

The Callsheet

Growing the African Film Industry

2011 MEDIA PACK

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.

THE CALLSHEET NEWSPAPER Founded by Lance Gibbons in 2003, *The Callsheet* is an award-winning monthly trade publication for the South African film industry, which covers the commercials, features, stills, television, new media, and corporate videos markets.

INDUSTRY LEADERS *The Callsheet* is the most read monthly film industry publication in South Africa. Film & Event Publishing, *The Callsheet* and *The Filmmakers Guide to South Africa's* umbrella company, won the Imbongi Award in 2010 for Marketing Cape Town and the Western Cape's film industry.

ONLINE PIONEERS Our website, www.thecallsheet.co.za, attracts roughly 4 500 visits and 10 000 pageviews a month from 154 countries as a fully interactive, multi-media portal to the African film industry. We also have LinkedIn, Twitter and Facebook communities and a monthly e-newsletter which is sent to over 9 000 readers.

DISTRIBUTION In 2010, *The Callsheet* was distributed nationally to an average of 8 200 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 Cannes Film, Cannes Lions, Design Indaba, Durban FilmMart, Encounters, Mediatech, Out in Africa, People to People International Documentary Conference, The American Film Market, The Durban International Film Festival, The Imbongi Awards, The Loerie Awards, The Photo and Film Expo, Tri Continental Film Festival, and Wild Talk Africa.

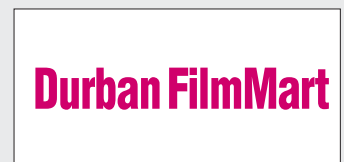
We also distribute at the BidAir Premier Lounges at all South African international and domestic airports, and on sets via Woshbox Mobile Toilets.

BEE RATING 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 our office and has committed to educating the film and events industries about environmental best practice.

Media Partnerships:



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DEADLINES AND SPECIAL DISTRIBUTION 2011

MONTH	FEATURE / EXTRA DISTRIBUTION	BOOKING	MATERIAL	PRINT
February	Design Indaba Top students	2 Feb	4 Feb	11 Feb
March	Wild Talk Cape Winelands Imbongi Awards	2 March	4 March	11 March
April	Cannes Film TV Show Africa	6 April	8 April	15 April
May	Cannes Lions Markex Johannesburg	4 May	6 May	13 May
June	MediaTech Durban FilmMart Durban International Film Festival	1 June	3 June	10 June
July	Markex Cape Town Encounters	29 June	1 July	8 July
August	New technology Tri Continental People to People	3 Aug	5 Aug	12 Aug
September	The Loeries Out in Africa	31 Aug	2 Sept	9 Sept
October	AFM Photo and Film Expo Locations showcase	28 Sept	30 Sept	7 Oct
November	Cameras showcase	26 Oct	28 Oct	4 Nov
December	Bumper end of year issue Hospitality showcase	23 Nov	25 Nov	1 Dec

TECHNICAL SPECS

PRINT PROCESS Lithographic offset printing. 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. Please submit colour proofs to assist colour accuracy.

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

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2011 PRINT RATE CARD **All prices exclude agency commission.**

Double page spread:	380mm high x 544mm wide	
Full page:	380mm high x 260mm wide	
Half page: 200 x 5	200mm high x 260mm wide	
1/4page A5: 200 x 3 columns	200mm high x 154mm wide	
1/4 page horizontal 100 x 5 columns	100mm high x 260mm wide	
200 x 2 columns	200mm high x 101mm wide	
97 x 3 columns	97mm high x 154mm wide	
97 x 2 columns	97mm high x 101mm wide	

LOADINGS

Loadings: +75% (front page) +50% (back page) +10% Special placement

ADDED VALUE

All advertisers in the print newspaper receive a free online listing in the directory on www.thecallsheet.co.za, valued at R450. (Valid for one year)

You can now also load your press releases, jobs and opportunities, and industry events at www.thecallsheet.co.za for instant online exposure. (For FREE)