

The Callsheet

Growing the African Film Industry

2010 MEDIA PACK

The Callsheet Newspaper

The Callsheet is the most widely read trade publication for the South African film industry, which covers the commercials, features, new media, television, and corporate videos markets.

The film industry

While there is no comprehensive research of the film industry in South Africa as a whole, recent research suggests that the industry is worth R2.65 billion in the Western Cape, R1.2 billion in Gauteng, and R236 million in KwaZulu Natal.

Distribution

The Callsheet is distributed nationally to an average of 8 500 film industry role players each month, including clients, advertising agencies, production companies, suppliers, industry associations, related government departments and key media.

We distribute extra copies at various industry events, such as Boards Summit, Cannes Film, Cannes Lions, Design Indaba, Mediatech, MIPCOM, Out in Africa, People to People International Documentary Conference, The Imbongi Awards, The American Film Market, The Durban International Film Festival, The Loerie Awards, The Photo and Film Expo, Tri Continental Film Festival, Wild Talk Africa and BidAir's Premiere Lounges at all South African international and domestic airports.

BEE Rating

The Callsheet was the first film industry trade publication to bring on BEE partners. As a level 4 contributor, 100% of what you spend with The Callsheet can be counted as BEE spend.

Green friendly

The Callsheet is printed by CTP Printers, which has engaged Global Carbon Exchange as their partner in establishing their carbon footprint. In addition, CTP has received The Forest Stewardship Council Chain of Custody certification. The newspaper is printed on wood-free paper, which is sourced from sustainably managed forests, and uses vegetable oil-based, environmentally-friendly inks conforming to the highest European standards. Film Event Publishing has set up recycling systems in both offices and has committed to educating the film and events industries about environmental best practice.

Online presence

The Callsheet launched its website in October 2009 and aims to become the most widely used portal for information about the African film industry. In addition to the website, The Callsheet publishes a daily production information sheet during season, bringing producers up-to-date weather forecasts, traffic closures, and exchange rates, among other things. The Callsheet is also on Twitter and Facebook.

Film and Event Publishing

The Callsheet is part of Film and Event Publishing, the hub that also produces The Filmmakers Guide to South Africa, an Imbongi Award finalist in 2009, and The Event Newspaper, an award-winning trade publication for the South African events industry.

Media Partnerships:



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2010 DEADLINES & ADVERTISING FEATURES

MONTH:	FEATURE:	DISTRIBUTION:	BOOKING:	MATERIAL:	PRINT:
February	Valentines Day		03 February	05 February	12 February
March	Miptv / Mipdoc		03 March	05 March	12 March
April	Cannes Film	Cannes Film	07 April	09 April	16 April
May	Cannes Lions	Cannes Lions	05 May	07 May	14 May
June			02 June	04 June	11 June
July	Durban Film Festival	Durban Film Festival	30 June	02 July	09 July
August			04 August	06 August	13 August
September	The Loeries	The Loeries	01 September	03 September	10 September
October	Mipcom	Mipcom Boards Summit	29 September	01 October	08 October
November	Start of season issue	AFM	27 October	29 October	05 November
Dec/January	Bumper end of year issue		24 November	26 November	03 December

TECHNICAL SPECS

Print Process:

Lithographic offset. Roland MAN 8 col perfecter. Sappi 90gsm CARTMOGE white paper.

Artwork:

Material must be supplied via email or disk. Resolution must be 300dpi and colour in CMYK. Format options are JPG, TIFF or PDF. In PDFs, please ensure that the fonts are embedded or that text is converted to paths.

Colour:

Please note that due to newspaper print processes, slight colour variances of between five and ten percent may occur, for which we cannot be held responsible.

Design:

If you require your advert designed for you, we offer quotes on request.

ADVERTISING:

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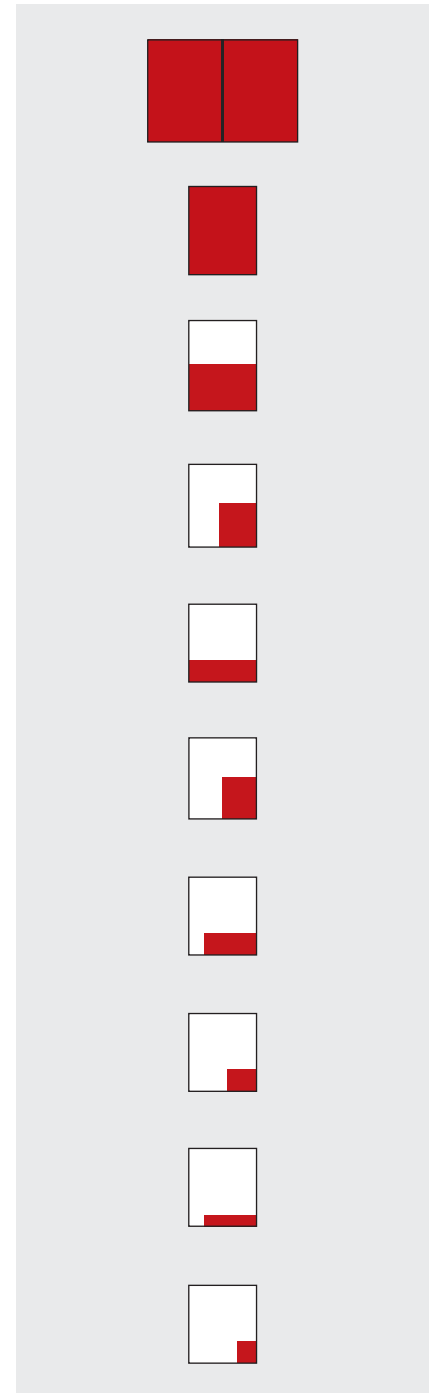
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2010 RATE CARD

Double page:	38 cm high x 52 cm wide
Full page:	38 cm high x 26 cm wide
Half page:	20cm high x 26cm wide
1/4page A5: 20x4 columns	20cm high x 14.4cm wide
1/4 page horizontal 10x7 columns	10cm high x 26cm wide
20x3 columns	20cm high x 10.8cm wide
10x5 columns	10cm high x 18cm wide
10x3 columns	10cm high x 10.8cm wide
5x5 columns	5cm high x 18cm wide
10x2 columns	10cm high x 7.2cm wide



5x5 Banners available for 12 months bookings only.

Agencies: Please note all prices exclude agency commission.



EXEMPT HEREBY CERTIFIES THAT

The Callsheet Newspaper
2003/083358/23

QUALIFIES AS AN **EXEMPT** MICRO ENTERPRISE AND AS SUCH IS A:

LEVEL 4 _____ BEE CONTRIBUTOR

BEE STATUS: **LEVEL 4**

BLACK OWNERSHIP: **0 %**

BEE RECOGNITION: **100 %**

BEE CATEGORY: **QSE/EME**

(100% OF WHAT YOUR COMPANY SPENDS WITH THIS COMPANY CAN BE COUNTED AS BEE SPEND)

19/11/2009

ISSUE DATE

DIRECTOR OF VALIDITY

18/11/2010

EXPIRY DATE

INDEPENDANCE COMMITTEE

EXEMPT CERTIFICATES ARE ISSUED IN ACCORDANCE WITH THE BEE CODES OF GOOD PRACTICE 9 FEBRUARY 2007. COMPANIES HAVE TO SIGN AN AFFIDAVIT ALONG WITH THEIR ACCOUNTING OFFICER AND A COMMISSIONER OF OATHS DECLARING THEIR TURNOVER IN ORDER TO QUALIFY AS AN EXEMPT MICRO ENTERPRISE. EXEMPT RETAINS THESE AFFIDAVITS AND ISSUE EXEMPT CERTIFICATES IN THEIR PLACE WHICH ARE ACCEPTABLE BY ALL BEE VERIFICATION AGENCIES. TO AUTHENTICATE THIS CERTIFICATE LOGIN TO WWW.EXEMPT.CO.ZA TO DOWNLOAD SUPPORTING DOCUMENTATION.