



CORNWALL FILM FESTIVAL

ADVERTISING RATE CARD

Big things are coming...

From galas to premieres, the Cornwall Film Festival highlights cinema from every corner of the globe. This November we will be returning bigger than ever for a 10 day celebration of outstanding cinematic talent. With competitions, multiple screenings of international festival winners, educational workshops, live music and talks from accomplished industry professionals, this year's festival is due to cause quite a stir. We reach, educate and entertain tens of thousands...

- ◆ Our festivals generate more than 1.2 million impressions through TV, print, radio and online press each year.
- ◆ Our Facebook groups are incredibly active, with 3600 members and a reach per month of over 13,500. Some of our most popular posts reach over 8000 people, with 745 post clicks.
- ◆ Our monthly newsletter is extremely popular, and currently reaches over 3000 recipients, with more than double the industry average opening rate - and our mailing list is always growing!
- ◆ We are always tweeting. We have 7143 twitter followers, with a twitter mention reach of 200k.
- ◆ Our website is a dynamic hub of industry related information, editorial content, events, and announcements. From March 2015 to March 2016 our website had a visitor rate of 73140 with our editorial content proving extremely popular.



Boiler Plate

We are giving just 6 businesses the opportunity to be on the boilerplate + advertising on all of our social media channels and website with links to your business or service for £300 + a free slide insert to our main catalogue of 10,000 brochures.

Social Media Packages

BRONZE

£20

- Tweet and image on date of your choosing at peak traffic time (once a week for one month)
- Facebook post and image on date of your choosing at peak traffic time (once a week for one month)

SILVER

£65

- Tweet and image on date of your choosing at peak traffic time (twice weekly for one month)
- Facebook post and image on date of your choosing at peak traffic time (twice weekly for one month)
- 1 x Article banner insertion

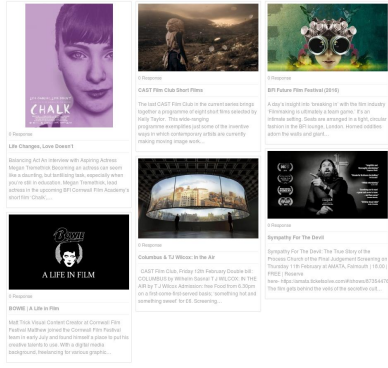
GOLD

£120

- Tweet and image on date of your choosing at peak traffic time (three times week for one month)
- Facebook post and image on date of your choosing at peak traffic time (three times a week for one month)
- Exclusive to the gold package: 600x120 central banner in our monthly newsletter (image based HTML link no longer than 200 characters).
- 2 x article banner insertions



Cornwall Film Festival creates film events, special screenings and produces an education programme annually



Website

220x270px Featured (Sidebar) Ad

Terms: One Week

Type: Flat Rate

Price: £30

620x90px Banner Ad

Terms: One Month

Type: Flat Rate

Price: £54

300x75px Article Insertions

Terms: One Month

Type: Flat Rate

Price: £30

Brochure

Back and inside front cover
(210x148mm)

£350

Full page
(210x148mm)

£250

Half Page
(137x97mm)

£150

Quarter Page
(95x63mm)

£100

Every year we work to print and distribute some 10,000 A5 full colour Festival Brochures that give a detailed run-down of all of our events occurring during the 10 day's festivities. Advertisements will be automatically included in Straight From Print (SFP) to our sponsors page + 15000 postcards with advertisers logos. Prices including VAT.

Artwork requirements : Page adverts must be fully defined by a key line, or an image or background tint that fills the space up to the edges, and should not include bleed. Advertisements must be supplied in .PDF format. or high quality .jpeg or .tiff by email or on CD/USB by post if the file exceeds 10mb (300dpi CMYK .PDF preferred).

The CFF will manage your artwork if required.

DEADLINE: 8 weeks prior to print

Be a part of the festival

A whole range of companies across an array of industries have sponsored the festival in order to align their brands with the visionary talent and excitement associated with the Cornwall Film Festival. By combining access, exposure, hospitality, social media and experiential marketing, CFF offers each sponsor a customized package of features and benefits to ensure its promotional, relationship and business development goals are met.

With a wide reach and substantial exposure both at our events and on our digital media channels good publicity for your company/organisation is assured!