

enprimeur

2016-2017 Online Media Kit



EnPrimeur.ca

Partnered with Canada's number one entertainment website, Tribute.ca, EnPrimeur.ca is Quebec's leading source for all things movies. You'll never miss your favourite movie again, because we always offer the latest up-to-date showtimes (from Tuesday at 10:30 p.m. to early Sunday matinees), and a comprehensive listing for every movie theatre in the province (from Alma to Montréal to Val D'Or). Plus, if you want to find out everything there is to know about all upcoming or currently playing movies, we've also got loads of movie trailers, synopses, release dates, North American and Quebec box office statistics, celebrity bios, information on the newest DVD/Blu-ray releases, and even the latest celebrity news (from who's in the next Batman reboot to what Jennifer Lawrence wore to the Oscars). It's all here. But believe it or not, that's not all. All movie fanatics will love clicking on our "Contest" page because if you do, you could win a chance at a variety of prizes, such as an entire year of free movies! With loads of film-friendly resources and amazing opportunities like that, why go anywhere other than EnPrimeur?

EnPrimeur.ca is part of the Tribute Entertainment Media Group network that reaches over 4 million moviegoers monthly. TEMG's long-standing relationships with studios, distribution companies and theatres guarantees unique access to the stars and directors as well as going behind-the-scenes in the entertainment world.

EnPrimeur.ca was relaunched in summer of 2016 and now provides a leading edge user experience. Additionally, tickets for each showing are also available for purchase. EnPrimeur.ca offers its audience a look at the movies currently in theatres and on DVD, as well as information on upcoming movies.

- Simple front end search options with geo-targeted results for local showtimes and movies
- News, contests, trailers and celebrity interviews
- Users can rate films and theatres and write their own reviews!
- New backend programming and algorithm provides users with content suggestions tailored to their interests and demographic
- All categories of movie viewing options available on each cinema page including IMAX, 3D, CC and more!

Experience the magic and power of Tribute Entertainment Media Group with EnPrimeur.ca

About Tribute Entertainment Media Group

Tribute Entertainment Media Group Inc., established in 1979, is a full-range multi-media company specializing in movie and entertainment content, producing and publishing our online Tribute magazine and Internet properties, as well as providing exclusive interviews with Hollywood's top celebrities. Tribute is also a leader in developing and executing innovative advertising concepts and programs.

STANDARD	SIZE	DEVICE	CPM
Leaderboard	728 x 90	Desktop	\$25
Skyscraper	160 x 600	Desktop	\$20
Big Box	300 x 250	Desktop/Mobile	\$35
Mobile Banner	320 x 50	Mobile	\$30
Adhesion Mobile	320 x 50	Mobile	\$40
Mobile Interstitial	320 x 480	Mobile	\$40
VIDEO			
Pre Roll	15 sec	Desktop/Mobile	\$50
Pre Roll with Companion Big Box		Desktop	\$60
SKINS			
Site Skin	(Min 50,000)	Desktop/Mobile	\$50
Site Skin With Ads	(Min 50,000)	Desktop/Mobile	\$60
EMAIL			
Market Targeting	Geo/ Theatre targeting	Email	Quoted
CONTESTS (custom packages available)			
Contests & Promotions Visitors are avid contest fans, particularly when those contests are in sync with movie and celebrity content.			
Custom contest/	includes production & 100k impressions (1 month)	Desktop/Mobile	\$3500
RISING STARS - IAB AD Units *custom ad units available			
Bill Board	970 x 250	Cross Device	\$50
Half Pages	300 x 600	Cross Device	\$50
Portrait	300 x 1050	Cross Device	\$50
Pushdown	970 x 90	Cross Device	\$75
Sidekick	970 x 90	Cross Device	\$75
Slider	970 x 90	Cross Device	\$75

* EnPrimeur.ca provides full production capabilities for any custom ad unit.

Targeting Options

Geo-targeting, frequency caps, time of day, time of week, section or content targeting, and demographics.

Campaign Delivery

EnPrimeur.ca will deliver a post campaign report detailing the number of impressions and click through rates achieved during the campaign period.

Contests

Contest site includes draft of rules and regulations, creative development and approvals for contest ad units. Clients are responsible for any costs associated with contest fulfillment such as pricing and delivery.

Guidelines

IAB CUAP 2.0 advertising standards and ad unit sizes.

Ad units must not download or install programs or plug-ins.

Ad units must not contain creative that attempts to solicit personal information from the user.

Additional elements such as Flash, sound, games or Rich Media are available on request.

For a complete list of guidelines, terms and conditions, contact your EnPrimeur.ca representative.

Discounts available for frequency, continuity, and dollar volume

Premiums

Custom frequency capping, rich media, roadblocks or expandables: extra 15%.

EnPrimeur.ca is part of the Tribute Entertainment Media Group.
To advertise on Tribute.ca or our network of sites, please visit <http://www.tribute.ca/mediakit/>

What is CPM?

CPM stands for Cost Per Thousand. It is the standard way that most advertising is priced online. As an example, say you are interested in purchasing the Big Box 300x250 that has a price of \$35 CPM. This means that 10,000 impressions in this ad placement would cost you \$350.00.

What is an impression?

Each time your ad loads on a page it delivers an impression. If you appeared in one of the ad placements that would be 1 impression.

How long will my ad run for?

We will run your ad for as long as you like. You specify the start and end dates of your campaign and we run the banner evenly throughout this period.

How often will my banner show up?

The frequency in which your banner shows up depends on a number of factors including the length of your campaign, how many impressions you have purchased and whether you are targeting a specific section(s) of the tsite. But keep in mind most advertisers' banners appear in rotation with other advertisers.

Contact your EnPrimeur.ca representative for details:

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