

ADVERTISING & MEDIA KIT 2011



Mardi Gras Film Festival

FEB 17 - MAR 3 / 2011

SALES CONTACTS

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WHO IS QUEER SCREEN?

Queer Screen is one of Australia's largest and most respected LGBT cultural organisations, responsible for producing two of the world's biggest annual Queer film festivals.

The centrepiece event is the **Mardi Gras Film Festival (MGFF)**, which over 3 weeks attracts an audience of 20,000.

The **QueerDoc (QDOC)** festival takes place in Sydney's inner west, it is the foremost queer documentary festival in the world and in 2009 sold 2,500 tickets over 10 days.

There is also a national program of regional touring that covers Canberra, Hobart, Adelaide, Brisbane, Darwin, Byron Bay and Katoomba. Plus the gala My Queer Career Awards for Australian filmmakers, attended by over 1000 people.



Sexy Thing, wr/dir Denie Pentecost



Look Sharp, wr/dir Amy Gebhardt

WHO ARE OUR AUDIENCE?

Our audience is amongst the most affluent of the Gay and Lesbian community. They are both loyal and discerning, often attending more than five screenings each festival. **Queer Screen** has over 500 fully paid members, and an email subscriber base of over 5,500.

The facts about our audience;

- ☞ **80%** Said they feel more welcome at a store or business that has sponsored or advertised with Queer Screen, and **75%** said they would be more likely to buy their products
- ☞ **30%** Earn between \$70K - \$90K and **25%** between \$90 - \$150K
- ☞ **60%** Own their own home and own their own car
- ☞ **28%** Are in a longterm (5 or more years) relationship
- ☞ **80%** Are university educated and **60%** work full time
- ☞ **42%** Eat out more than twice a week and **40%** work out at a gym
- ☞ **53%** Attend theatre/opera/ballet & galleries regularly

Our audience survey results show, that the **Queer Screen** audience would prefer to spend their time and money with a business or company that supports **Queer Screen**.

WHAT IS THE OPPORTUNITY?

Queer Screen have unique cinema and electronic advertising opportunities available.

A TVC or a static screen slide, which screens before every film during the festival, provides you with a dedicated audience whose attention is on one thing - **THE SCREEN** - which for your brand or business is the best advertising space money can buy.

YOU ARE IN GREAT COMPANY!

Some of our previous sponsors and advertisers with Queer Screen include;



JCDecaux



*Mardi Gras Film Festival Opening Night,
Angel Place City Recital Hall*



CITY OF SYDNEY



AMNESTY INTERNATIONAL



SPONSORSHIP OPPORTUNITIES

Queer Screen provide unique, tailored packages for our sponsors and partners.

Sponsorship packages start from \$5,000, with a range of sponsorship levels available providing increased exposure.

If your company is interested in being associated with one of the biggest and longest running LGBT film organisations in the world, we would love to discuss the many possibilities available.

Queer Screen also have print advertising space for sale, in the **Mardi Gras Film Festival** and **QueerDoc** printed program guide. Our media partner Sydney Star Observer sales manager Scott McKeown can be contacted on 02 8030 5531.

ADVERTISE WITH QUEER SCREEN

CINEMA ADVERTISING

Have your TVC or your screen slide play to a full cinema for the best price on the market. Each TVC and slide plays before every film screening, for the duration of the festival.

That's over 80 film events before an audience of 300-500 people for **Mardi Gras Film Festival (MGFF)** and 15 film events before 200 attendees for **QueerDoc (QDOC)**; and if you purchase an ad package including touring programs, your ad will play approx 130 events. With a screen slide, on rotation, this could be up to 780 exposures. **THIS IS AN UNBEATABLE ADVERTISING OPPORTUNITY.**

SCREEN SLIDE

ON ROTATION BEFORE EACH FILM (4 - 6 PLAYS)

MGFF \$1,500 plus GST

TVC - 30 SECONDS

SCREENS ONCE BEFORE EACH FILM

MGFF \$3,000 plus GST

TVC - 15 SECONDS

MGFF \$2,000 plus GST



DON'T HAVE A TVC OR SCREEN SLIDE ?
Queer Screen is a screen organisation that can assist with concept, design and production of slides or TVC's. Easily! It's what we specialise in. Just talk to Dan or Leigh, and we can create an affordable production and advertising sales package for you. Our designer can create a dynamic screen slide for you for as little as \$500.

ADVERTISE WITH QUEER SCREEN

WEBSITE ADVERTISING

The **Queer Screen** website receives approx 600,000 annual page views. Your banner ad will be one of only four advertisements on rotation at any one time, viewable from every site page.

HEADER BANNER

One month	\$1,000 plus GST
Three months	\$2,500 plus GST

SIDE BAR

One month	\$ 900 plus GST
Three months	\$2,200 plus GST



EMAIL ADVERTISING

Queer Screen has approx 5,500 email newsletter subscribers who we communicate with monthly, with increased regularity in lead up to festival time. We offer you advertising space within our newsletter, and provide you with reports on the success of the campaign. Let us communicate for you, through a direct email marketing campaign to our audience and subscribers.

PRICE INCLUDES 100 WORDS, SMALL LOGO OR IMAGE AND URL EMBEDDED IN EDM.

One month	\$ 750 plus GST
Three months	\$2,000 plus GST

TECHNICAL SPECIFICATIONS FOR ADVERTISERS

SCREEN SLIDE

PLEASE PROVIDE THE FOLLOWING;
16:9 version (1024 x 576 PIXELS) AND 4:3 version (720 x 576 PIXELS)
RGB 72 DPI JPEG or TIFF

ALL KEY INFORMATION MUST BE WITHIN THE TITLE SAFE AREA; 16:9 (820 X 462) AND 4:3 (576 X 462)

TVC

PLEASE PROVIDE THE FOLLOWING;
16:9 version (1024 x 576) and 4:3 version (720 x 576)
Stereo 16 bit/48KHz audio

**FILE MUST BE UNCOMPRESSED QUICKTIME .MOV FILE. PLEASE DELIVER THE RAW FILE,
DO NOT AUTHOR A DVD**

WEBSITE

Header Banner;
514w x 63h pixels
JPEG, animated GIF, Flash (.swf)

Side Bar;
200w x 100h pixels
JPEG, animated GIF, Flash file (.swf)

MAXIMUM FILE SIZE - 100KB

EMAIL

PLEASE PROVIDE THE FOLLOWING;
Logo or image as JPEG - maximum file size 100kb
Text in word format

**PLEASE DON'T HESITATE TO CONTACT QUEER SCREEN SALES STAFF IF YOU HAVE ANY QUERIES ABOUT
TECH SPECS. ALSO TO SEE EXAMPLES OF RATIO SIZES, PLEASE GO TO THE ADVERTISE SECTION OF THE
QUEER SCREEN WEBSITE.**