



## ABOUT ANIMATION-FESTIVALS.COM

animation-festivals.com provides the animation community with a constantly updated directory of festival listings.

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 newsletter and social media channels (Facebook and Twitter).

## AUDIENCE PROFILE & DEMOGRAPHIC

Our niche engaged 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	8,000+ per month
Page views	35,000+ per month
Average time on site	4 minutes
Visits from	128 countries - 12% from the UK, 23% from the USA, 65% International

\* Stats taken between March 2023 and March 2024

Social Media	
Twitter	9,000+ followers
Facebook	3,700+ likes
Newsletter	4,000+ subscribers



## ADVERTISEMENT OPTIONS

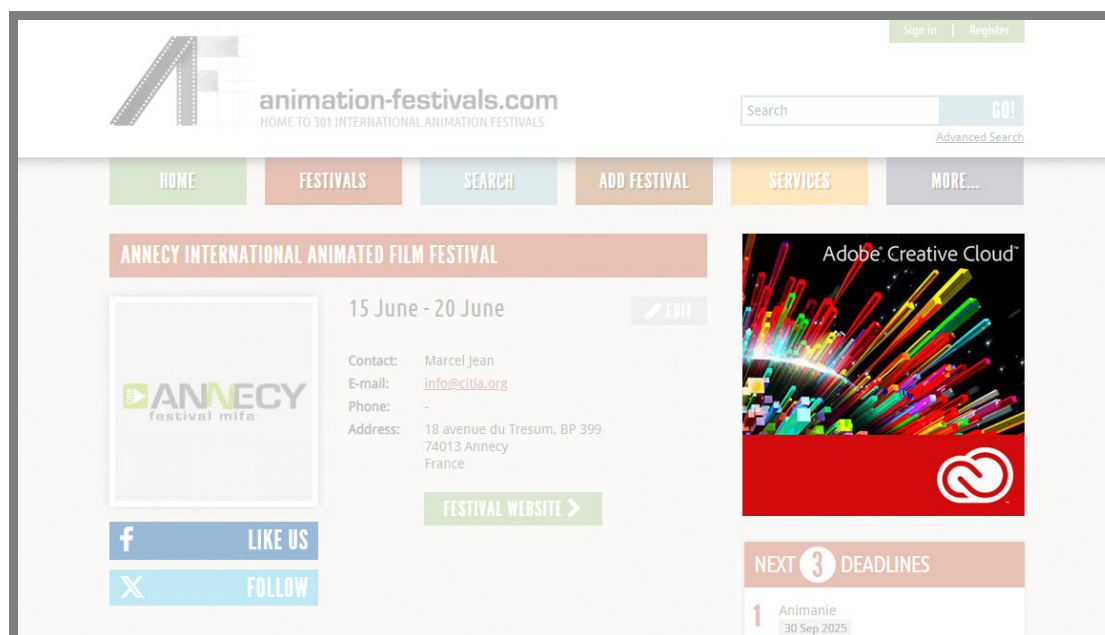
### HEADER BANNER

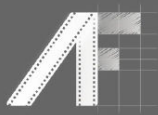
This prominent banner space displays below the navigation bar on every page, including the homepage. Dimensions are: 960 x 150 pixels.



### SIDEBAR BANNER

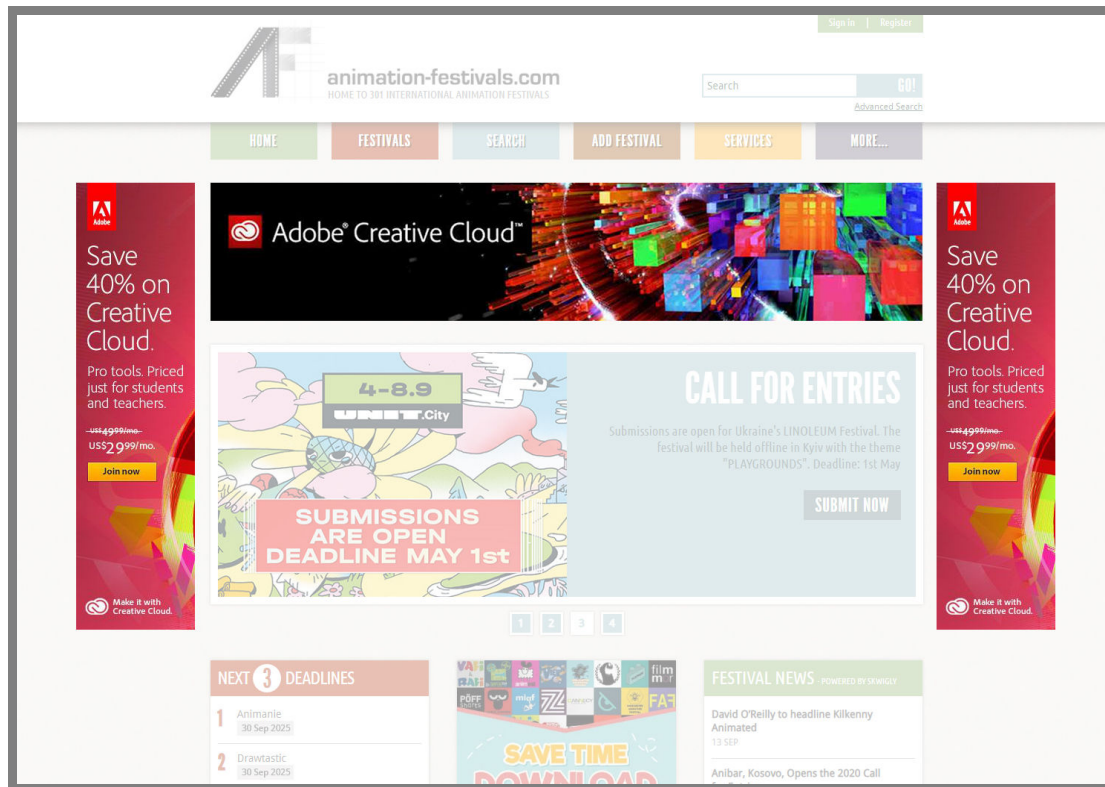
We have two sidebar banner spaces available which display prominently at the top of the sidebar on each page except the homepage. Dimensions are: 300 x 300 pixels.





## 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.)



## EMAIL NEWSLETTER MARKETING

If you would like to get your message out to our newsletter subscribers, we can offer this service, tailored to your requirements. Typically, our standard newsletter includes a heading/title, a featured image, up to 250 words text description, and a URL for the call-to-action button – but we are happy to discuss what works best for you.

Contact [aaron@animation-festivals.com](mailto:aaron@animation-festivals.com) for more information.



## SOCIAL MEDIA OPTIONS

### FACEBOOK COVER IMAGE BANNER

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. Includes 100 words (max.) and a URL in the post caption. Dimensions are: 851 x 315 pixels.



### FACEBOOK SPONSORED POST

A sponsored Facebook post is a post that appears on the organic timeline of our profile. Your post will be pinned to the top of our timeline for 1 week and includes:

- An image (Size: 1200 x 1200 pixels max.)
- 100 words (max.) for the description, and a URL (if required),

### TWITTER / X SPONSORED POST

A sponsored Twitter / X post is a post that appears on the organic timeline of our profile. Your post will be pinned to the top of our timeline for 1 week and includes:

- An image (Size: 1080 x 1080 pixels max.)
- 280 characters (max.) for the description, hashtags, @mentions, and a URL (if required)



## ADVERTISING PRICES

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

Ad Name & Size	Weeks			
	1	2	3	4
Header Banner – 960px x 150px	£100	£200	£275	£350
Sidebar Banner – 300px x 300px	£75	£150	£200	£250
Tower Banners / Website Skin	£250	£350	£450	£450
Facebook Cover Image – 851px x 315px	£50	£75	-	-
Email Newsletter Shot	£200 per newsletter			
Sponsored Facebook Post	£25 per post			
Sponsored Twitter/ X Post	£25 per post			

## ARTWORK REQUIREMENTS & PAYMENT

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 120kb. We can supply pre-defined templates for some of our banner options, if requested.

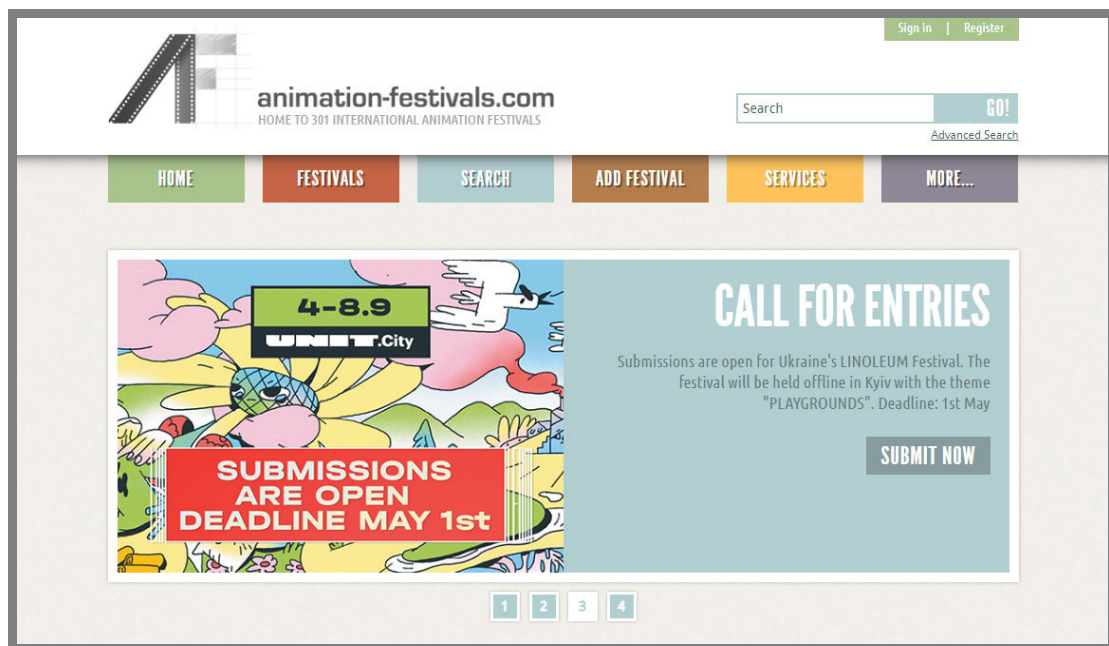
Artwork, along with the URL link, should be emailed to [aaron@animation-festivals.com](mailto:aaron@animation-festivals.com) no later than 5 working days before the first day of the agreed advertising period.

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!