



INTERNATIONAL FILM FESTIVAL ROTTERDAM
24 JANUARI - 4 FEBRUARI 2018

Advertisement rates International Film Festival Rotterdam 2018

International Film Festival Rotterdam (IFFR) is the biggest film festival in the Netherlands and reaches a large, diverse audience thanks to its wide-ranging programme of original, high-profile films, lectures, talks and exhibitions. About 500 films are screened and last year the festival received around 314,000 visitors and 2,500 film professionals from all over the world. The festival takes place at 26 different locations in Rotterdam's city centre.

Delegates Profile

IFFR welcomes over 2,500 film industry professionals each year. Among them are filmmakers, producers, programmers, buyers, sales agents and film distributors. Apart from that, IFFR also welcomes over 400 media professionals.

Important dates

Campaign launch	29 November 2017
IFFR 2018	24 January – 4 February 2018
IFFR PRO days 2018	27 January – 2 February 2018
CineMart 2018	28 January – 31 January 2018



Facts & Figures

314.000

admissions

720.000

unique visitors IFFR.com

90.300

Facebook likes

23.400 Twitter followers

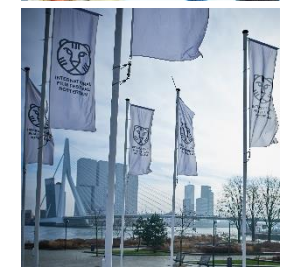
477 films

97 premieres

2,462
international
film professionals

9.000
Tiger PRO
newsletter subscribers

2,000
copies of IFFR catalogue





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IFFR.com

IFFR offers a banner package or single options to guarantee optimal visibility. The banner package consists of four footer banners on blog pages only, on which the latest news is presented. With this offer, both the frequent and the incidental visitor of IFFR.com will come into contact with your ad. The advertisements will be shown for one week with one ad per page, the location of the ad itself and a second footer on the same page are open for discussion.

- Delivery deadline 2 weeks before publication
- Specifications Leaderboard: 468 x 60 pixels, max. 100 Kb and for display on smartphones: 234 x 60 pixels, max. 100 Kb
- Formats GIF, JPG, no Flash. State URL for link from banner

Period and rate per blog	Av. page views per week	Av. unique users per week	Price per week
Campaign 29 Nov – 29 Dec	3.029	2.554	€1000
Programme 30 Dec – 24 Jan	3.757	3.104	€1400
Festival 24 Jan – 4 Feb	4634	3.652	€2000

The screenshot shows the IFFR website interface. At the top, there is a navigation bar with the date '25 JAN - 5 FEB 2017' and the IFFR logo. Below the navigation bar is a breadcrumb trail: 'HOME > BLOG > IFFR PRESENTS REINFORCED TEAM AT TIFF'. The main content area features a large image of a red carpet event at the IFFR building. Below the image is the article title 'IFFR PRESENTS REINFORCED TEAM AT TIFF' with a date of '12 SEPTEMBER 2016' and a 'NEWS' tag. There are social media share icons for Twitter, Facebook, Google+, and Pinterest. The article text discusses the festival's focus on auteur films and the reshaping of its industry activities. At the bottom of the article, there is a red placeholder box with the text 'PLACE YOUR AD HERE'. The footer contains social media icons and a button that says 'GO TO THE GENERAL SITE'.



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IFFR newsletter


The Tiger Alert Pro is IFFR's newsletter for film professionals. It gives them regular updates on festival news, promotions, film tips and information about specific programmes selected for an audience of professionals from the film industry.

Subscribers	9.000
Date of placement	To be determined in mutual agreement
Language	English
Date of release	Every day during the festival. In December and January once every two weeks. Monthly during the rest of the year.
Delivery deadline	2 weeks before publication
Specifications	255 x 153 pixels, 72 DPI, max. 25 kb. JPG, PNG (no Flash) + click URL from ad


Period and rates

Period	Focus newsletters	Price per week
1. 1 Nov – 28 Nov	Teasers programme and CineMart	€1000
2. 29 Nov – 31 Dec	Programme and Industry news	€1200
3. 1 Jan – 23 Jan	Programme and Industry news	€1500
4. 24 Jan – 4 Feb	IFFR 2017: Day to day festival news	€2000
5. 1 Mar – 30 Sept	Industry updates and news	€700

Quickly reserve space in the best read newsletters (Period 2: announcement of the opening film, announcement of the programme and Period 3: during the festival).




TIGER ALERT PRO



CALL FOR CINEMART PROJECTS

Project entry closes on 16 september

Mark your calendar and save the date: CineMart will take place from 29 January until 1 February 2017. If you want to participate with your project there are still 10 days left to apply. CineMart has **no rigid rules** and each individual project will be considered on its own merits. [Submit your project here](#). We are looking forward!



HBF & CineMart films at TIFF
 Six films that were supported by the Hubert Bals Fund or have participated at CineMart, have been selected for the Toronto International Film Festival 2016. [Read more](#) about the selected films.

Film submissions for IFFR 2017 are now open

International Film Festival Rotterdam aims to offer a quality selection of worldwide independent, innovative cinema and visual arts. Read our [Film Entry regulations](#) and submit your film.

**PLACE YOUR
AD HERE**

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IFFR monitors at festival locations

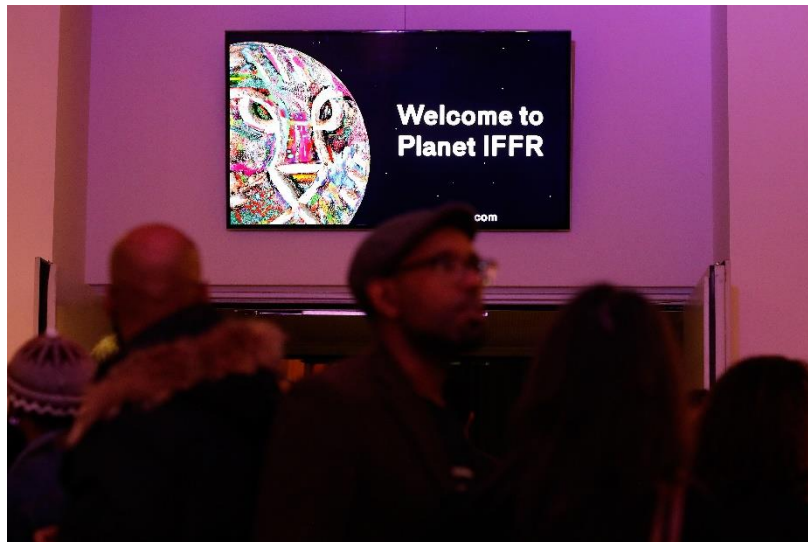
The festival takes place for 12 days at various locations. This includes the installation of additional monitors at the busiest locations for the provision of information. Loops featuring the day's programming schedule and programme information are played on the monitors and these provide space for ads. This new way of advertising generates high visibility as the monitors are installed in prominent places at the various festival locations.



Duration	10 seconds - in a loop consisting of a max. of 7 slides - screened at least once every three minutes on every location
Locations	Maximum 8, De Doelen, de Rotterdamse Schouwburg, KINO, LantarenVenster, Cinerama, Pathé, Oude Luxor Theater, Nieuwe Luxor Theater.
Deadline	15 January 2018 at the latest

Format and daily rate

Format	<u>1/1</u>	<u>1/2</u>
Dimensions	1920 x 1080 (72 DPI)	960 x 1080 (72 DPI)
1 day	€1500	€800
1/2 day	€800	€450





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Additional 90" screens at Cinemart exclusive for industry

Duration	30 seconds - in a loop consisting of a max. of 8 to 9 slides - screened throughout the day on two screens	
Locations	Accreditation Desk and Film Makers Hub at de Doelen	
Deadline	15 January 2018 at the latest	
Format	<u>1/1</u>	<u>1/2</u>
Dimensions	1920 x 1080 (72 DPI)	960 x 1080 (72 DPI)
1 day	€2000	€1200



IFFR Catalogue

The catalogue contains the entire programme and is handed to every international film professional upon arrival. The catalogue is also sent to various IFFR partners and distributors, and can be purchased from the festival shop.

Print run	2,000
Publication	24 January 2018
Size	280 pages
Language	English
Reservation deadline	Wednesday 3 January 2018
Artwork deadline	Friday 5 January 2018
Required format	High-res PDF, CMYK, Coated FOGRA39 specs (printed on gesat.mc, max 350% ink)

Size and rates

1/1 portrait	110 x 240 mm + 5 mm	€3.425
1/2 landscape	110 x 117 mm + 5 mm	€2.015



Contact

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IFFR.com/en/about-iffir/advertising