

tribute.ca



Tribute **Entertainment Media Group** 2019 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

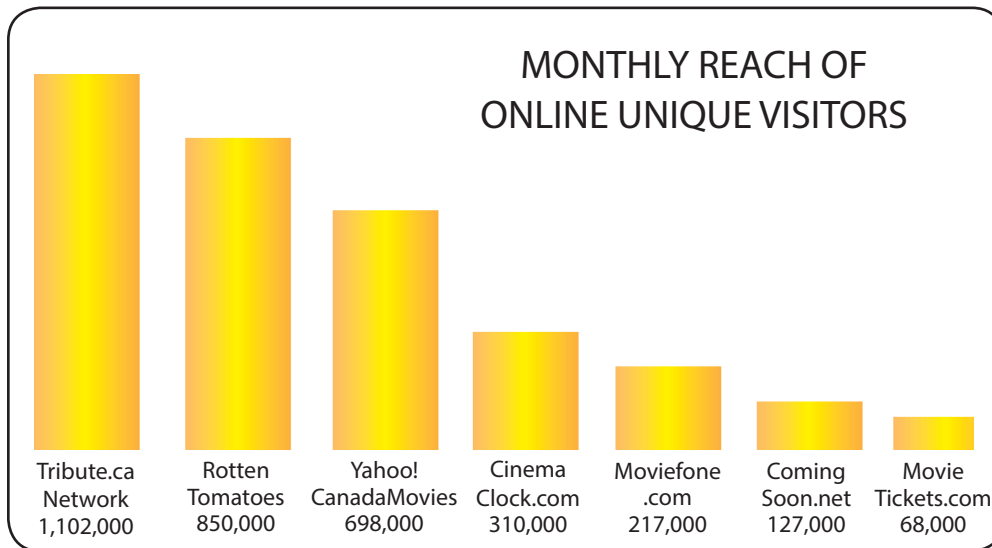


Reach over 4 million unique* users monthly with the Tribute Network

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 2018

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



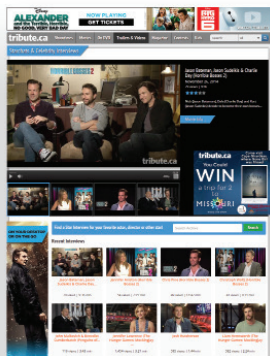
Source: comScore Inc. 2016 - December 2013 - October 2016 Canada

Quality Audience

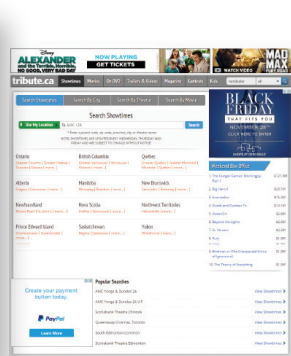
- 49% Female/51% Male
- 66% Age 18-49
- 60% Household income \$75K+
- 30% Household income \$100K+
- 61% Household size of 3+

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

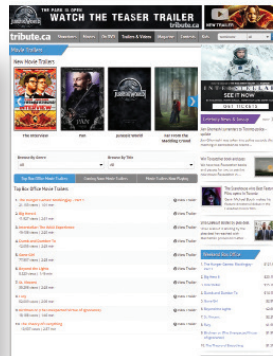
Contests, Interviews, Trailers/Movie Synopses, Weekly Newsletters, Hollywood Gossip, Box Office Results, Contests and Promotions



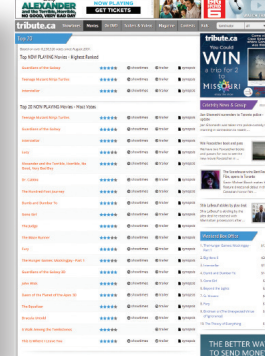
Star Interviews



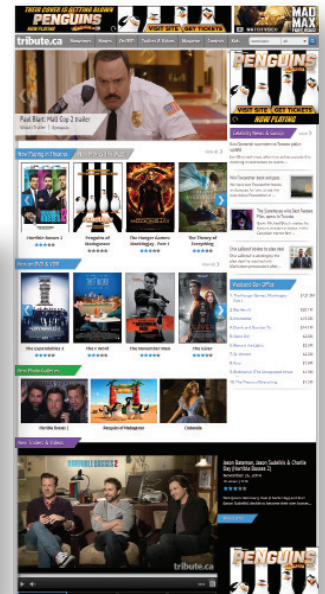
Showtimes



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)

*Source: Google Analytics 2018

DIGITAL MEDIA PRICING 2019

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%

TRIBUTE'S TIFF ONLINE COVERAGE AND MEDIA LOUNGE - 2019

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.





2019 and Beyond Movie Events/Opportunities

Tribute offers advertisers exclusive opportunities to
associate with the top-grossing movie events and

CALL TODAY!

416 445 0544



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