

# Advertising Opportunities 2019

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# About Raindance

Raindance Film Festival is the UK's leading independent film festival attracting thousands of indie film lovers, filmmakers, media and industry professionals into London since 1993. Raindance identifies new emerging talent in the British and international film industries.

Raindance is the only major film festival offering higher education. We offer short evening courses, masterclasses, BTEC Certificates, and Negotiated MA/MSc in Film.

## Visitors' Profile

Raindance welcomes over 17,000 industry and general visitors, a cross section of vibrant, well-educated, motivated and influential opinion-formers in London.

VAT will be added to all the listed rates.



# Email Marketing

The Raindance newsletter offers year round content for film professionals. Blog articles, festival news, promotions, film tips and information about industry and special events targeted to our vast number of readers.

Featured ad in one newsletter with image, 30-words copy + a live link

Subscribers	5,000 (regular newsletter) / 10,000 (festival newsletter)
Date of placement	To be tied with your marketing campaign
Frequency	Every day during the festival Weekly during the rest of the year
Delivery deadline	1 week before publication
Specifications	560x425 px JPG, PNG + click URL

## Editorial Dates and Rates 2019

Jan - Sep / Oct - Dec	Advert in weekly newsletter	£200
Sep - Oct	Advert in festival daily newsletter	£300



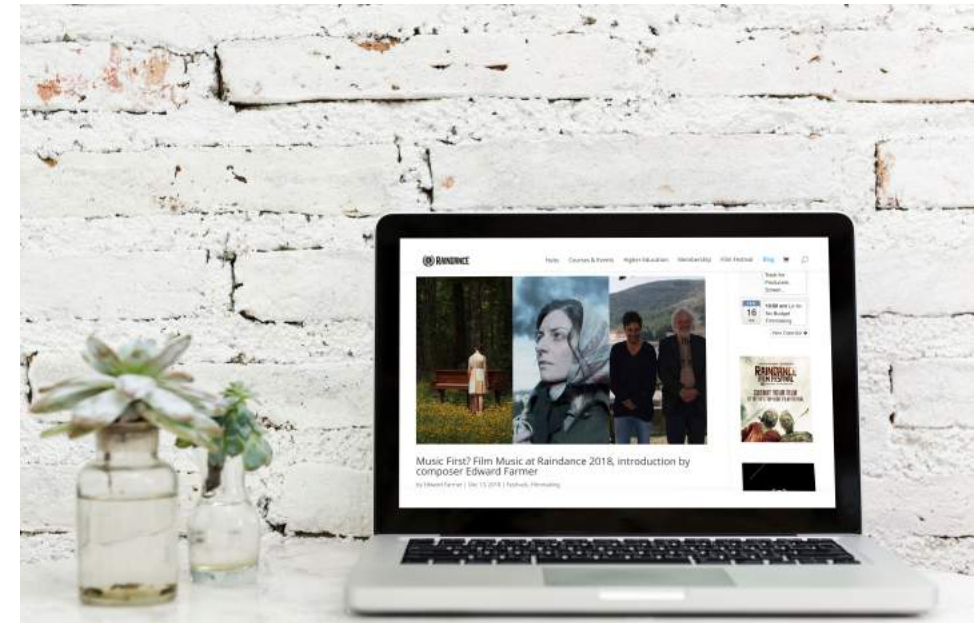
# Raindance Website

Designed for the emerging filmmakers in mind, our website receives 250,000 unique visitors per month. The website concentrates blog articles, news and insights promoted through our social media, newsletter or Google search, as well as information about our courses, festival and Higher Education Programmes. Your banner will feature on most pages of the website.

Delivery Deadline for copy	2 weeks before publication
Duration	2 weeks
Formats	GIF, JPEG. State URL link
Expected Views	250,000 Unique views p/month

## Editorial Dates and Rates 2019

	Top Banner	Side Banner
Jan - Aug / Oct - Dec	£550	£250
Aug - Sep	£650	£350
Sep - Oct	£750	£450



# Raindance Film Festival Catalogue

Promote your brand or project at the printed Raindance commemorative catalogue. The catalogue contains the entire programme and is handed to every attendee upon arrival. The catalogue is also sent to various Raindance partners and cultural institutions.

Print Run	20,000
Publication	August 2019
Size	200 pages
Artwork deadline	June 2019
Required Format	High-res PDF, CMYK, EPS

Size and Rates		
1 Portrait	150 x 210 mm	£1,500
½ Landscape	150 x 105 mm	£850



# Raindance Podcast

Launching in February 2019, *Raindance Talks* is the new Raindance podcast. We interview independent filmmakers who have made films the Raindance DIY way, and share the wisdom and knowledge that they have gained from their experiences. We're offering partners the opportunity to feature in a 30-second spot at the start, middle, or end of the podcast.

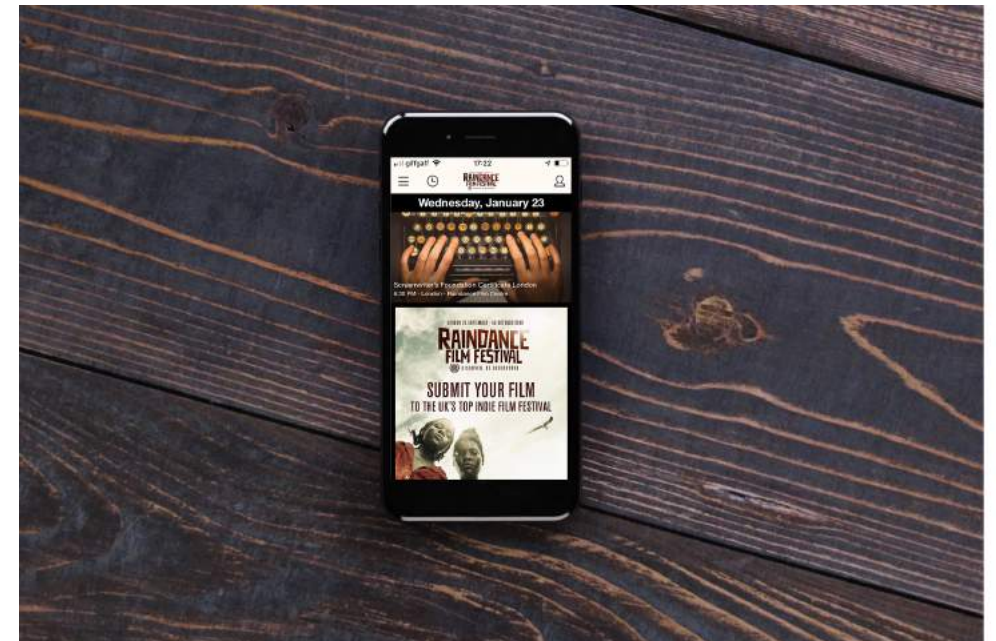
Specs	Talking points (summed up by the host in 30 seconds) 20-word copy and link for the podcast description
Deadline	1 week before the podcast upload
Rate	£150



# Raindance App

Raindance was pleased to be the first film festival to partner with Greencopper to develop the app for Raindance Film Festival 2018 and to continue to work with them for our year-round Raindance App - an innovative and easy way for our community of filmmakers to be informed about our ongoing schedule of courses and events.

Size	1080x1080, JPG/PNG + link
1-month run Jan/Sep or Oct/Dec	£350
Festival Run (Sep/Oct)	£550



# Raindance Blog

Become part of our Blog, recognised by Feedspot as the [Top 6th Filmmaking Blog in 2018](#), and the [Top 7th Independent Film Blog in 2018](#).

This is an editorial opportunity reserved to industry partners. We accept blog posts about recommended events & festivals, filmmaking tools, and film industry trends, with backlinks where appropriate.

Delivery deadline	1 week before publication
Cost	£250
Specifications	800 - 1200 words (external links welcome) + title + 1080x608px featured image





# Social Media

**A** - £1100

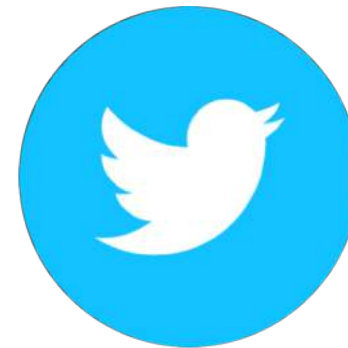
6 Facebook posts, 28 Tweets, 2 Instagram posts and 4 Instagram stories over a five-to-six-week period

**B** - £800

4 Facebook posts, 18 Tweets, 1 Instagram post and 3 Instagram stories over a three-to-four-week period

**C** - £500

2 Facebook posts, 8 Tweets, 1 Instagram post and 1 Instagram story over a two-week period



**112K**



**81K**



**20K**

Note. Copy to be provided be 2 weeks in advance of the first publication. Any changes required to the copy to fit the Raindance tone will be discussed and agreed in this period.

# Package Deals

Looking for a combination that generates optimum visibility?

Why not opt for a package deal!  
And enjoy a 30% discount.

Call us to design a bespoke campaign

t. +44 (0)20 7930 3412  
eleonora@raindance.co.uk

	Standard Package	Premium Package	Gold Package
Email Marketing	X	X	X
Website Banner		Side Banner	Top Banner
Raindance Podcast	X	X	X
Raindance App		X	X
Raindance Blog	X	X	X
Social Media	Level C	Level B	Level A
	<b>£770 + VAT (Total value: £1100 + VAT)</b>	<b>£1,435 + VAT (Total value: £2050 + VAT)</b>	<b>£1,890 + VAT (Total value: £2700 + VAT)</b>
<b>Festival Edition</b>	All of the above + Half Page Catalogue Ad	All of the above + Half Page Catalogue Ad	All of the above + Full Page Catalogue Ad
	<b>£1,435 + VAT (Total value: £2,050 + VAT)</b>	<b>£2,380 + VAT (Total value: £3,400 + VAT)</b>	<b>£3,290 + VAT (Total value: £4,700 + VAT)</b>