Let’s communicate together!

ADVERTISING SPACES

Clermont-Ferrand International Short Film Festival

UPCOMING EDITION
JANUARY 31 TO FEBRUARY 8, 2025
47TH NATIONAL COMPETITION
37TH INTERNATIONAL COMPETITION
24TH LAB COMPETITION
40TH SHORT FILM MARKET
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Who are we?

The Clermont-Ferrand International Short Film Festival is the world’s leading event dedicated to short films.

Organized by the Sauve qui peut le court métrage association, it features masterpieces of animation, comedies, contemporary realities, genre films, graduation works from the world’s best schools, and documentaries from all over the world.

For its 47th edition, the festival will feature Lebanon in its geographic focus, and its thematic retrospective will focus on sound.
A renowned festival

- 46 years of existence
- 166,000 admissions
- +430 articles in the regional, national and international press
- 3 competitions: national, international and lab
- 80 countries represented
- 7 Young Audiences programmes
- An international Short Film Market
- 115 professional meetings
- 36 events: meetings, conferences, etc.
- 3,941 accredited staff
- 54,000 followers
- 28,400 followers

46
166,000
+ 430
3
80
7
An
115
36
3,941
54,000
28,400
years of existence
admissions
articles in the regional, national and international press
competitions: national, international and lab
countries represented
Young Audiences programmes
international Short Film Market
professional meetings
events: meetings, conferences, etc.
accredited staff
followers
followers

4
Official festival catalogue

FRENCH/ENGLISH

A tool for festival-goers and professionals unanimously recognized for its quality.

- Between 224 and 232 pages
- Four-colour printing
- 21 x 29.7 cm

PRINTING > 12,000 copies
DELIVERY > end of January
TARGET > festival-goers and attending professionals
DISTRIBUTION > sold at ticketing points and offered to festival-goers

CONSULT THE FLIPBOOK VERSION OF THE 2024 CATALOGUE

PRINTING

COVER
BACK COVER
€5,300 EXCL. TAX
Reference 11

2nd COVER
€4,750 EXCL. TAX
Reference 12

3rd COVER
€4,750 EXCL. TAX
Reference 13

INSIDE PAGES

FULL PAGE
€3,100 EXCL. TAX
Reference 14

HALF PAGE
(LANDSCAPE FORMAT)
€1,900 EXCL. TAX
Reference 15

QUARTER PAGE
(LANDSCAPE OR PORTRAIT FORMAT)
€1,050 EXCL. TAX
Reference 16
Pocket guide

FRENCH/ENGLISH

A tool for festival-goers and attending professionals (screening schedule, Festival theaters, map, rates, etc.).

- 7-part brochure
- Four-colour printing
- 9 x 16cm (closed format)

**PRINTING** > 30,000 copies

**DELIVERY** > early January

**TARGET** > festival-goers and attending professionals

**PRINT**

**FRENCH/ENGLISH**

**INSERT (FULL PAGE)**

€3,200 - EXCL. TAX

Reference 21
Industry events guide

A pocket guide containing the schedule and location of the professional meetings taking place during the festival.

- 8-part brochure
- Four-colour printing
- 9 x 16cm (closed format)

**PRINTING** > 3,000 copies

**DELIVERY** > end of January

**TARGET** > festival professionals

**DISTRIBUTION** > supplied with the accredited tote bag + self-service at the professional desk and the Short Film Market
Official website
clermont-filmfest.org

FRENCH/ENGLISH

Everything you want to know, the memory, the news about the Festival, public or professional sections, searchable short film database, continuous updates.

- 47,000 users during the festival
- 87,000 sessions during the festival
- 248,000 visited pages during the festival

TARGET > all audiences

PLEASE NOTE > the website will be redesigned in 2024
Festival & Market Newsletters

FRENCH/ENGLISH

The previous months before and during the Festival, the organisation and the Short Film Market staff send several newsletters FR/EN to their festival-goers and industry audience.

- Festival newsletter (English version) > 17,110 subscribers
- Short Film Market newsletter (English version) > 8,243 subscribers

TARGETS > festival-goers (Festival) or professionals (Market)
Billboard

FRENCH/ENGLISH
An animated jingle (short video) will be shown at the start of each screening (426 screenings in 2024) in each of the Festival’s 11 theaters.

TARGET > festival-goers
Slide between screenings

FRENCH/ENGLISH

A still image will be shown between each screening (426 screenings in 2024) in the Festival’s 11 theaters, alternating with other slides in the form of a slide show.

TARGET > festival-goers
Slide on plasma screens

FRENCH/ENGLISH

Continuous broadcast of a still image on the screens located in the lobby of the Maison de la culture and/or in the Chavignier venue at the professional desk of the MDC, in the lobby of the Comédie scène nationale and/or at the Short Film Market, alternating with other slides, in the form of a slide show.

TARGET > festival-goers

VIDEOPROJECTED SLIDE (ON PLASMA SCREENS)

- PRO OFFER (Market + Chavignier)
  - €600 EXCL. TAX
  - Reference 94

- PUBLIC OFFER (Comédie + MDC lobbies)
  - €600 EXCL. TAX
  - Reference 95

- DUO OFFER (all screens)
  - €1,000 EXCL. TAX
  - Reference 96
Official tote bag

The tote bag, which is given to all accredited members (attending professionnals) and on sale in the Festival shop, features the annual poster.

> 6,500 copies

TARGET > festival-goers
Backside of the Festival badge

Badges given to all accredited members.
> 7,000 copies
TARGET > attending professionals
Necklaces
Given to all accredited members with their badge during the Festival.
Support made by your company.
> 7,000 copies
**TARGET** > attending professionals

YOUR LOGO ON THE NECKLACES
€10,000 EXCL. TAX
Reference 103
Volunteers clothes

Every year, over 350 volunteers lend a hand to the Festival organising team. Support made by your company.

TARGET: volunteers and members of the Festival organisation

YOUR LOGO ON VOLUNTEER CLOTHES (SUPPORT TO BE DEFINED)

Contact us for details (see p. 23)

Reference 104
Advertising covers for safety barriers

Nearly 110 linear metres of barriers surround the secure area around the Comédie, Scène nationale and the Maison de la culture, which are essential stopping-off points for all spectators. Support made by your company.

**TARGET** > festival-goers
Official posters

Be featured on the partner banner of the official Festival posters that adorn the town and surrounding area 15 days before the event kicks off. Most of these posters are also on sale in the Festival shop.

- **Little posters**
  - 30 x 40cm > 10,000 copies

- **Big posters**
  - 118,5 x 175cm > 2,600 copies

... and many other variations.

**TARGET** > festival-goers
47th Clermont-Ferrand International Short Film Festival
January 31 > February 8, 2025

**PURCHASE ORDER FORM**

All prices in this document are exclusive of VAT.
The intra-Community VAT number is compulsory for European Union countries.
The validity of this number can be checked on the website
For other countries, please enclose a tax certificate.
In the absence of this information, French VAT (at the rate in force on the invoice date) will be applied
to the amount excluding VAT.
For France, VAT will be applied systematically.
Form to be returned completed and signed to Sauve qui peut le court métrage.
As soon as we receive this order form, we’ll send you all the technical specifications needed to manufacture the elements for insertion.
Contact

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ClermontISFF