

tribute.ca



Tribute **Entertainment Media Group** **2016 Online Media Kit**

Canada's multi-channel source for movie entertainment



Over 4 Million Unique Visitors
per month across the tribute.ca network

About Us

For over 35 years, Tribute Entertainment Media Group has been a leader in providing movie entertainment content as well as innovative marketing, promotional and advertising services. Our long-standing relationships with studios, distribution companies and theatres provide the Tribute group of properties with unique access to all aspects of the movie entertainment business. Our Canadian exclusives of in-depth entertainment coverage provides national advertisers with unparalleled access to the stars in leading online media vehicles.

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Online Vehicles are measured by comScore and Google Analytics

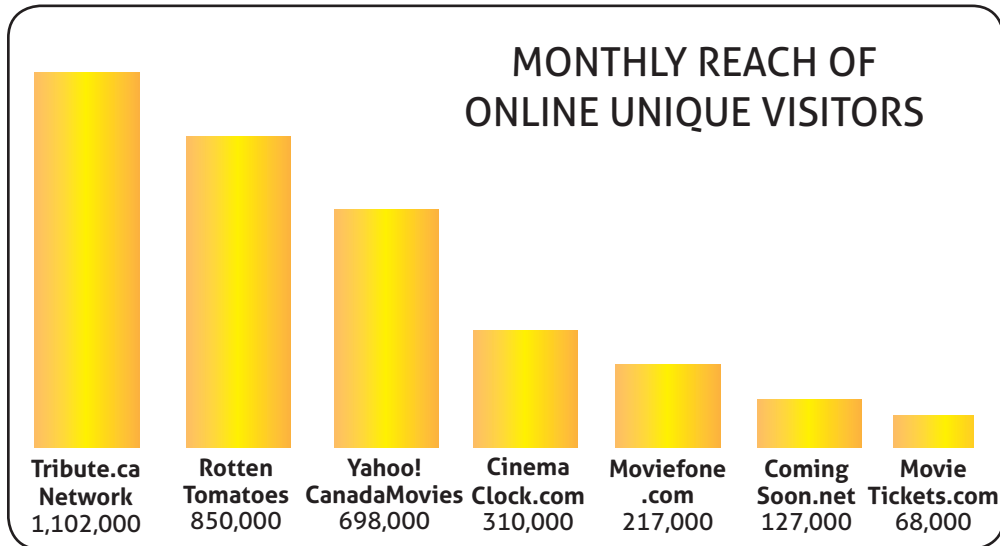


Reach over 4 million unique* users monthly with the Tribute Network

led by tribute.ca with reach of over 2 million* unique users, and further supported by city, regional, national, fan and entertainment sites delivering an additional 2 million* unique users monthly.

*Source: Google Analytics 2016

Tribute.ca's network of entertainment sites delivers more unique visitors per month than any national Canadian movie showtime site:*



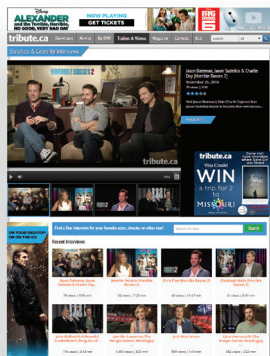
Source: comScore Inc. 2016 - December 2013 - October 2016 Canada

Quality Audience

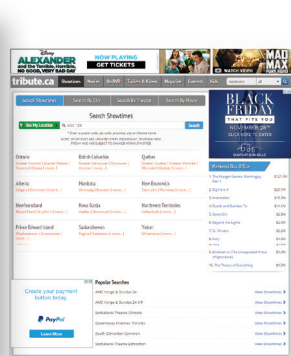
- 49% Female/51% Male
- 66% Age 18-49
- 60% Household income \$75K+
- 30% Household income \$100K+
- 61% Household size of 3+

Comprehensive showtimes for all new releases and all theatre chains across Canada

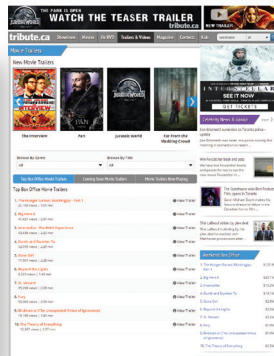
Contests, Interviews, Trailers/Movie Synopses, Weekly Newsletters, Hollywood Gossip, Box Office Results, Contests and Promotions



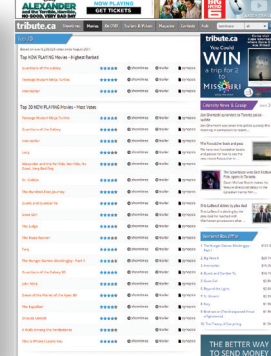
Star Interviews



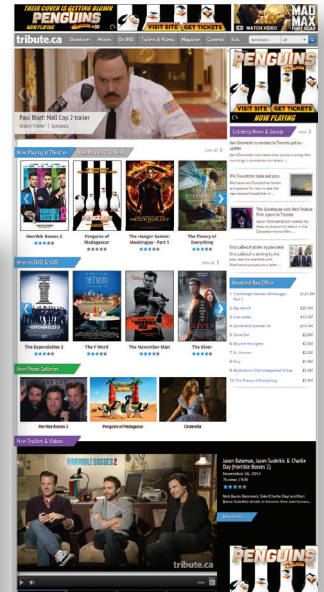
Showtimes



Movie Trailers



Top 20



Homepage

Canada's ONLY Movie Network offering National, Regional and Select Local Market Coverage.

NATIONAL: tribute.ca • canadamovies.ca • frontrowcentre.com • film-can.com • showtimes.com

REGIONAL & LOCAL: enprimeur.ca • calgaryshowtimes.ca • cinentreprise.ca • edmovieguide.com
montrealmovies.ca • winnipegmovies.com • torontomovies.ca • vancouvermovies.ca

Deliver over 4 million* unique visitors monthly (up 22% YOY)

DIGITAL MEDIA PRICING 2016

Standard		\$ (NET)	
Leaderboard 728x90		\$25	CPM
Skyscraper 160x600		\$20	CPM
Big Box 300x250		\$35	CPM
Contest button		\$15	CPM
Video			
Pre Roll (15 sec max)		\$50	CPM
with Player Skin		\$75	CPM
New Skins (per day)	Thur-Sun	Mon-Wed	
Video / Interactive Skin (new)	\$8,000	\$4,000	per day
Skins (per day)	Thur-Sun	Mon-Wed	
Homepage skin	\$3,000	\$1,500	per day
Homepage - skin and ads (roadblock)	\$5,600	\$2,800	per day
Homepage motion skin	\$4,000	\$2,000	per day
Showtimes skin	\$6,000	\$3,000	per day
Showtimes - skin and ads (roadblock)	\$12,500	\$6,250	per day
Frontrowcentre.com entire site skin	\$1,000	\$500	per day
Skin on other pages in the network		\$500	per day
Email		Opted In Subscribers	
Movie Mail		\$7,500	200,000
Movie Mail		\$5,000	100,000
Targeted email (other quantities available)	per email	\$0.15	up to 100,000
	per email	\$0.10	over 100,000
Contests (custom packages available)			
Contest splash page + setup + 250,000 button impressions	Flat Rate	\$10,000	each
Prizing acquisition		15%	cost plus
Mobile/Wireless			
WAP, iPhone/iPod or combined		\$40	CPM
Breakthrough Digital Units			
Voken (max. standard size)		\$60	CPM
Catfish		\$65	CPM
Full screen transition		\$70	CPM
Slider		\$75	CPM
Billboard		\$75	CPM
Filmstrip		\$75	CPM
Sidekick		\$75	CPM
Portrait (300 x 1050)		\$75	CPM

Targeting Options

Geo-targeting, frequency caps, time of day, time of week, section or content targeting, and demographics.

Campaign Delivery

Tribute will deliver a post campaign report detailing the number of impressions and click through rates achieved during the campaign period.

Contests

Contest site includes draft of rules and regulations, creative development and approvals for contest ad units. Clients are responsible for any costs associated with contest fulfillment such as prizing and delivery.

Guidelines

IAB CUAP 2.0 advertising standards and ad unit sizes.

Ad units must not download or install programs or plug-ins.

Ad units must not contain creative that attempts to solicit personal information from the user.

Additional elements such as Flash, sound, games or Rich Media are available on request.

For a complete list of guidelines, terms and conditions, contact your Tribute representative.

Discounts available for frequency, continuity, and dollar volume

Premiums

Custom frequency capping, rich media, roadblocks or expandables: extra 15%

FEATURED CONTENT

Here are just some of the 2016 movies that Tribute Entertainment Media Group will be covering:

January 2016

Ride Along 2

January 15, 2016

Ice Cube, Kevin Hart, Olivia Munn, Ken Jeong
New police academy graduate Ben tags along from Atlanta to Miami with James to track down a fugitive criminal hours before Ben's wedding to James' sister.

The 5th Wave

January 22, 2016

Chloë Grace Moretz, Maika Monroe, Nick Robinson, Liev Schreiber, Maria Bello
After four waves of deadly attacks devastate most of Earth, a teen goes on the run to find her younger brother and prepare for the fifth and final wave, in which there is little hope of survival.

February 2016

Deadpool

February 12, 2016

Ryan Reynolds, Morena Baccarin, Ed Skrein, T.J. Miller, Gina Carano
After a rogue experiment leaves him with accelerated healing powers, former Special Forces operative-turned-mercenary Wade Wilson adopts the alter ego Deadpool. Armed with his new abilities, Deadpool hunts down the man who nearly destroyed his life.



Zoolander 2

February 12, 2016

Ben Stiller, Owen Wilson, Will Ferrell, Penélope Cruz, Kristen Wiig
Once the world's most famous male models, Derek

Zoolander and Hansel are old news. They're disheartened, but that changes when an Interpol agent asks them to help her find the criminal mastermind who is killing the world's most beautiful people.

March 2016

London Has Fallen

March 4, 2016

Gerard Butler, Aaron Eckhart, Morgan Freeman, Angela Bassett, Radha Mitchell
Agent Mike Banning is in London when what appears to be a well-intentioned funeral service for the British Prime Minister turns out to be a plot to assassinate all the attending world leaders.

The Divergent Series: Allegiant

March 18, 2016

Starring: Shailene Woodley, Theo James, Ansel Elgort, Miles Teller, Naomi Watts
Tris and Four are pulled in different directions when they escape to the world outside the fence and are taken in by a mysterious agency known as the Bureau of Genetic Welfare.

Batman v Superman: Dawn of Justice

March 25, 2016

Ben Affleck, Henry Cavill, Amy Adams, Gal Gadot, Diane Lane, Jesse Eisenberg
When some begin to fear Superman because of his great power, Gotham City's vigilante Batman decides to take on Metropolis's superhero. However, the infighting leaves the world exposed to a new threat that puts mankind in great danger.



My Big Fat Greek Wedding 2

March 25, 2016

Nia Vardalos, John Corbett, Joey Fatone, Ian Gomez, Andrea Martin
When Toula's (Nia Vardalos) parents discover they were

*Subject to change pending studio release schedules.

never legally married, the family plans an official wedding for them. Meanwhile, Toula and Ian's daughter Paris plans to get away from her big family by going to college in another city.

April 2016

The Jungle Book

April 15, 2016

Bill Murray, Christopher Walken, Ben Kingsley, Lupita Nyong'o, Scarlett Johansson, Idris Elba
Mowgli is raised in the jungle by Bagheera the panther and Rakcha, a mother wolf, but when the tiger Shere Khan threatens the boy's life, it becomes clear that Mowgli has to go live in the human village.



The Huntsman: Winter's War

April 22, 2016

Chris Hemsworth, Charlize Theron, Emily Blunt, Jessica Chastain, Sam Claflin
Hemsworth is back as the Huntsman, this time joined by a female warrior (Jessica Chastain) to help The Ice Queen (Emily Blunt) fight against her evil sister, Queen Ravenna (Charlize Theron).

May 2016

Captain America: Civil War

May 6, 2016

Chris Evans, Robert Downey Jr., Scarlett Johansson, Elizabeth Olsen, Sebastian Stan, Anthony Mackie, Jeremy Renner
Tensions rise between Captain America and Tony Stark when global governments initiate an act to regulate the Avengers' activity because of human casualties in their previous missions.

Money Monster

May 13, 2016

George Clooney, Julia Roberts, Jack O'Connell, Dominic West

TV personality Lee Gates gives insider tips on air aimed at everyday people, but when a young man named Kyle places all of his family's money on a tip from Gates and loses, he goes to the station with a gun.

The Nice Guys

May 20, 2016

Russell Crowe, Ryan Gosling, Kim Basinger, Matt Bomer
In 1977 Los Angeles, private investigator Holland March teams up with a goon named Jackson Healy to solve the case of a missing girl and the seemingly unrelated death of a porn star.

Alice Through the Looking Glass

May 27, 2016

Johnny Depp, Mia Wasikowska, Anne Hathaway, Helena Bonham Carter, Sacha Baron Cohen, Toby Jones, Alan Rickman, Michael Sheen
In this sequel to 2010's Alice in Wonderland, Alice (Mia Wasikowska) returns to the whimsical world of Underland and travels back in time to save the Mad Hatter (Johnny Depp).

X-Men: Apocalypse

May 27, 2016

Jennifer Lawrence, Michael Fassbender, Channing Tatum, Hugh Jackman, Nicholas Hoult
As the fate of the Earth hangs in the balance, Raven, with the help of Professor X, must lead a team of young X-Men to stop their nemesis, the villainous En Sabah Nur, a.k.a. Apocalypse.

June 2016

Teenage Mutant Ninja Turtles: Out of the Shadows

June 3, 2016

Megan Fox, Will Arnett, Jeremy Howard, Stephen Amell, Tyler Perry, Laura Linney
The Teenage Mutant Ninja Turtles — brothers Raphael, Michelangelo, Leonardo and Donatello — team up again with April O'Neil and Vernon Fenwick to save New York City from a new threat.

Now You See Me 2

June 10, 2016

Jesse Eisenberg, Woody Harrelson, Dave Franco, Lizzy Caplan, Daniel Radcliffe, Michael Caine, Morgan Freeman, Mark Ruffalo
One year after winning the public's adulation with their magic spectacles, the magicians launch a comeback performance in hopes of exposing the unethical practices of a young tech magnate.

*Subject to change pending studio release schedules.

Warcraft

June 10, 2016

Toby Kebbell, Ben Foster, Paula Patton, Travis Fimmel
The realm of Azeroth has enjoyed peace for many years, but now it may be on the brink of war when they are faced with a fearsome race of invaders: Orc warriors looking for another home when their world dies.

Finding Dory

June 17, 2016

Ellen DeGeneres, Albert Brooks, Diane Keaton, Eugene Levy, Idris Elba, Willem Dafoe

One year after her journey with Nemo, Dory is on an adventure to find her family. They are finally reunited but not until everyone learns a few things about the meaning of family.



Independence Day: Resurgence

June 24, 2016

Liam Hemsworth, Jeff Goldblum, Bill Pullman, Vivica A. Fox, Charlotte Gainsbourg, Maika Monroe, Sela Ward
On the 20th anniversary of the alien attacks, the nations of Earth are commemorating the event. Technology has been discovered to provide a stronger, safer Earth. However, that doesn't seem to matter to the aliens, who are launching a new attack.

July 2016

The Legend of Tarzan

July 1, 2016

Alexander Skarsgård, Margot Robbie, Christoph Waltz, Samuel L. Jackson, Djimon Hounsou, John Hurt, Jim Broadbent

Now living a comfortable life in London, having adapted to civilization, Tarzan is invited back to the Congo to serve as a trade emissary of Parliament, unaware that he's a pawn in a deadly convergence of greed and revenge.



The Secret Life of Pets

July 8, 2016

Louis C.K., Eric Stonestreet, Kevin Hart, Ellie Kemper, Lake Bell, Albert Brooks

Max is enjoying life until one day, his owner brings home a sloppy new mongrel named Duke. When Max and Duke get out of the apartment and are captured by Animal Control, Max's crazy friends come up with a plan to bust them out.

Ghostbusters

July 15, 2016

Melissa McCarthy, Kristen Wiig, Kate McKinnon, Chris Hemsworth

Authors Erin Gilbert and Abby Yates write a book in which they claim ghosts exist. When Erin lands a prestigious teaching position at Columbia University a few years later, her book resurfaces and she becomes a joke within the academic world. When ghosts invade Manhattan, Erin and Abby get together a team to stop the ghosts.

Star Trek Beyond

July 22, 2016

Chris Pine, Zachary Quinto, Zoe Saldana, Simon Pegg, Idris Elba, Karl Urban

The crew of the U.S.S. Enterprise — including Captain Kirk, Spock, Scotty and Bones — must face off against a powerful villain.

*Subject to change pending studio release schedules.

August 2016

Suicide Squad

August 5, 2016

Jared Leto, Will Smith, Tom Hardy, Margot Robbie, Cara Delevingne, Jai Courtney, Viola Davis

When the White House becomes concerned about the safety of the President of the U.S., Intelligence Officer Amanda Waller decides to get a team of super villains together and have them fight against threats to the country. In exchange, they're promised reduced prison sentences.

Pete's Dragon

August 12, 2016

Bryce Dallas Howard, Robert Redford, Michael C. Hall, Wes Bentley, Oakes Fegley, Karl Urban

A young boy named Pete runs away from his abusive adoptive parents. He becomes almost feral, hiding out in the forest. A forest ranger spots him and tries to figure out who he is and where he comes from.

Ben-Hur

August 12, 2016

Jack Huston, Toby Kebbell, Morgan Freeman, Rodrigo Santoro

Nobleman Judah Ben-Hur has survived five years of slavery after being falsely accused of a crime. He is now out to get revenge on his childhood friend — a Roman who betrayed him years ago.

Mechanic: Resurrection

August 25, 2016

Jason Statham, Jessica Alba, Tommy Lee Jones, Michelle Yeoh

Arthur Bishop, an elite assassin who specializes in making deaths look like accidents, is forced out of retirement when the love of his life is kidnapped. To save her, Bishop must assassinate three of the most powerful people in the world.

September 2016

The Light Between Oceans

September 2, 2016

Michael Fassbender, Alicia Vikander, Rachel Weisz

A lighthouse keeper and his wife find a baby washed up on shore in a boat. They take her in as their own and grow to love her. A few years later they meet a widow who lost her husband and daughter at sea the same time they found the girl. They have to decide between what feels good and what is right.

Bridget Jones's Baby

September 16, 2016

Renée Zellweger, Colin Firth, Patrick Dempsey, Jim Broadbent, Gemma Jones, Emma Thompson
Bridget Jones and Mark Darcy recently split. Things turn around when Bridget meets a charming American named Jack. When she finds out she's pregnant, she's not sure which of the men is the father.

The Magnificent Seven

September 23, 2016

Denzel Washington, Chris Pratt, Ethan Hawke, Peter Sarsgaard, Matt Bomer, Vincent D'Onofrio

In the Old West, a sleepy town is plagued by savage outlaws. They burn a church and slaughter many of the townsfolk. A widow approaches a gunslinger to ask for help. He agrees and rounds up six more men to take on the outlaws.

Miss Peregrine's Home for Peculiar Children

September 30, 2016

Eva Green, Asa Butterfield, Terence Stamp, Rupert Everett, Judi Dench, Ella Purnell

Jake is brought to a magical place known as Miss Peregrine's Home for Peculiar Children. The children there are different, and Jake finds out he is too. The mystery and danger deepen as he gets to know the residents and their special powers... and their enemies.

Also in Fall 2016

TIFF 2016

- [Dedicated micro-site covering TIFF 2016](#)
- [Exclusive video interviews with the stars](#)
- [Updated news, showtimes, TIFF photos](#)
- [Tribute Media Lounge](#)
- [Exclusive sponsorship opportunities](#)
- [Photos of the stars](#)
- [Party coverage](#)

October 2016

The Girl on the Train

October 7, 2016

Emily Blunt, Luke Evans, Rebecca Ferguson, Haley Bennett, Justin Theroux.

While traveling daily by train to the city, Rachel witnesses what she believes to be the "perfect" couple, Scott and Megan. Until one day she witnesses Megan kissing another man, then Megan is reported as missing.

Jack Reacher: Never Go Back

October 21, 2016

Tom Cruise, Cobie Smulders, Robert Knepper

When Jack Reacher returns to the headquarters of his old unit, he finds out he's now accused of a homicide that took place 16 years earlier.

November 2016

Trolls

November 4, 2016

Anna Kendrick, Justin Timberlake, James Corden, Gwen Stefani, Russell Brand

Poppy, the optimistic leader of the Trolls, and her polar opposite, Branch, embark on an adventure that takes them far beyond the only world they've ever known.

Marvel's Doctor Strange

November 4, 2016

Benedict Cumberbatch, Rachel McAdams, Tilda Swinton, Chiwetel Ejiofor

Dr. Stephen Strange, a brilliant but arrogant neurosurgeon, has his hands mangled in an accident. As he tries to find a way to repair them, he meets the Ancient One, who teaches him the mystical arts.

Fantastic Beasts and Where to Find Them November 18, 2016

Eddie Redmayne, Colin Farrell, Ezra Miller, Samantha Morton, Jon Voight

Seventy years before Harry Potter reads writer Newt Scamander's book in school, the author enjoys adventures in New York's secret community of witches and wizards.

The Shack

November 18, 2016

Sam Worthington, Radha Mitchell, Octavia Spencer, Graham Greene, Megan Charpentier Mack Philips's youngest daughter goes missing on a camping trip. Evidence found in an abandoned shack leads authorities to believe she was murdered by a serial killer, although her body isn't found.

Bad Santa 2

November 23, 2016

Billy Bob Thornton, Kathy Bates, Tony Cox, Brett Kelly, Christina Hendricks

Booze-soaked, foul-mouthed con-man Willie is back to his old tricks, posing as Santa to swindle money from a charitable organization.

December 2016

La La Land

December 9, 2016

Emma Stone, Ryan Gosling, J.K. Simmons, Rosemarie DeWitt, John Legend

Jazz pianist Sebastian falls in love with Mia in this musical set in Los Angeles. But all isn't rainbows and roses for the couple as they begin encountering struggles.

Rogue One: A Star Wars Story

December 16, 2016

Felicity Jones, Diego Luna, Ben Mendelsohn, Mads Mikkelsen, Alan Tudyk, Forest Whitaker

A young woman named Jyn Erso (Felicity Jones) who's been on her own since 15 is drafted into the Resistance and tasked with a mission. A major weapons test is about to happen, and they want to know how to destroy it.

Assassin's Creed

December 21, 2016

Michael Fassbender, Marion Cotillard, Brendan Gleeson, Jeremy Irons

Callum Lynch discovers he's a descendant of the secret Assassins society by unlocking the genetic memories of his ancestor. This enables him to gain knowledge and skills that help him take on the oppressive Knights Templar organization.

Sing

December 21, 2016

Matthew McConaughey, Reese Witherspoon, Seth MacFarlane, Scarlett Johansson, John C. Reilly, Taron Egerton

To save his beloved, once-grand theater that has fallen on hard times, a koala named Buster Moon holds the world's greatest singing competition.



TRIBUTE'S TIFF ONLINE COVERAGE AND MEDIA LOUNGE - 2016

Be part of Tribute's ongoing exclusive coverage of the movies and the stars who make them at the Toronto International Film Festival (TIFF).

Advertising/ Sponsorship opportunities include:

- Dedicated microsite on all things TIFF that links throughout the Tribute Network—the movies, the stars, the parties, the red carpets, the reviews, photos and more
- Pre-roll advertising on extensive video content streamed from trailers and exclusive interviews with hundreds of stars
- Participate in the Tribute lounge and help “host the stars” (while they’re being interviewed) with your logo prominently displayed on the media backdrop
- Product sampling of your products to the stars interviewed
- Participate in a consumer-driven online contest supporting TIFF, pre-TIFF and post festival
- Participate in Tribute/TIFF Party (ies)



MOVIE LOVERS CLUB

The **Tribute Movie Lovers Club** rewards its loyal audiences with opportunities to see movies first, win movie merchandise, even attend special premieres in LA and New York, walk the red carpet at film festivals and more.

Sponsorship and advertiser participation may include:

Brand recognition on Movie Club pages, promo ads running across the Tribute Network, site skins and/or ads integrated into movie specific landing/content pages, join buttons/ bricks, contest/promo pages, Moviemail, confirming emails congratulating consumers, studio content and surveys and selected database usage.



Tribute Moviemail newsletter



Tribute Moviemail weekly newsletter recipients receive a listing of all the new movies releasing each week with trailers and descriptions, personalized showtimes, contests, celebrity gossip, interviews and more! Tribute Moviemail delivers to consumers each Thursday morning to their inbox. Advertising, sponsorship and promotional opportunities are available.

Contact your Tribute rep.

TRIBUTE'S TIFF LOUNGE

Tribute has a media lounge at TIFF every year. Check out exclusive photos of a selection of celebrities who have visited our lounge.



Alia Shawkat



Kal Penn



Paul Gross



Anton Yelchin



2016 and Beyond

Movie Events/Opportunities

Tribute offers advertisers exclusive opportunities to associate with the top-grossing movie events and franchises of all time.

CALL TODAY!

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