tribute ca



Tribute Entertainment Media Group 2017 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.

Contents

- 2 Tribute Entertainment Media Group –
 About Us
- 3 tribute.ca and our Network of Entertainment Websites
- 4 Digital Media Pricing
- 5 2017 Movies: Featured Content
- 9 Tribute's TIFF Online Coverage and Media Lounge - 2017
- 10 | Tribute's TIFF Lounge
- 11 | Contact Us

Online Vehicles are measured by comScore and Google Analytics

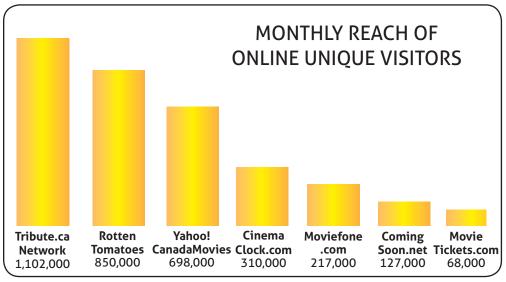


Reach over 4 million unique* users monthly with the Tribute Network

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 2017

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



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

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

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



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 2017 movies that Tribute Entertainment Media Group will be covering:

January 2017

жХх: Return of Xander Cage January 20, 2017

Vin Diesel, Donnie Yen, Nina Dobrev, Samuel L. Jackson Government operative Xander Cage is back after being left for dead and living in exile for years. He's recruited to take on four dangerous individuals in possession of a device that controls every military satellite in the world.

Resident Evil: The Final Chapter January 27, 2017

Milla Jovovich, Iain Glen, Ali Larter, Ruby Rose, Shawn Roberts

After rogue warrior Alice is betrayed by Wesker, she must travel back to what used to be The Hive in Raccoon City and join forces with an unlikely ally to save humanity and defeat the hordes of the undead once and for all.

February 2017

Fifty Shades Darker February 10, 2017

Dakota Johnson, Jamie Dornan, Kim Basinger, Hugh Dancy Christian buys the publishing company where Ana works in an effort to get her back, but when she discovers that the woman who seduced Christian when he was 15 is still in his life, she has misgivings.

The Lego Batman Movie February 10, 2017

Will Arnett, Rosario Dawson, Ralph Fiennes, Michael Cera, Zach Galifianakis

There are big changes brewing in Gotham, and if he wants to save the city from The Joker, Lego Batman may have to drop the lone vigilante thing, lighten up, and join forces with a few willing comrades.

March 2017

Logan

March 3, 2017

Hugh Jackman, Patrick Stewart, Richard E. Grant, Boyd Holbrook

In 2024, Logan, whose mutant healing abilities are slowly fading away, and Professor Xavier, who is succumbing to Alzheimer's, must rally when a corporation led by Nathaniel Essex is bent on destroying the world.



Kong: Skull Island March 10, 2017

Tom Hiddleston, Samuel L. Jackson, John Goodman, Brie Larson

A diverse team of explorers ventures deep into the uncharted but isolated Skull Island, which hides a treacherous secret.



Beauty and the Beast

March 17, 2017

Emma Watson, Dan Stevens, Luke Evans, Kevin Kline, Emma Thompson

When Belle goes looking for her father, she finds him imprisoned in a tower within a dark castle by The Beast. She offers herself as a prisoner in exchange for her father's release.

^{*}Subject to change pending studio release schedules.

April 2017



Smurfs: The Lost Village

Smurfs: The Lost Village April 7, 2017

Demi Lovato, Joe Manganiello, Mandy Patinkin, Rainn Wilson

While on a quest to find Smurfette purpose, she crosses paths with a mysterious creature that she follows into the Enchanted Forest. This leads her on an adventure to find a mysterious village before the evil wizard Gargamel can.

The Fate of the Furious April 14, 2017

Vin Diesel, Dwayne Johnson, Jason Statham, Michelle Rodriguez, Tyrese Gibson, Scott Eastwood, Charlize Theron When Dom is seduced by a mysterious stranger, leading him to betray those closest to him, the rest of the team members are thrown into disarray as they face trials that test their loyalties.

May 2017



Guardians of the Galaxy Vol.2 May 5, 2017

Chris Pratt, Zoe Saldana, Vin Diesel, Bradley Cooper, Dave Bautista, Karen Gillan, Kurt Russell, Glenn Close Peter Quill a.k.a. Star-Lord, Gamora, Groot and Rocket work together to uncover the mystery of Peter's true parentage.

King Arthur: Legend of the Sword

May 12, 2017

Charlie Hunnam, Jude Law, Djimon Hounsou, Eric Bana Robbed of his birthright and identity, young Arthur runs the back alleys of the city with his gang, unaware of the life he was born for until he grasps hold of the sword Excalibur — and with it, his future.

Alien: Covenant

May 19, 2017

Michael Fassbender, Katherine Waterston, James Franco The crew of the colony ship Covenant discover a dark, dangerous world whose sole inhabitant is David, a survivor of the doomed Prometheus expedition.

Baywatch

May 26, 2017

Dwayne Johnson, Zac Efron, Alexandra Daddario, Priyanka Chopra

When city council is considering cutting funding for the Baywatch program, head lifeguard Mitch Buchanan, new recruit Matt Brody and fellow lifeguard Summer have to come up with a way to save Baywatch Headquarters.

Pirates of the Caribbean: Dead Men Tell No Tales May 26, 2017

Johnny Depp, Javier Bardem, Brenton Thwaites, Geoffrey

A down-on-his-luck Captain Jack Sparrow finds his life on the line when deadly ghost pirates — led by the terrifying Captain Salazar — escape from the Devil's Triangle.

June 2017



Wonder Woman

Wonder Woman

June 2, 2017

Gal Gadot, Chris Pine, Robin Wright, David Thewlis Unconquerable warrior Diana, princess of the Amazons, lives on Paradise Island. When an American plane crashes on the shores of the island and the pilot reveals there's a massive conflict taking place, Diana decides she has to step in to help.

^{*}Subject to change pending studio release schedules.

Tribute Entertainment: 2017 Movies - Featured Content

The Mummy June 9, 2017

Tom Cruise, Sofia Boutella, Courtney B. Vance, Russell Crowe

An ancient queen thought to be safely entombed in a crypt is awakened in contemporary times and unleashes evil and a fury that defies human understanding.

Cars 3

June 16, 2017

Owen Wilson, Bonnie Hunt, Larry the Cable Guy When Lightning McQueen suffers a devastating accident, his glory days seem over. Determined to find his way back to the track, he relies on the expertise of a young technician.

Transformers: The Last Knight June 23, 2017

Mark Wahlberg, Josh Duhamel, Anthony Hopkins, John Goodman, Stanley Tucci

Directed by Michael Bay, this next film in the series will feature Mark Wahlberg in a return to his character — car mechanic Cade Yeager.



Despicable Me 3

Despicable Me 3 June 30, 2017

Steve Carell, Kristen Wiig, Trey Parker, Russell Brand A bitter former child star hatches a plan for world domination to exact revenge for what he sees as unjustified wrongdoings. Gru, along with his twin brother, Lucy, the children and the Minions, must stop him.

July 2017

Spider-Man: Homecoming

July 7, 2017

Tom Holland, Marisa Tomei, Robert Downey Jr., Michael

Keaton, Donald Glover

Young Peter Parker discovers his abilities as Spider-Man and tries to figure out what to do with his newfound identity as the web-slinging superhero.

War for the Planet of the Apes July 14, 2017

Woody Harrelson, Andy Serkis, Judy Greer, Steve Zahn When Caesar and his ape colony lose several of their members during a heated battle with power-hungry humans, Caesar vows to avenge his fallen primates.



The Dark Tower July 28, 2017

Idris Elba, Matthew McConaughey, Katheryn Winnick Gunslinger Roland Deschain is in search of the dark tower, which stands at the epicenter of time and space, and is the only hope in saving his dying world.

August 2017



The Emoji Movie

August 4, 2017

T.J. Miller, James Corden, Ilana Glazer
An emoji born with numerous expressions wants to be normal like other emojis. He goes on an epic "app-venture" to find a code to make him normal.

^{*}Subject to change pending studio release schedules.

Annabelle 2

August 11, 2017

Miranda Otto, Stephanie Sigman, Anthony LaPaglia Twenty years after the tragic death of their daughter, a dollmaker and his wife welcome a nun and several orphan girls into their home, but the guests soon become Annabelle's next targets.

September 2017

The Lego Ninjago Movie September 22, 2017

Dave Franco, Olivia Munn, Justin Theroux, Michael Peña Six seemingly ordinary high school students are secret warriors who use their skills to defend their island home from the Worst Guy Ever, who also happens to be the dad of one of the teens.

Also in Fall 2017

TIFF 2017

- Dedicated micro-site covering TIFF 2017
- Exclusive video interviews with the stars
- Updated news, showtimes, TIFF photos
- Tribute Media Lounge
- Exclusive sponsorship opportunities
- Photos of the stars
- Party coverage

October 2017



Blade Runner 2049 October 6, 2017

Ryan Gosling, Harrison Ford, Robin Wright, Jared Leto LAPD officer and trench coat-wearing K attempts to locate aging Rick Deckard, the original Blade Runner, who has been missing for 30 years.

Kingsman: The Golden Circle

October 6, 2017

Colin Firth, Taron Egerton, Channing Tatum, Julianne Moore, Mark Strong

Gary "Eggsy" Unwin and Merlin have to work together with an American agency to save the world after a new villain attacks the Kingsman headquarters.

The Snowman

October 13, 2017

Michael Fassbender, Rebecca Ferguson, Val Kilmer, J.K. Simmons, Charlotte Gainsbourgt

Detective Harry Hole is investigating the disappearance of a woman whose pink scarf is found wrapped around a snowman. While uncovering information, he begins to suspect an elusive serial killer may be at work again.

November 2017

Thor: Ragnarok

November 3, 2017

Chris Hemsworth, Idris Elba, Tom Hiddleston, Anthony Hopkins, Karl Urban, Cate Blanchett, Benedict Cumberbatch In Norse mythology, "Ragnarok" signifies the end of days. Thor, Heimdall and Loki return for a film that will be sure to provide action of apocalyptic proportions.

Justice League

November 17, 2017

Ben Affleck, Gal Gadot, Jason Momoa, Ezra Miller, Henry Cavill, Amy Adams

Fueled by his restored faith in humanity and inspired by Superman's selfless act, Bruce Wayne enlists the help of his newfound ally, Diana Prince, to face an even greater enemy.

December 2017

Star Wars: Episode VIII

December 15, 2017

Daisy Ridley, Adam Driver, Oscar Isaac, John Boyega, Mark Hamill, Carrie Fisher

Rey continues her epic journey with Finn, Poe, Leia and Luke Skywalker in the next chapter of the Star Wars saga.

Jumanji

December 22, 2017

Dwayne Johnson, Kevin Hart, Jack Black, Karen Gillan, Nick Jonas

When the mysterious and magical game Jumanji winds up in a mystical jungle, explorers go in search of it.

^{*}Subject to change pending studio release schedules.

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 carpet, 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 back drop
- 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

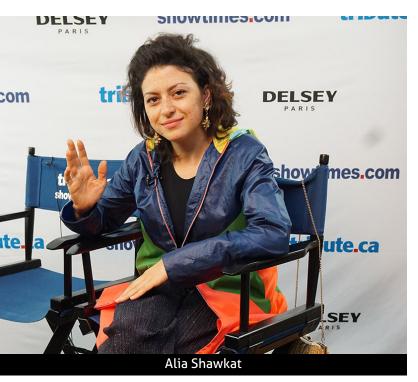


Tribute Moviemail weekly newsletter recipients receive a listing of all the new movies releasing each week with trailers and descriptions, personalized showtimes, contests, celebrity gossip, interviews and more! Tribute Moviemail delivers to consumers each Thursday morning to their inbox. Advertising,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











2017 and BeyondMovie Events/Opportunities

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

CALL TODAY! 416 445 0544



Tribute Entertainment Media Group Tel: 416-445-0544 advertising@tribute.ca sales@tribute.ca www.tribute.ca

