



## ABOUT ANIMATION-FESTIVALS.COM

animation-festivals.com is a hybrid of Wikipedia and the Yellow Pages, but for animation festivals!

We are a small but dedicated team who provide the international animation community with a constantly updated directory of festival listings. We also offer festival news, updates and call for entries via our monthly newsletter and social media channels (Facebook and Twitter).

## AUDIENCE PROFILE & DEMOGRAPHIC

Our audience is a small, but extremely focused one - comprised of those who produce animated films (directors, producers, studios, animators, students) and those who organise and host animation events and festivals.

Website Stats *	
Unique visits	7,300 per month
Pageviews	30,000 per month
Average time on site	4 minutes
Visits from	110 countries - 22% from the UK, 20% from the USA, 58% International

\* Stats taken between July 2017 and June 2018

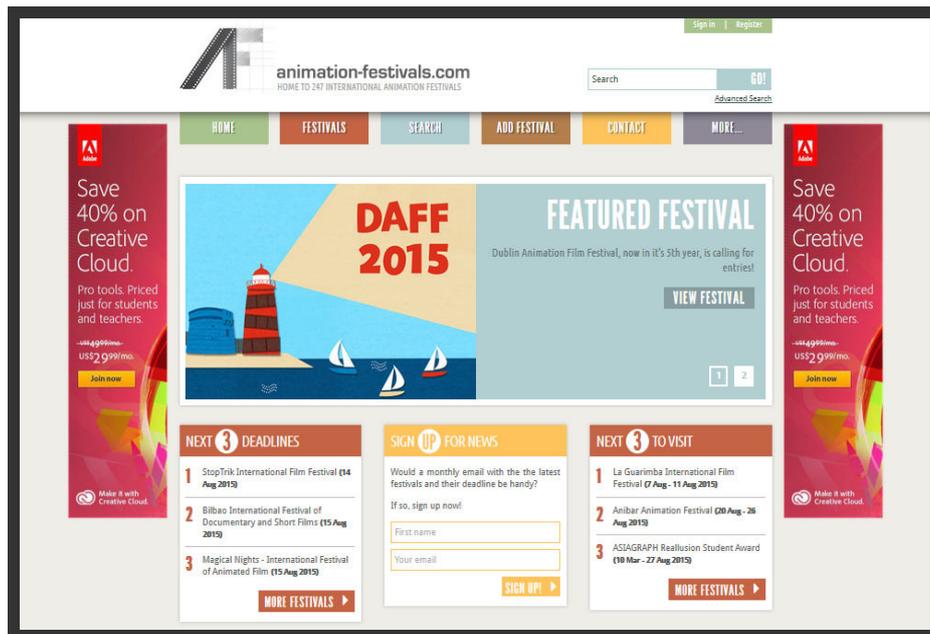
Social Media	
Twitter	5,000+ followers
Facebook:	3,000+ likes
Newsletter	2,000+ subscribers



## ADVERTISEMENT OPTIONS

### Background Tower Banners / Website Skin

Our premiere banner option is the background skin/tower ads. Ideal for two tower ads each side of the website content, these spaces can stretch to the edge of the browser window if desired. (Note: Not available on the mobile version of our site.)



### Header Banner (960 x 180px)

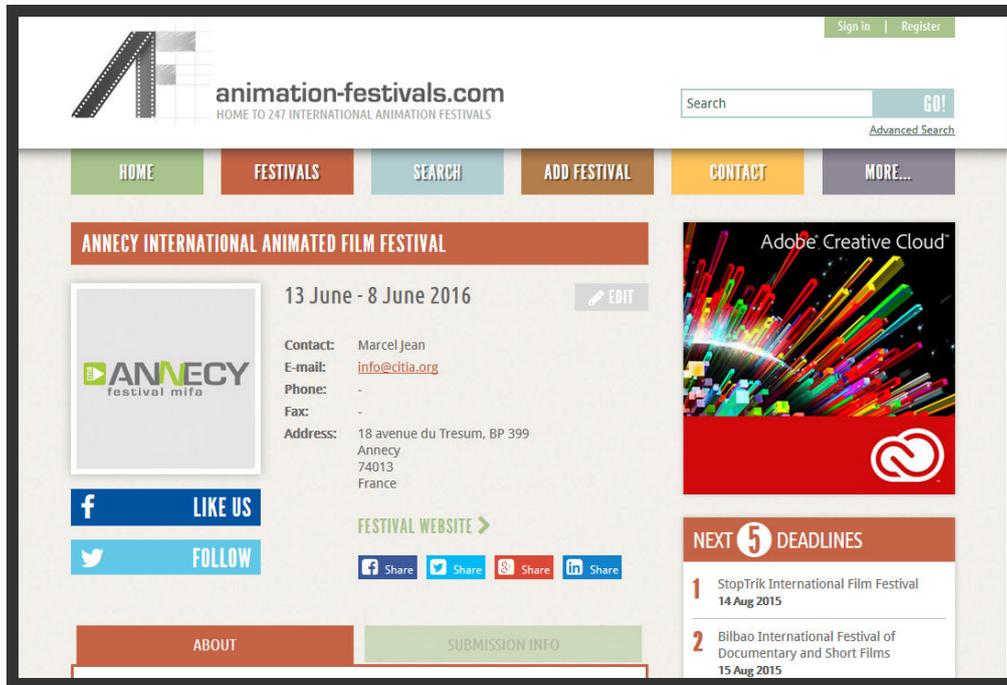
This attention grabbing banner appears below the navigation on every page.





Sidebar Banner (300 x 300px)

Our most popular banner ad. We have two spaces available, which both sit at the top of the sidebar. The banners feature prominently on every page except the homepage.



Facebook Cover Image (851 x 315px)

If you have a campaign more suited to creating awareness on social media, our Facebook cover image space will reach this segment of our audience. We can supply a template for your design, if required.





Twitter Cover Image (1500 x 500px)

If you have a campaign more suited to creating awareness on social media, our Twitter cover image space will reach this segment of our audience. We can supply a template for your design, if required.



## BANNER PRICES

Our pre-defined advertising options are listed below but if you would like to discuss a bespoke option, we would love to hear from you.

Ad Name & Size	Ad duration (in weeks)				
	1	2	4	6	8
Tower Banners / Website Skin	£125	£250	£475	£700	£900
Header Banner - 960 x 180px	£100	£200	£375	£550	£700
Sidebar Banner - 300 x 300px	£75	£150	£275	£400	£500
Facebook Cover Image - 851 x 315px	£75	£150	£250	-	-
Twitter Cover Image - 1500 x 500px	£75	£150	£250	-	-



## ARTWORK REQUIREMENTS & PAYMENT INFO

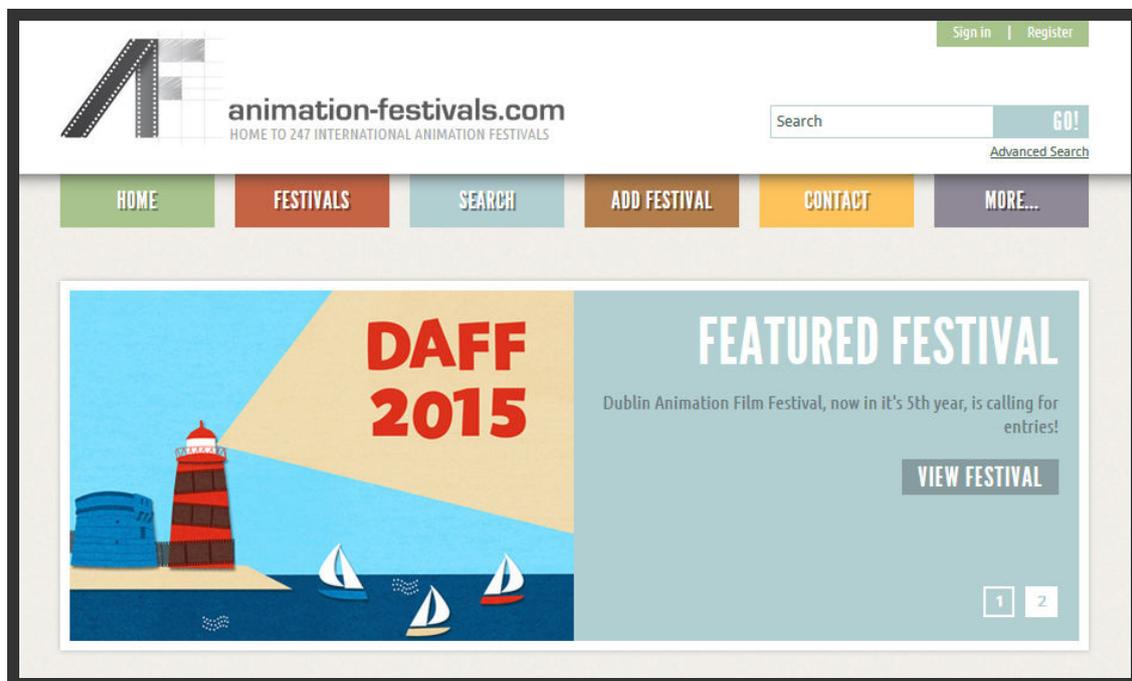
We support most formats including jpg, png, gif and animated gif. The maximum file size permitted will depend on the format, but as a guide banners should be no larger than 60kb. We can supply pre-defined templates for some of our banner options, if requested.

Artwork, along with the URL link, should be emailed to [aaron@animation-festivals.com](mailto:aaron@animation-festivals.com) no later than 5 working days before the first day of the agreed advertising period.

All invoices are due upon receipt. Payment details will be listed on the supplied invoice (we accept Paypal or bank transfers). We regret that we cannot publish a banner before payment has been made.

## MEDIA PARTNERSHIPS WITH FESTIVALS

If you are a festival and would be interested in a media partnership with us, we are always open to collaborating in this way. Typically, we offer a 'Featured Festival' panel on our homepage or a sidebar banner in return for a space in your promotional materials (either print or web based). However, we are completely open to suggestions and negotiations here and we like to explore the best possible promotion for both parties.





## CONTACT

If you are interested in advertising on our website or social media platforms, or other forms of sponsorship, please contact Aaron Wood on [aaron@animation-festivals.com](mailto:aaron@animation-festivals.com)

Whether you are running a campaign for a set amount of time or looking for a media partnership, we are open to new advertising and sponsorship suggestions and would be happy to discuss additional options not listed above.

We look forward to hearing from and hope to collaborate in the future!