



# GIMLI FILM FESTIVAL 2019 ADVERTISING PACKAGE

## OPPORTUNITIES AT THE FESTIVAL (JULY 24 - 28)

**Commercial played  
before all indoor  
screenings**

**\$15,000**

30-45 second commercial played before every screening at all 4 indoor venues. 2018 indoor attendance: 5,174

**Commercial played  
before all screenings at  
the Gimli Theatre**

**\$7,000**

30-45 second commercial played before every screening at the Gimli Theatre. 2018 attendance: 2,163

**Commercial played  
before all screenings at the  
Lady of the Lake Theatre,  
Aspire Theatre  
or Lutheran Theatre**

**\$4,000**

30-45 second commercial played before every screening at one of the above theatres. 2018 attendance:  
Lady of the Lake Theatre - 1,055  
Aspire Theatre - 1,146  
Lutheran Theatre - 1,000

**Large Banner hung in  
high traffic area**

**\$5,000**

Banner hung at prominent site during event. 2018: Festival attendance - 12,470

## DIGITAL ADVERTISING:

**GFF Website  
Leaderboard Ad**

**May 2019 - \$500**

**June 2019 - \$500**

**July 2019 - \$1,000**

Clickable ad will rotate at the bottom of the GFF Website. Ad is visible on all pages. (July 2018: 61,703 page views & 47,867 unique page views)

**GFF Website  
Skyscraper Ad**

**May 2019 - \$300**

**June 2019 - \$400**

**July 2019 - \$500**

Clickable ad will rotate at the side on a specific page on the GFF Website.

(July 2018: 61,703 page views & 47,867 unique page views)

## GFF FESTIVAL PROGRAM ADVERTISING:

Be featured in the GFF Festival Program, the official guide for the Festival. Copies are given to all pass holders, sponsors, volunteers and special guests and 1,000 printed. An electronic version is available for download on the GFF website.

**Festival  
Program**

**Full Page Colour Ad**

**\$600**

8.75" HIGH X 5.75" WIDE (WITH BLEED)

8.5" HIGH X 5.5" WIDE (TRIM)

**Festival  
Program**

**Half Page Colour Ad**

**\$400**

3.75" HIGH X 5" WIDE, NO BLEED

**Festival  
Program**

**Quarter Page  
Colour Ad**

**\$250**

3.75" HIGH X 2.375" WIDE, NO BLEED

## FOR MORE INFO & PURCHASING:

Cleo Curtis, Communications & Logistics Manager at [media@gimlifilm.com](mailto:media@gimlifilm.com)  
[gimlifilm.com](http://gimlifilm.com) | [@gimlifilm](https://www.instagram.com/gimlifilm) | 204-642-7790



# GIMLI FILM FESTIVAL

## AUDIENCE DEMOGRAPHICS

### 2019 FESTIVAL ATTENDANCE:

Total attendance for five-day Festival:  
**12,470 filmgoers**  
- Record high!

Indoor film attendance:  
**5,174 - Record high!**  
+14% over 2017  
(4,510 in 2017)

Saturday Night Beach Screening:  
*Stand by Me* - 1,750  
**Total Beach attendance: 4,884**

### LOCATION:

**65%**  
Winnipeg

**21%**  
Gimli

**8%**  
Rural  
(outside of Gimli)

**6%**  
Outside of Manitoba

### GENDER:

**71%**  
Women

**28%**  
Men

**1%**  
Identified as non-binary or did not disclose

### AGE:

**21%**  
18 - 34 years

**56%**  
35 - 64 years

**23%**  
65 years +

### EDUCATION:

**60%**  
Graduated post-secondary with a bachelor degree

**12%**  
Graduated post-secondary with a masters degree

**4.5%**  
Graduated post-secondary with a PhD

### ANNUAL INCOME:

**10%**  
Above \$100,000

**12%**  
\$76,000 - \$100,000

**15%**  
\$51,000 - \$75,000

**15%**  
\$36,000 - \$50,000

### GFF AUDIENCE ENGAGEMENT:

#### Social Media:

**Facebook:** 3,449 (+14% from 2017) Facebook page reach was 27,010 impressions with 8,629 post engagements

**Twitter:** 2,486 (+5% from 2017) Twitter page reach was 50,400 impressions with 1,821 profile visits and 141 mentions.

**Instagram:** 2,144 (+23% from 2017)  
\*Over 1,000 profile visits during the week of the Festival

#### GFF's Website:

GFF's website had 61,703 page views in July 2018 with 47,867 unique page views.

GFF's website page views increased by 44% over 2017 (61,704 in 2018 vs. 41,097 in 2017)

**GFF's App: 1,281 App users**

#### GFF in the news:

GFF was featured in 30 news stories in print, radio and online outlets (local and national)

- **24%** of GFF's audience learned about the Festival through social media
- **28%** of GFF's audience heard about the Festival through word-of-mouth
- **62%** of GFF's audience are long-time Festival goers