TORONTO reel asian INTERNATIONAL FILM FESTIVAL

2016 Advertising Rates

Founded in 1997, the Toronto Reel Asian International Film Festival is Canada's largest pan-Asian film festival showcasing films by East, Southeast, and South Asian artists from Canada, US and around the world. For two decades, Reel Asian has successfully established its brand as a cultural charitable organization that advocates for Asian representation through media arts. In 2016, Reel Asian celebrates its 20th anniversary with bigger venues, increased PR, more film premieres and higher profile guests.

Reel Asian will take place on November 8-19, 2016 in Toronto, North York and Richmond Hill. With a projected festival audience attendance of 12,000 and year-round attendance of 13,000, by advertising in Reel Asian's marketing materials, your company will reach a targeted, ethnically diverse and engaged audience at Reel Asian.

"64% of Chinese and 69% of South Asian Canadians believe that ads help them keep up-to-date with new products, compared to 44% of the general population." - IPG Mediabrands Research 2016

Program Guide

The full colour festival program guide allows you to promote your brand, programs or products to a Pan-Asian, affluent and sophisticated audience. Prior to the festival, the program guides will debut at our annual festival Press Launch in October and are delivered to festival sponsors, community partners, and members. Throughout the festival, the program guides are displayed at all screening and event venues in downtown Toronto, North York and Richmond Hill – in total, 3500 copies are distributed. After the festival, a PDF version of the program guide is available for download on the Reel Asian website. A full colour advertisement in the Reel Asian program guide guarantees maximum and consistent exposure for your brand.

Program Guide Ad Sizes

Quarter Page: 3.5"W x 4.5"H

Half Page horizontal: 7.25"W x 4.5"H

Half Page vertical: 3.5"W x 9.25"H

Full Page: With Bleed: 8.25"W x 10.25"H
No Bleed: 7.25"W x 9.25"H

Program Guide Ad Prices

Full Page / Full Colour	$1800
Half Page / Full Colour	$1000
Quarter Page / Full Colour	$600

Program Guide Ad Dates

Booking Deadline	August 26, 2016
Material Deadline	September 2, 2016
Publication Date	October 11, 2016

Program Guide Ad File

File Format	PDF / 300 dpi

To book your ad, please click here to complete the electronic form.

For more information about advertising opportunities,
please contact Betty Xie at **416-703-9333** or **betty@reelasian.com**

401 Richmond Street W, Suite 376
Toronto ON M5V 3A8

www.reelasian.com
#REELASIAN20

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Reel Asian Audience Demographics

AGE	
Under 18	6%
18 - 34	52%
35 - 49	20%
50+	22%

RESIDENCE	
GTA	96%
Outside GTA	2%
Outside Ontario	1%
Outside Canada	1%

HOUSEHOLD INCOME	
< $20k	16%
$20k - 49k	29%
$50k - 99k	28%
> $100k	27%

ETHNIC BACKGROUND	
Asian	75%
Non-Asian	25%

REACH	
Program Guide	3500 copies
Website	170,000+ views (annual)
Slideshow	AGO Jackman Hall Aga Khan Museum Isabel Bader Theatre Japanese Canadian Cultural Centre Richmond Hill Centre for the Performing Arts TIFF Bell Lightbox

Festival Slideshow Ad

Played on loop before festival screenings inside the cinema, the festival slideshow allows you to target a focused audience before the movie begins. You will have the opportunity to target specific a demographic depending on the film selection and choose from screenings taking place in downtown Toronto, North York and Richmond Hill. Venues include TIFF Bell Lightbox, Isabel Bader Theatre, AGO Jackman Hall, Aga Khan Museum, the Japanese Canadian Cultural Centre and the Richmond Hill Centre for Performing Arts.

Slideshow Ad Price	$2000 per screening
File Format	PNG or JPEG / 72 dpi

1920 x 1080 pixels

Website Ads

The Reel Asian website provides different digital marketing opportunities for your brand, with over 65,000 unique views during the month of November. To request a quote, please contact Betty Xie at **betty@reelasian.com**. The ad rate will vary depending on the time of the year and placement on the website.

945 x 300 pixels

300 x 300 pixels

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