

QUEBEC FILM AND TELEVISION COUNCIL

MONTREAL

MEDIA KIT

NEWSLETTER AND WEBSITES 2021



BOOKING AND INFORMATION:

Manon Caillé manon@qftc.ca
C 514 792.8819



NEWSLETTER

What is the QFTC newsletter?

The QFTC newsletter is a monthly newsletter intended for the entire audiovisual industry in the province of Quebec. The newsletter is made up of three sections: QFTC news, welcoming new members, and upcoming events.

Number of subscribers: 1,200 subscribers

Frequency: Tuesday or Thursday, the closest to the 15th of the month.

Our target audience: Managers and executives of companies in the audiovisual sector, and in related sectors such as hotels, law and tax firms, and banks. 90% of our newsletter's followers are French speakers. The majority are located in the Montreal area.

Average open rate: 40% (industry average 28.4%)

Average click rate: 10%

TECHNICAL SPECIFICATIONS

- For the News From Our Partners section: provide a 1080x1920 image in horizontal format, a text of 150 words maximum and its translation into English, as well as the link that you wish to put in the button
- For the Upcoming Events section: provide a logo in 500x500 format, a text of 50 words maximum with the name of the event, the date and the location in the title, as well as its translation into English.

Deadline: One week before the date that the newsletter is sent, by email to

aurore@qftc.ca

Rates: \$750 for publication of a piece of news or an event in our monthly newsletter in French and English.

If you would like to appear in several newsletters, a special rate can be made for you.

Next publication dates in 2021:

16 February	13 July
16 March	14 September
15 April	14 October
18 May	16 November
15 June	14 December



QFTC SITE

What is the QFTC website?

Thanks to its highly informative content, the QFTC website is often consulted by its members and by producers looking for specific information.

There are sections of the site dedicated to foreign producers, members, and help with calculating tax credits.

The site exists in bilingual versions (French and English), and the vast majority of visitors are from Canada and the United States.

Number of users in 2020: 38,316

Pages viewed in 2020: 112,703

Average duration of sessions: 2 min 06

Bounce rate in 2020: 60.71%

[QFTC.CA](https://qftc.ca)

OUR OFFERING

An advertising banner on our homepage in English and in French.

Carousel of banners limited to 5 partners.

TECHNICAL

SPECIFICATIONS

- Visuals for the banner in French and in English (1080x150 pixels)
- Tracking URL to be indicated on the banner in French and in English

Send material to aurore@qftc.ca

RATES

1 month - \$500

6 months - \$2,500

12 months - \$5,000



SITE - VFX-MONTRÉAL

What is the VFX-Montréal site?

VFX-Montréal is the platform dedicated to promoting Montreal and Quebec as a centre for producing visual effects of an international calibre, as well as attracting talent.

The site offers a multitude of functions and sections, including a **page dedicated to job advertisements**, as well as a section devoted to presenting each studio and school, information on tax credits, and a News and Events section.

The VFX-MONTRÉAL portal is a QFTC initiative developed in partnership with the studios.

Number of users in 2020: 36,946

Pages viewed in 2020: 171,372

Average duration of sessions: 2 min 17

Applications submitted in 2020: 5,808

Bounce rate in 2020: 30.32%

**40 STUDIOS AND SCHOOLS REGISTERED ON
THE PLATFORM**

OUR OFFERING

An advertising banner on all pages of the site in English and in French.

Carousel of banners limited to 5 partners.

TECHNICAL SPECIFICATIONS

- Visuals for the banner in French and in English (1628x249 pixels)
- Tracking URL to be indicated on the banner in French and in English

Send material to aurore@qftc.ca

RATES

1 month - \$1,000

6 months - \$5,000

12 months - \$9,000

[VFX-MONTREAL.COM](https://vfx-montreal.com)