

CELEBRATING 10 YEARS

planet infocus

international environmental film & video festival

2009 Advertising Package

Who We Are

Planet in Focus produces Canada's largest international environmental film and video festival and is a global leader in environmental awareness and education. We showcase and promote environmentally themed films/videos by Canadian and international filmmakers and act as a catalyst for broad public awareness, discussion and appropriate action on the ecological and social health of the planet. Distinctively positioned at the crossroads of the global environmental and cultural sectors we use creative, visual storytelling to connect the public to the issues in an entertaining and informative manner.

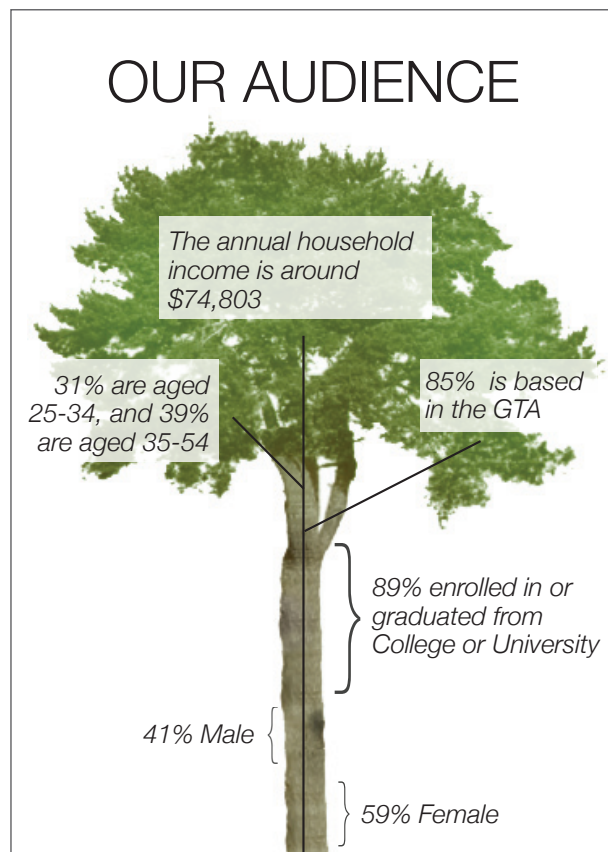
About our 2009 Festival

In 2009 *Planet in Focus* celebrates **10 years** of positively affecting the minds and actions of audiences, championing the global growth of environmental cinema, celebrating the stellar achievements of environmental heroes and demonstrating leadership in the realm of environmental film festivals!

- 10th anniversary festival, October 21-25, 2009
- 100 environmentally themed films and videos in all genres from over 40 countries around the world
- Locations include the Royal Ontario Museum, Royal Cinema, Bloor Cinema, Innis Town Hall, Gardiner Museum, Bata Shoe Museum
- 2009 Festival Spotlight: Flash Forward to a 20/20 Vision - films, panels and discussions will address the insights, technologies and practices that will offer real and effective change over the next decade and beyond
- Estimated 2009 Media Impressions: 15 million
- Projected attendance for 2009: 10,000

3 Great Reasons to Advertise with *Planet in Focus*

- **Targeted and Influential Demographics** – Our patrons are savvy, sophisticated and discerning consumers whose buying decisions are based on **quality, craftsmanship** and **ethics**.
- **Growing Audiences** – We see a growth in audiences of about 30% each year which is a direct result of the widespread and increasing public demand for environmental education.
- **Premium Ad Placement** – Planet in Focus works very hard to ensure that our advertisers receive quality promotion. PIF works exclusively with high quality, recycled FSC grade paper and looks for alternative ecologically conscious print and ink materials to produce all festival promotional materials.



Specialty Youth Programs

Planet in Focus offers a wide collection of programs geared specifically toward a youth market including School Program, Children's Program, Youth Camera Action

- Youth between the ages of 4 – 18
- Regional district school boards (private, public, religious and alternative)
- Community Groups

Where to Advertise with Planet in Focus?

1) The Festival Program Book

With a complete list of films, screening times, venues and ticketing information, the Festival Program is the essential tool of the 2009 festival. The Festival Program will be distributed to national and international media, festival sponsors, audiences and filmmakers. Program Book circulation: 5,000 Readership: 7,500

Advertising requirements: ALL SPECS ARE WIDTH BY HEIGHT. Artwork should be scaled to the exact ad space size. Acceptable formats include jpeg, tiff and eps. files. Advertisers are encouraged to design an ad congratulating Planet in Focus on its 10th Anniversary Festival.

DEADLINE: FRIDAY SEPTEMBER 4TH, 2009

2) On Screen Advertising

With targeted audiences watching a clutter free environment, promotional spots and slide advertising has proven to be a very effective means of engagement. Tests have shown that unaided recall of slide ads is 4 times greater than newspapers and 3 times greater than television. Simply put, they dramatically raise consumer awareness of your business like no other medium.

a) On Screen Slides

On-Screen Slides screen before every screening at the annual festival. The spot last for 15 seconds and audiences are likely to see the slide at least twice before each screening. For maximum exposure, purchase a print ad. (Min. ¼ Page purchase) and we will offer 35% off an on-screen slide. Onscreen Slides Impressions: 20,000 (direct audiences)

(Black & White) 8 x 10 PDF - \$2500 (Not animated)

(Colour) 8 x 10 PDF - \$3000 (Not Animated)

DEADLINE: TBA

b) On-Screen Promos and Commercials (15 second spots)

Our on screen advertising will screen before the films at the annual festival. Onscreen Slides Impressions: 20,000 (direct audiences) Please contact us to inquire about rates.

Bundles


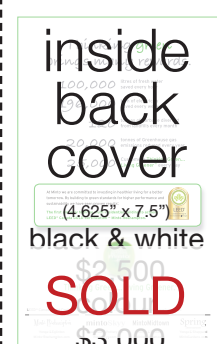
Receive 25% discount with any two media buys

Contact:

To Book ad spaces or inquire about rates and specifications, please call Myan Marcen-Gaudaur at 416-531-1769 or email myan@planetinfoocus.org

Program Advertising Rates:

 <p>full page black & white (4.625" x 7.5") \$1,000</p>	 <p>half page black & white (vertical 4.625" x 3.681" or horizontal 2.243" x 7.5") \$625</p>
--	---

 <p>quarter page black & white (2.243" x 3.681") \$450</p>	 <p>inside back cover black & white (4.625" x 7.5") \$3,000</p>
--	---

 <p>inside front cover full colour (4.625" x 7.5") \$2,500</p>	 <p>outside back cover full colour (4.625" x 7.5") \$3,000</p>
---	---