

# tribute.ca



## **Tribute** **Entertainment Media Group** **2024 Online Media Kit**

Canada's multi-channel source for movie entertainment



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

# Tribute Entertainment: Canada's Multi-Channel Source for Movie Entertainment

## About Us

For over 40 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.

**Tribute.ca Network:** Leverage the power of Hollywood

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

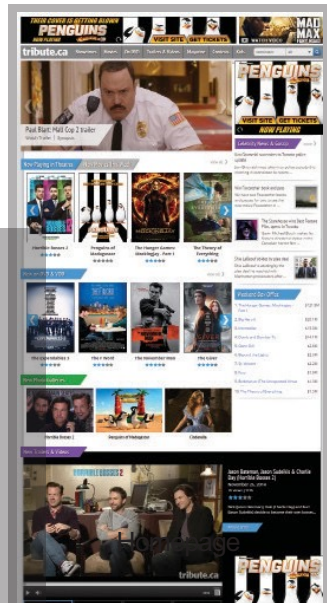
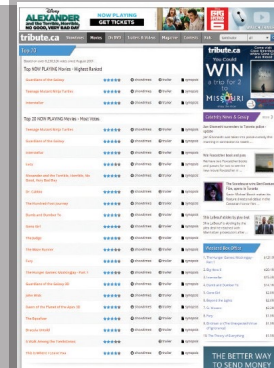
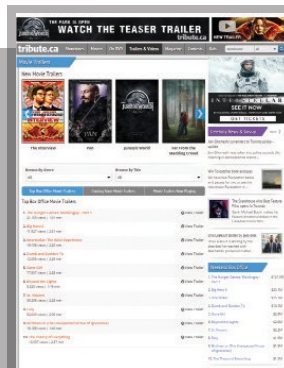
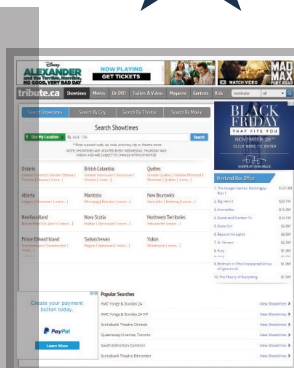
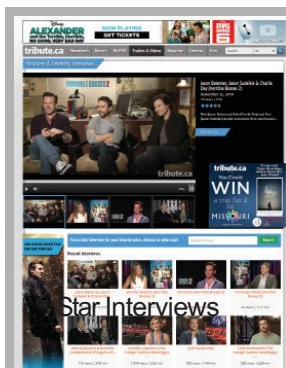
led by Showtimes.com with 3 million unique users in the USA and tribute.ca with reach of over 1 million unique users, and further supported by city, regional, national, fan and entertainment sites delivering an additional 1 million unique users monthly. Source Google Analytics 2023

### 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



Showtimes

Movie Trailers

Top 20

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**



## Standard ad Units Include:

Leaderboard 728x90, 970x250

Skyscraper 160x600

Big Box 300x250, 300x600

Mobile Interstitial 480x320

Contest button

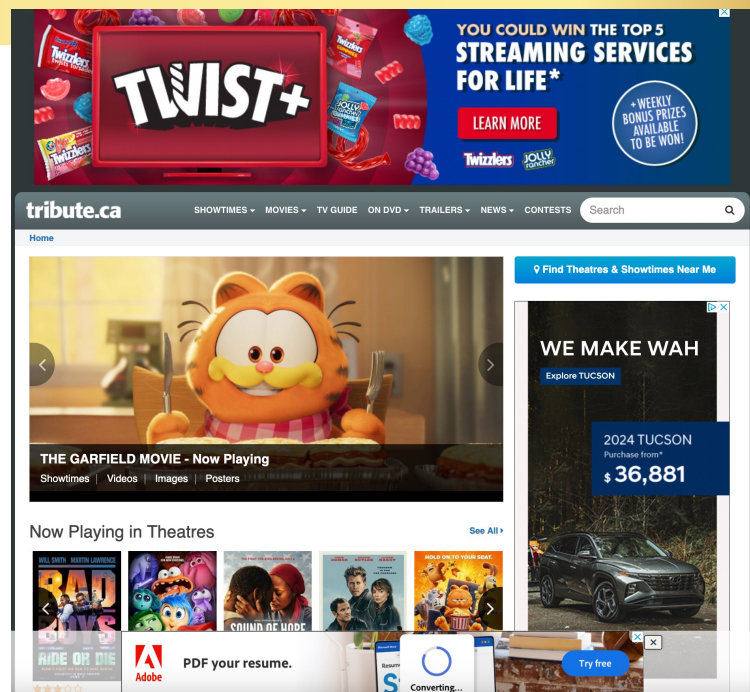
## Video

Pre Roll

**Skins (per day)**

Homepage skin/ Showtimes skin

Showtimes - skin and ads (roadblock)



## Targeting Options

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

## Campaign Delivery

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

## Guidelines

IAB advertising standards and ad unit sizes.

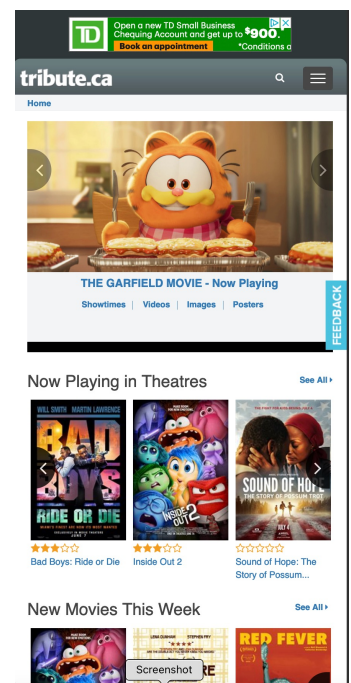
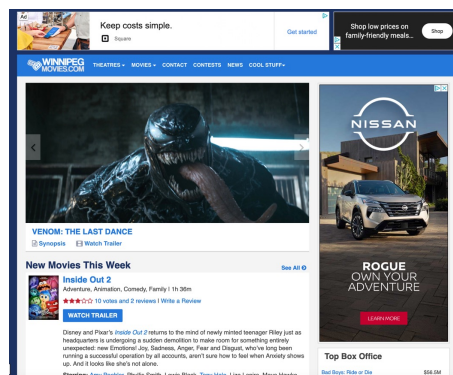
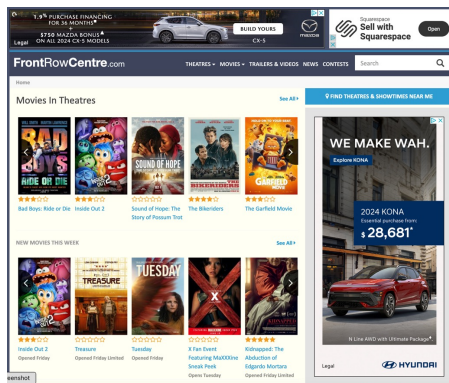
Additional elements such as sound, games or Rich Media are available on request.

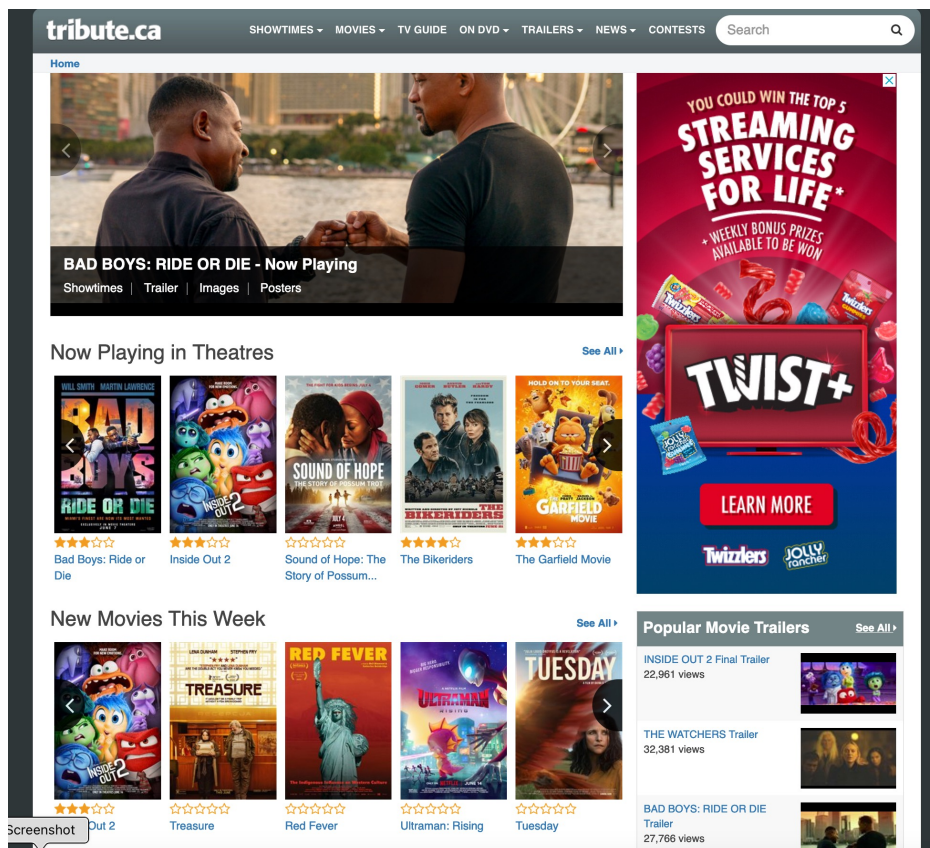
For a complete list of guidelines, terms and conditions, contact your Tribute representative.

Discounts available for frequency, continuity, and dollar volume

## Premiums

Custom frequency capping, rich media, roadblocks or expandables





### Tribute Moviemail

The Tribute Moviemail 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 Moviemail 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.



[Advertising@tribute.ca](mailto:Advertising@tribute.ca) • [Sales@tribute.ca](mailto:Sales@tribute.ca)





## 2024 and Beyond Movie Events/Opportunities

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

# REACH OUT TODAY!

[advertising@tribute.ca](mailto:advertising@tribute.ca)



Tribute Entertainment Media Group

Tel: 416-445-0544  
[advertising@tribute.ca](mailto:advertising@tribute.ca)  
[sales@tribute.ca](mailto:sales@tribute.ca)  
[www.tribute.ca](http://www.tribute.ca)