



# FILMHOUSE

## Advertising Opportunities

### Media Pack

**Connect with one of Scotland's most significant, discerning, opinion-forming and notoriously hard-to-reach markets**

For almost 30 years Filmhouse has been Scotland's foremost independent cinema, showing over 500 incredible films from all over the world each year to a loyal, informed and receptive audience.

Due to our versatile programme our audience is very varied comprising young professionals, office workers from nearby companies, retired people, students, families with children, as well as large numbers of people from different nationalities - and film and arts lovers of all kinds.



## 1. Filmhouse Brochure

The **monthly** Filmhouse brochure is published 11 times a year (one joint edition for May and June due to the Edinburgh International Film Festival taking place at Filmhouse) and has a **print run of 30,000 copies** a month. Moreover is it available to download from the Filmhouse website.

The **full-colour** brochure is a highly desirable publication with a **huge pick-up rate**. Quite beyond its informative function, it has become a lifestyle symbol and adorns coffee tables Scotland-wide.

### Rates

Size	1 Edition	3+ Editions
1 Square (55 x 55mm)	£150 +VAT	£130 +VAT
2 Squares (portrait 55 x 112mm landscape 120 - 55mm)	£300 +VAT	£260 +VAT
1/3 Page Strip (portrait 55 x 169mm landscape 184 x 55mm)	£450 +VAT	£375 +VAT
4/9 Page Square (112 x 120mm)	£550 +VAT	£470 +VAT
2/3 Page (portrait 120x 169mm landscape 185 x 112mm)	£800 +VAT	£640 +VAT
Full Page (Frame 185 x 169mm, Bleed 205 x 216mm (3mm bleed))	£1250 +VAT	£1000 +VAT

Artwork should be supplied as a high resolution PDF optimised for print.

**To book** a space in the Filmhouse brochure please contact Theresa Valtin, Marketing Officer on 0131 228 6382 or [theresa.valtin@filmhousecinema.com](mailto:theresa.valtin@filmhousecinema.com)



## 2. Filmhouse Website

The beautiful new Filmhouse website was launched in December 2007. From April 2008 it will also have **online ticketing**. Along with the brochure the website is Filmhouse's main marketing and **information tool**. In 2007 the Filmhouse website registered around 6,792,000 hits and around 2,300,000 page views. With the launch of the new website with booking facility these figures will even increase further.

We offer up to **10 skyscraper adverts** on our new website which rotate automatically on all pages in order to get the **maximum number of page views** for your advert. Alternatively, if you would like to get a **guaranteed minimum number of views** for your advert we can also calculate your rate per thousand impressions (CMP).

An advert on the Filmhouse website is the perfect opportunity for you to direct our audience directly to your business' website.

### Rates

Size	1 Month	3+ Months
IAB Skyscraper (120 x 600 pixels)	£250 +VAT	£225 +VAT

Accepted formats: GIF, JPEG, Flash (please see Flash specifications below)  
Animation, Looping: Animated GIFs are acceptable either as primary or fallback creative.

File size: 40k maximum (per file) but please optimize to be as small as possible.  
URL: please supply a URL for your ad to link to.

Flash Specification:

- \* no expandable creative please
- \* no audio
- \* ads can only have a single URL embedded (for tracking)
- \* please use the clickTag URL method in the FLA (no hard-coded links)
- \* you must provide fallback creative in GIF/JPEG format for visitors who don't have flash
- \* Flash version 8 (or lower)
- \* please submit both the .swf and the .fla files

**To book** an advert on the Filmhouse website please contact Theresa Valtin, Marketing Officer on 0131 228 6382 or [theresa.valtin@filmhousecinema.com](mailto:theresa.valtin@filmhousecinema.com)



### 3. Filmhouse Video Screens

Filmhouse operates **seven full-colour display screens**, two in the Box Office and five in the lively Filmhouse Cafe/Bar, a popular meeting place. Film trailers, film clips and screening information is displayed on a short loop, and the screens have become a valued information channel for **audiences and Cafe/Bar customers alike**.

Advertising on these video screens is available, providing the perfect opportunity to reach our audiences with your moving images.

#### Rates

Period	1 Month	3+ Months
Commercial organisation	£750 +VAT	£600 +VAT
Individuals	£500 +VAT	£400 +VAT

Commercials can be submitted on optical disk (CD ROM / DVD ROM) as a medium resolution AVI or QUICKTIME file. You may also submit your commercial as a DVD.

Commercials of **up to 10 seconds** will be shown **three times an hour**  
Commercials **between 10-30 seconds** will be shown **twice an hour**.

Please be aware that the content of your commercial needs to work **without sound** as the screens play silently.

**To book** advertising on the Filmhouse video screens please contact Theresa Valtin, Marketing Officer on 0131 228 6382 or [theresa.valtin@filmhousecinema.com](mailto:theresa.valtin@filmhousecinema.com)



## 4. Filmhouse Bathroom Frames

Bathroom advertising has become a popular advertising medium, as customers visiting the bathroom are essentially a captive audience spending several minutes when they are receptive to reading.

Filmhouse offers advertising space in **twenty A4 frames around all public bathrooms** in the venue.

### Rates

Size	1 Month	3+ Months
A4 1 frame	£35 +VAT	£30 +VAT
A4 3 or more frames	£30 +VAT	£25 +VAT

Please provide hard copy of your A4 poster(s).

**To book** an advertising space in the Filmhouse bathrooms please contact Theresa Valtin, Marketing Officer on 0131 228 6382 or [theresa.valtin@filmhousecinema.com](mailto:theresa.valtin@filmhousecinema.com).

---

**Tailored packages** are available if you would like to book a combination of advertising, e.g. brochure advert + commercial on the video screens.

---

### For further information, please contact:

Theresa Valtin  
Marketing Officer  
Filmhouse  
88 Lothian Road  
Edinburgh  
EH3 9BZ

T. 0131 228 6382  
E. [theresa.valtin@filmhousecinema.com](mailto:theresa.valtin@filmhousecinema.com)