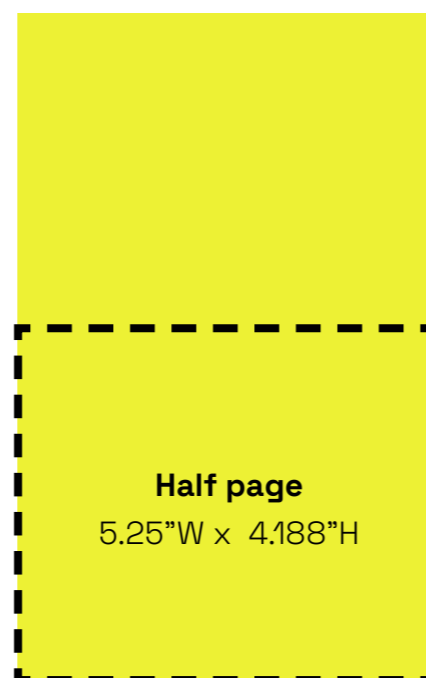
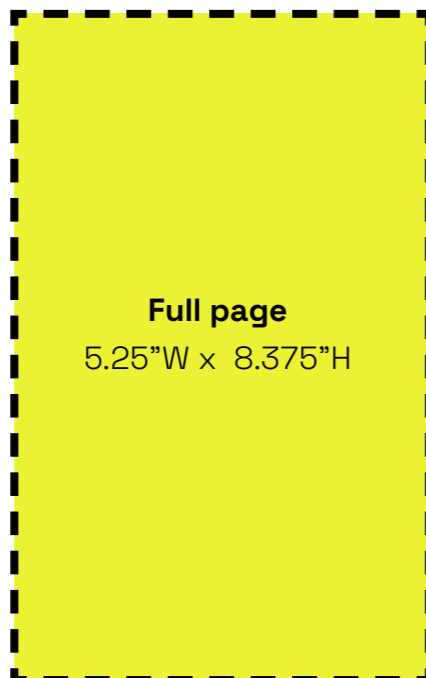


# 2025 ADVERTISING OPPORTUNITIES

## FESTIVAL GUIDE

- +1000 copies printed
- Distributed throughout Metro Vancouver and mailed directly to donors, artist, and VIP attendees
- Full PDF available online (41k annual web visitors)

|                           |         |
|---------------------------|---------|
| <b>FULL PAGE</b>          | \$800   |
| <b>HALF PAGE</b>          | \$500   |
| <b>INSIDE FRONT COVER</b> | \$1,300 |
| <b>INSIDE BACK COVER</b>  | \$1,100 |



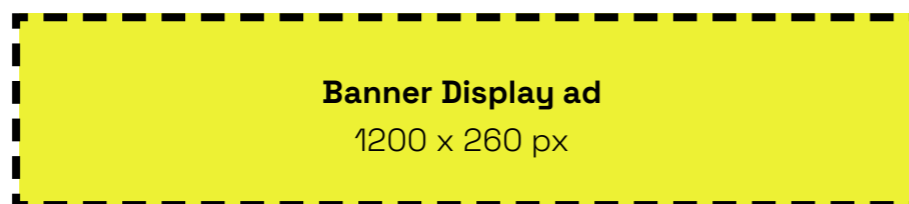
**Order deadline:** **Friday, June 27, 2025**     **File format:** PDF, CMYK colour, 300dpi, include 0.125" bleed for full page ads  
**Artwork deadline:** **Thursday, July 3, 2025**

## E-NEWSLETTER

- 10k subscribers
- 45% average open rate
- Prominently placed near Festival content
- Includes URL Link

**File format:** JPEG

All inquiries to:  
**Muhan Zhang**  
**Marketing Manager**  
 muhan@outonscreen.com



**PRE-FESTIVAL NEWSLETTER** (July & August)     \$175  
 Approx. 3-4 per month     per insertion  
**Order deadline:** **Friday, July 4, 2025**  
**Artwork deadline:** **1 week before scheduled newsletter**

**FESTIVAL NEWSLETTER** (September)     \$375  
 Approx. every other day     per insertion  
**Order deadline:** **Friday, August 1, 2025**  
**Artwork deadline:** **Friday, August 15, 2025**

## ON-SCREEN STATIC SLIDE

- Plays on loop while the house lights are up and guests are arriving
- 10 s per loop, min. 8 loops per screening

**File format:** JPEG, 1920 x 1080 px (16:9)

## ON-SCREEN VIDEO AD

- Plays after the house lights go down and immediately before the film starts
- Duration: 15 or 30 seconds, see price chart below

**File format:** MP4, 1920 x 1080 px (16:9)

**Order deadline:** **Friday, August 15, 2025**  
**Artwork deadline:** **Friday, August 22, 2025**



| SCREENING TIERS   | STATIC SLIDE | 15s VIDEO | 30s VIDEO |
|---|--------------|-----------|-----------|
| <b>SPECIAL PRESENTATIONS</b>  |              |           |           |
| <ul style="list-style-type: none"> <li>Includes typically sold-out Opening, Centrepiece, and Closing Presentations at the Vancouver Playhouse with press and VIP guests in attendance (donors, visiting artists, etc.)</li> <li>Total reach: ~1.9k attendees, 3 screenings</li> </ul> | \$500        | \$1,000   | \$1,200   |
| <b>PRIME TIME + REGULAR SCREENINGS</b>  |              |           |           |
| <ul style="list-style-type: none"> <li>Includes all other screenings, including 10 prime-time slots</li> <li>Total reach: ~6.7k attendees, 45 screenings</li> </ul>   | \$1,200      | \$2,000   | \$2,400   |
| <b>ALL SCREENINGS</b>   |              |           |           |
| <ul style="list-style-type: none"> <li>Total reach: ~8.6k attendees, 48 screenings</li> </ul>   | \$1,400      | \$2,800   | \$3,200   |

All inquiries to:  
**Muhan Zhang, Marketing Manager**  
 muhan@outonscreen.com

**Is there a particular audience you would like to connect with? Let us know, and we can match you with screening(s) and provide a custom quote.**

# VANCOUVER QUEER FILM FESTIVAL

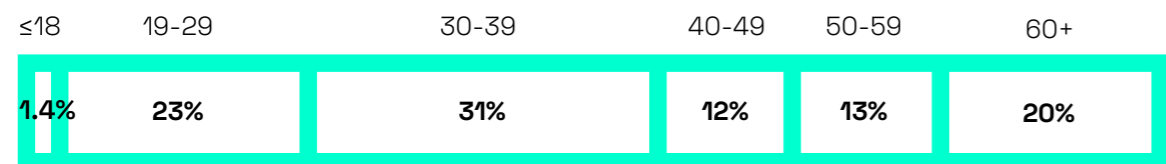
## OUR AUDIENCE

Our audiences are creative tastemakers and fun-loving event-goers! VQFF is where 2SLGBTQIA+ people and allies across the Lower Mainland go to celebrate, discover, grow, and connect.

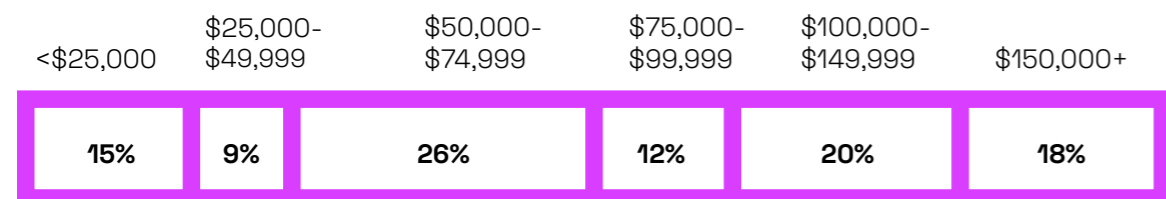
**18.4K**  
total attendees  
to VQFF 2024

With 37 years of history, VQFF is one of the longest-running arts events in BC. Since returning to in-person events in 2023, we have grown our audiences to surpass pre-COVID attendance!

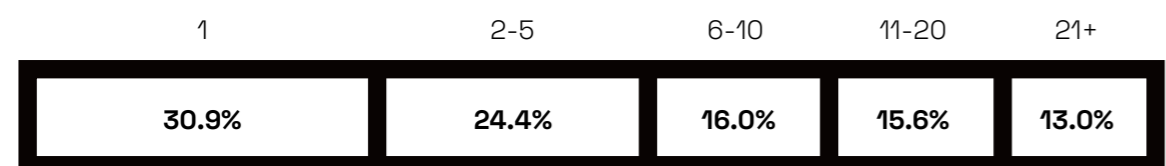
### AGE



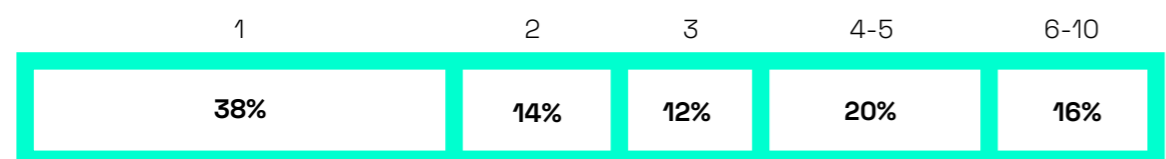
### ANNUAL INCOME



### # OF YEARS ATTENDING



### # OF FILMS WATCHED



Best run festival I've seen in almost 20 years of this zany scene.

— FILMMAKER

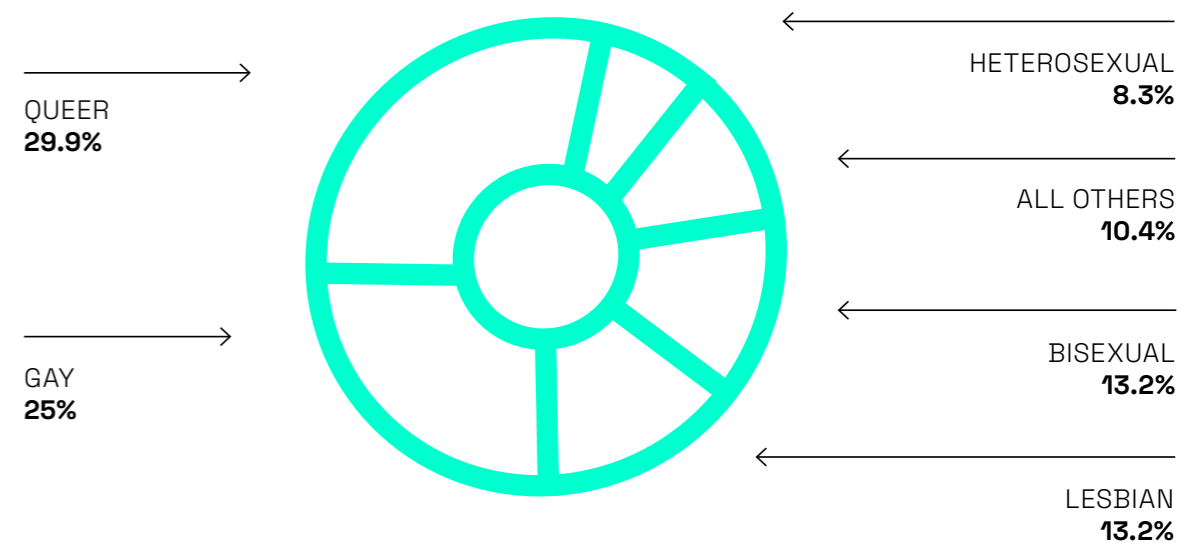


Seeing experiences like my own on screen made me feel whole and seen.

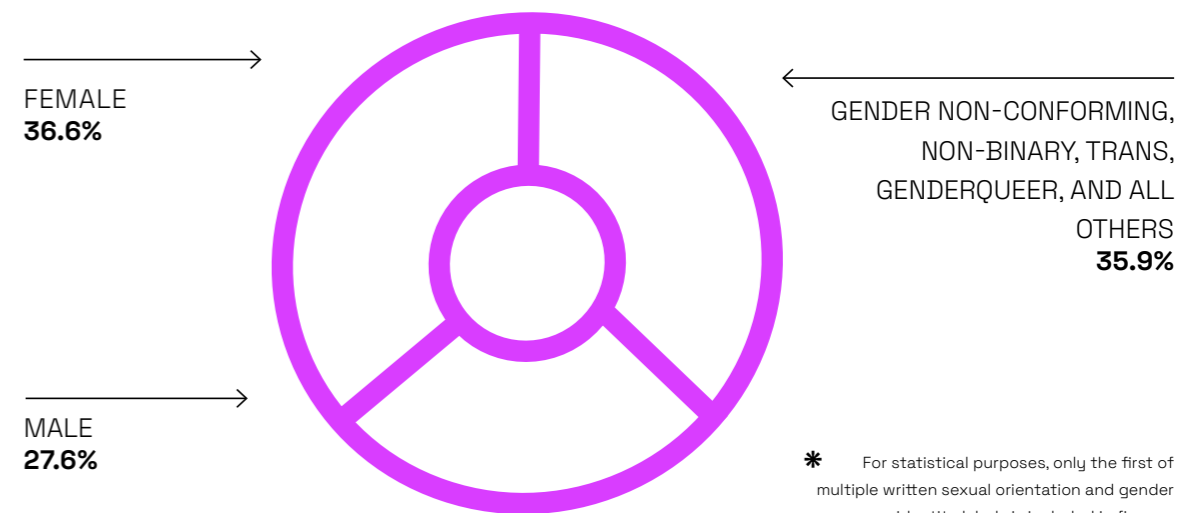
— ATTENDEE



### SEXUAL ORIENTATION\*



### GENDER IDENTITY\*



\* For statistical purposes, only the first of multiple written sexual orientation and gender identity labels is included in figures.

As a longtime donor and supporter, I feel that this year was one of the best!

— ATTENDEE



I've never felt so cared for, held, lifted, and supported by a film festival and its team.

— FILMMAKER

