

# tribute.ca

## Canada's Entertainment Home Page

The screenshot shows the tribute.ca website interface. At the top, there's a navigation bar with the site logo and a search bar. Below the navigation bar, there are several main sections: a 'movies' section with featured titles like 'Shanghai Knights', a 'NOW PLAYING AT A THEATRE NEAR YOU' section, and a 'NORTH AMERICAN BOX OFFICE NEWS' section. The box office news section lists the top three movies: 'I am Sam' (weekend gross \$23.7 million, total gross \$23.7 million), 'Shanghai Knights' (weekend gross \$19.5 million, total gross \$19.5 million), and 'Chicago' (weekend gross \$10.7 million, total gross \$63.0 million). There are also promotional banners for 'tribute.ca contests' and 'UC411.com'. The footer contains navigation links and copyright information.

### Tribute.ca is Canada's #1 Movie Site

Page Views per Month 15,000,000

Unique Visitors 500,000

Average Time Spent 8 min.

Subscriber Data Base 90,000 & growing

Source: \*Web Trends





## ■ Why advertise online with Tribute.ca

- ✓ Reach your core demographic
  - ✓ Frequent movie-goers
  - ✓ Tribute.ca users are Canadian
- ✓ Millions of Canadians are online (more than half of all Canadian adults have direct access). Internet usage is 15M and growing as more time is spent online. Marketers are betting that more usage means greater opportunity to build on brand identity and loyalty.
  - ✓ Reach and Frequency. It works in TV advertising, and it works for online advertising too. When an advertiser repeatedly gets their message in front of the viewer, increased branding results. Advertisers can use page impressions to measure ad efficiency.

## ■ Psychographic Profile

- ✓ Visitors spend an average of 8 minutes at Tribute.ca — three times longer than users spend at competitive web sites. They visit Tribute.ca to search for movie showtimes, enter cool contests, rate their favourite movies, read daily entertainment news and check out behind the scenes interviews. Online ticketing will be added for access by movie-goers across the country. E-commerce features will be added to offer more access to our audience of movie-goers.

## ■ Demographics

GENDER	MALE	55%
	FEMALE	45%
AGE	12 - 17	12%
	18 - 24	16%
	25 - 34	38%
	35 - 44	22%

## ■ Traffic

- ✓ Over 15,000,000 page impressions per month
- ✓ Over 500,000 unique visitors per month

Source: \*Web Trends

## ■ Typical Brand Advertisers

L'Oreal, Gillette, Bristol Myers, Grand Marnier, Cott Beverages, Cadbury Beverages, Ford, Kellogg's, Health Canada, Mazda, Nissan, National Defense Canada, Neutrogena and many more.



## ■ Banners: Capture & hold on to your consumer

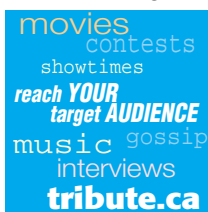
Banners should be entertaining, compelling, informative and interactive. Through our exciting Web contests, promotions and a variety of other interactive elements, Tribute Entertainment has been the #1 choice of studios, exhibitors, advertisers and movie-goers!

### Banner/Button Sizes

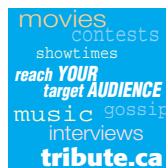
A) 468 x 60 (Banner) - \$45 CPM gross



A) 120 x 120 Banner & Voken Combo  
\$45 CPM gross



B) 100 x 100 Homepage Sponsorship box  
(Rates Below)



C) 120 x 600 (SkyScraper)  
\$65 CPM gross



## ■ Pop Ups & Interstitials

Priced on a case-by-case basis

## ■ Sponsorship

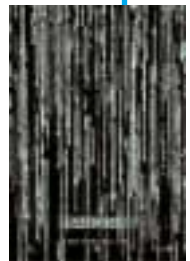
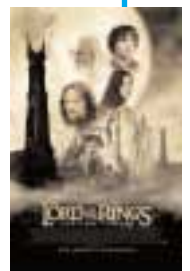
Homepage sponsorship  
\$25,000 gross/month

Target Category sponsorship  
(Banner Size TBD)  
\$15,000 gross/month

(e-news, movie spec pages, Tribute, En Primeur, Teen Tribute, Kids Tribute, Top 20, search results)



interviews  
tribute.ca





## ■ **Contests and Promotion: Win Big!**

The [tribute.ca](http://tribute.ca) "Contest Page" provides a platform for on-going movie related promotions and contests. Promotions can be designed and customized to suit specific marketing needs with direct hotlinks to participating sponsors websites.

\$7,800 gross/four week cycle. Includes creative & execution.

Customer database marketing services available at extra charge.

Contest fulfillment at cost.



## ■ **Microsites**

Microsites – 3 to 5 page mini sites – provide a low-cost entry option for Internet advertising campaigns. They are especially useful for advertisers not yet online themselves, or for ad campaigns requiring only short term web exposure.

\$20,000 gross/four week cycle. 5+ pages quoted upon request.

Customer database marketing services available at extra charge.

Includes creative & execution.



## ■ **Tribute.ca's Weekly Newsletter *Movie Mail*:**

*Movie Mail* is our newest weekly email advertising opportunity. Sent on Thursdays to entertain and inform our visitors for the upcoming weekend of New Releases, Showtimes, Star News and Gossip and Cool Contests.

We offer sponsorship opportunities in our weekly newsletter which has a current targeted circulation of 90,000 and growing! Sponsorship opportunities can be customized to meet advertiser's needs.

\$9,500 gross/four week cycle.



## ■ **Content Syndication, Website Design Development, & Hosting Available:**

Priced on a case by case bases.

Please call for Rates



## ■ **Check out our Partner Sites on the Web and Wireless:**

- |                                   |                       |
|-----------------------------------|-----------------------|
| Alliant                           | Rogers High Speed     |
| AOL Canada                        | Rogers Video          |
| AOL Network                       | Standard Broadcasting |
| Bell Mobility                     | Sympatico.ca          |
| Canoe.ca                          | Telus Mobility        |
| Metroland                         | Whats up.ca           |
| Rogers AT&T Wireless              | Yahoo! Canada         |
| Windows Media Player: Media Guide |                       |



# Tribute Entertainment Media Group

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