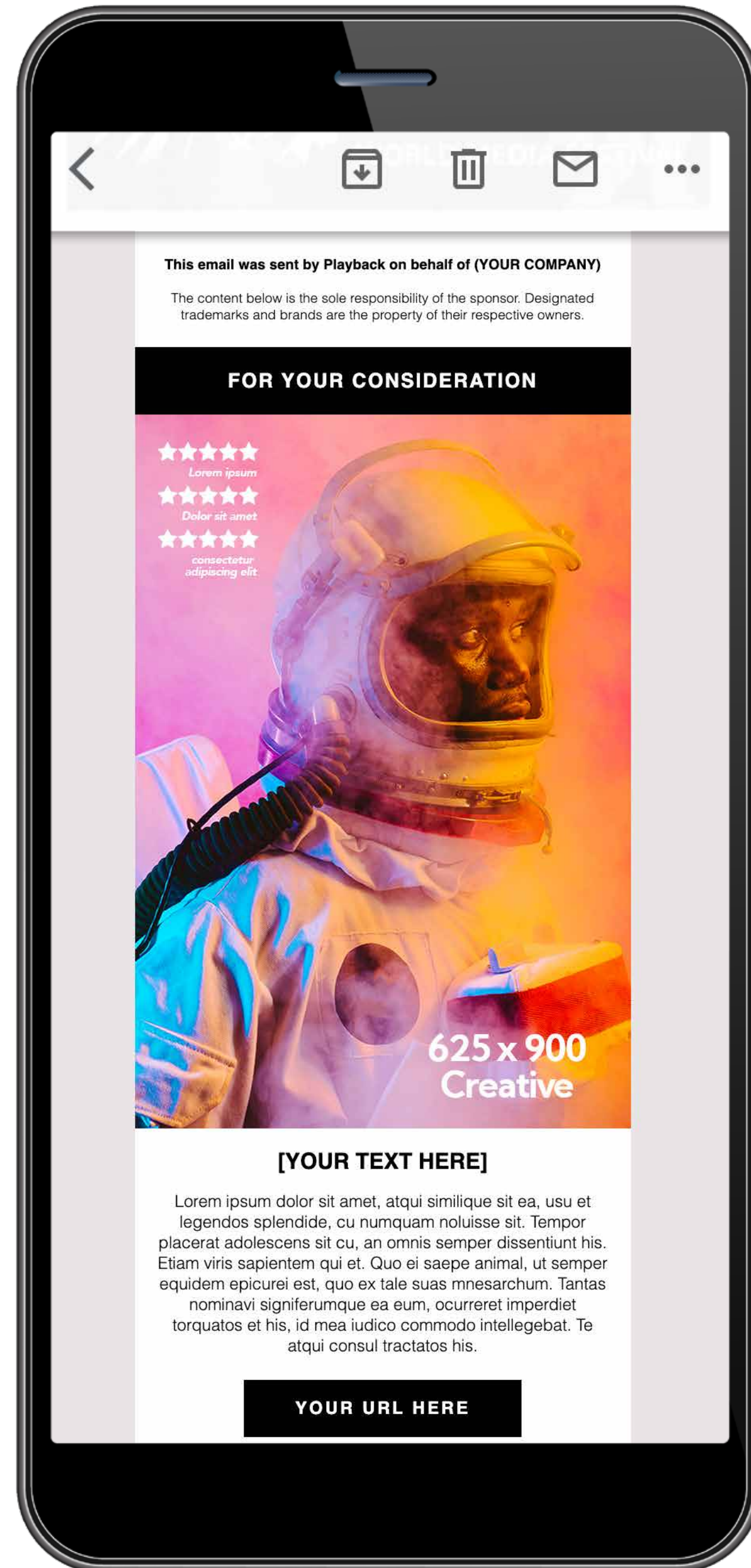


SPONSORED FEATURE

\$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

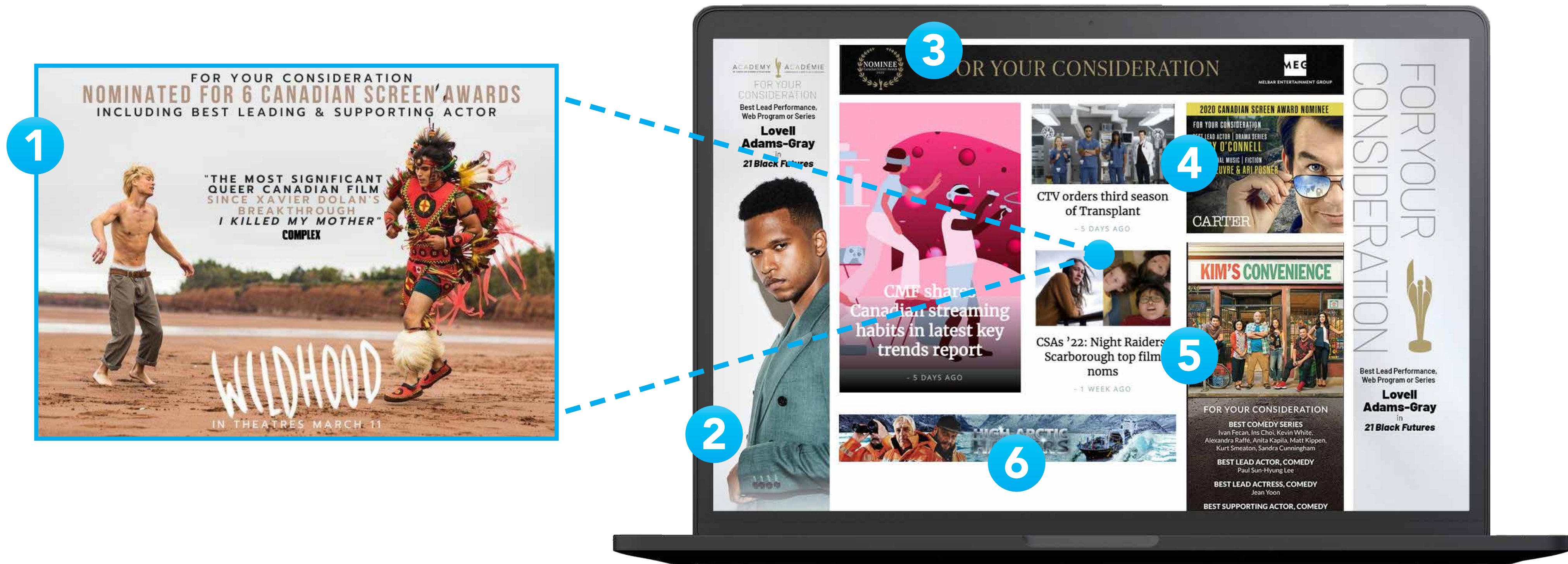
to our 12,500+ subscribers
with a 40% open rate

\$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: Monday, December 18, 2023 – Friday, January 19, 2024
 Round 2 Voting: Thursday, March 7, 2024 – Monday, March 25, 2024
[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.



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
- Magazine Profile: Featured profile in Playback magazine
- 2 weeks Playback Digital advertising featured profile on Website and Newsletter

Total Media Value: \$30K

*Premium Profiles are featured in the *Playback* 'Best of the Year' or Spring BANFF Issue.

* Sponsored Supplement

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

THANK YOU

CONTACT US

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Executive Director,
Banff World Media Festival

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