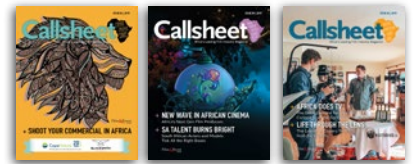


FILM INDUSTRY PLATFORMS

MEDIA
PACK
2020

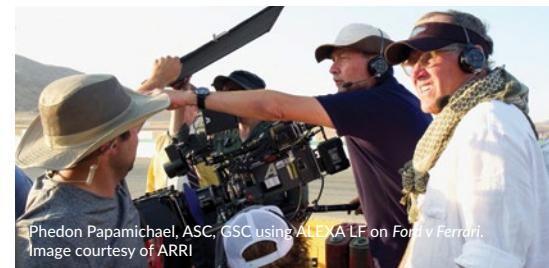


Founded in 2003, the *Callsheet Africa* is the leading film industry magazine. It is an award-winning, bi-monthly trade publication which covers the commercials, feature films, stills, television, and digital markets. The *Callsheet Africa* is a resource for local and international industry players.

The *Callsheet Africa* is distributed to members of the film, TV and commercial sectors, including executives, advertising agencies, production companies, suppliers, associations and bodies, government departments and delegates at local and international festivals including Cannes Film, Cannes Lions, Annecy International Animation Festival, Cape Town International Animation Festival, DISCOP, The Loeries, American Film Market, Durban FilmMart, MIPCOM, and many more.

PRINT: 2 500
ONLINE: Over 18 000 reached
through our extensive network.

PRIME POSTIONS			
Front Cover + 1 Page Editorial	203mm wide x 276mm high	R27 500 + VAT	
Inside Front Cover Advert	203mm wide x 276mm high	R18 100 + VAT	
Inside Back Cover Advert	203mm wide x 276mm high	R18 100 + VAT	
Outside Back Cover Advert	203mm wide x 276mm high	R18 100 + VAT	
STANDARD POSITIONS			
Double Page Spread Advert	406mm wide x 276mm high	R24 500 + VAT	
Full Page Advert	203mm wide x 276mm high	R15 500 + VAT	
1/2 Page Advert	203mm wide x 136mm high	R9 100 + VAT	
1/4 Page Advert	203mm wide x 72mm high	R6 500 + VAT	
Block Profile	55,7mm wide x 119mm high	R2 500 + VAT	
Full Page Profile – Company / Location / Studio / Creative / Tech	203mm wide x 276mm high	R9 950 + VAT	
Full Page Editorial	600 words, 1-2 images	R15 500 + VAT	
Feature Special – 1/3 Page	203mm wide x 91mm high	R6 545 + VAT	



CALLSHEET AFRICA DISCOUNTS Multiple Insertions

-
- 2 insertions: 5% discount
- 4 insertions: 10% discount
- 6 insertions: 15% discount

PLEASE ENSURE ARTWORK COMPLIES WITH THE 'BIG FIVE' LIST. UPLOAD FILES VIA WWW.WETRANSFER.COM

1. **Colour Setup:** CMYK only
2. **File Type & Resolution:** High Resolution PDF (images used should be at least 300dpi at actual size)
3. **Size:** Please ensure your artwork is the correct size.
4. **Bleed:** 5mm bleed all round and offset cropmarks by 5mm.
5. **Type Safe area:** Text and logos must be at least 10mm from the trim edge.

All prices quoted exclude VAT and Ad Agency Commission. All advertising books receive a free directory listing and profile on our website.

Contact **Jennifer Diane** at jennifer@filmeventmedia.co.za
Visit www.thecallsheet.co.za or call us on +27 (0)21 674 0646

FILM INDUSTRY PLATFORMS

MEDIA
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2020



fmq the Filmmaker's Guide to Africa 2020

PRINT: 2 500
DIGITAL FLASH DRIVES: 500
ONLINE: Over 20 600 reached through our extensive network.

The *Filmmaker's Guide to Africa* is the leading film industry marketing resource and information guide. It makes a strong financial and strategic case for shooting in Africa by promoting production and creative resources and detailing infrastructure, regional features, incentives, locations, rebates, and subsidies – all beautifully displayed in an easy-to-use book.

FMG is distributed to key international and local production companies, ad agencies, studio executives. It is also distributed at government offices worldwide and in South Africa, at airport executive lounges, to key film industry venues including hotels, to rental companies, film commissions, and at Film & Event Media exclusive networking events.

Media partners include:

- Cannes Film
- Cannes Lions
- The Loeries
- MIPCOM
- Durban International Film Festival / Durban FilmMart
- DISCOP
- LA Consulate
- American Film Market
- IBC
- Mediatech



Kilimanjaro, a co-production serviced by Two Oceans Productions ©Ariane Krampe Filmproduktion GmbH, ARD Deneto Film: Two Oceans Productions (Pty), Unit Still Photography by Anika Molinar | African Photo Productions

PRIME POSTIONS			
Own Creative / Advert	Inside Front Cover - Double Page Spread	R46 500.00	
Own Creative / Advert	Outside Back Cover	R42 500.00	
Own Creative / Advert	Inside Front Cover - Single Page	R32 500.00	
Own Creative / Advert	Inside Back Cover - Single Page	R32 500.00	
Own Creative / Advert	Front Intro Section - Single Page	R29 500.00	
STANDARD ADVERTS			
Own Creative / Advert	Double Page Spread Advert	R47 500.00	
Own Creative / Advert	Single Page Advert	R29 500.00	
Own Creative / Advert	Strip Advert	R11 500.00	
PROFILES - TEMPLATE PROVIDED			
Template Driven	Double Page Spread - Location Profile	R35 500.00	
Template Driven	Single Page - Studio Location Profile, Production Company Profile, Specialist Services Profile, Creative Profile	R17 500.00	
Template Driven	1/3 Page - Studio Location Profile, Production Company Profile, Specialist Services Profile, Creative Profile	R10 500.00	
Template Driven	Block Profile	R7 500.00	

All prices quoted exclude VAT and Ad Agency Commission. All advertising books receive a free directory listing and profile on our website. Distribution subject to change.

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FILM INDUSTRY PLATFORMS

MEDIA
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2020

Callsheet

Africa's Leading Film Industry Magazine

NEWSLETTER

Banner Advert

R 5 500

800 pixels wide
RGB colour
JPG/PNG/GIF format
*Please specify required link



Newsletter Sponsored Content

R 3 500

300-800 words with
link(s) of choice
*Please specify required link



SOCIAL MEDIA

Basic Boost

FROM R 200

Reaches between 500-2500
people per day for 7 days
Post of your choice (web
article, image, text post, etc.)
*Please specify required collateral
and chosen platform (Facebook,
Twitter or Instagram)



Added Boost

FROM R 400

Reaches between 1000-5000
people per day for 7 days
Post of your choice (web
article, image, text post, etc.)
*Please specify required collateral
and chosen platform (Facebook,
Twitter or Instagram)



WEBSITE

Banner Advert

R 5 800

415 x 200 pixels
RGB colour
JPG/PNG/GIF format
*Please specify required link



Right Hand Block Advert

R 4 000

300 x 300 pixels
RGB colour
JPG/PNG/GIF format
*Please specify required link



WEBSITE COMBOS

OPTION 1 – R7 500

Includes:

- Third-Page Profile in Specified Issue
- Company Profile on Website
- Directory Listing on Website
- Directory Listing in Print/Ebook
- Link to Website
- Shared on social media

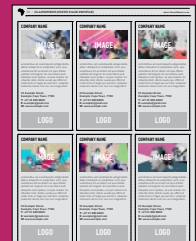


*Price per year

OPTION 2 – R6 500

Includes:

- Block Profile in Specified Issue
- Company Profile on Website
- Directory Listing on Website
- Directory Listing in Print/Ebook
- Link to Website
- Shared on social media



*Price per year

OPTION 3 – R4 500

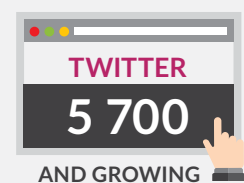
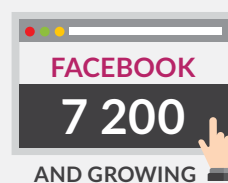
Includes:

- Company Profile on Website
- Directory Listing on Website
- Directory Listing in Print/Ebook
- Link to Website
- Shared on social media



*Price per year

DIGITAL FACTS



All prices quoted exclude VAT and Ad Agency Commission.

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