

Clermont-Ferrand  
International  
Short Film Festival



# Let's communicate together!

ADVERTISING SPACES

## UPCOMING EDITION

JANUARY 31 TO FEBRUARY 8, 2025

47TH NATIONAL COMPETITION

37TH INTERNATIONAL COMPETITION

24TH LAB COMPETITION

40TH SHORT FILM MARKET



© SQPLCM, Camille Dampierre

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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.

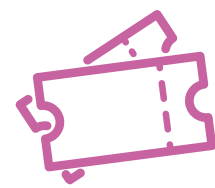


# A renowned festival



**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



**PRINT**





PRINT

# 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 29,7cm

**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



**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



PRINT

# 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



**INSERT (FULL PAGE)**

€3,200€ EXCL. TAX

Reference 21



PRINT

# Industry events guide

FRENCH/ENGLISH

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





**WEB**





WEB

# Official website

clermont-filmfest.org

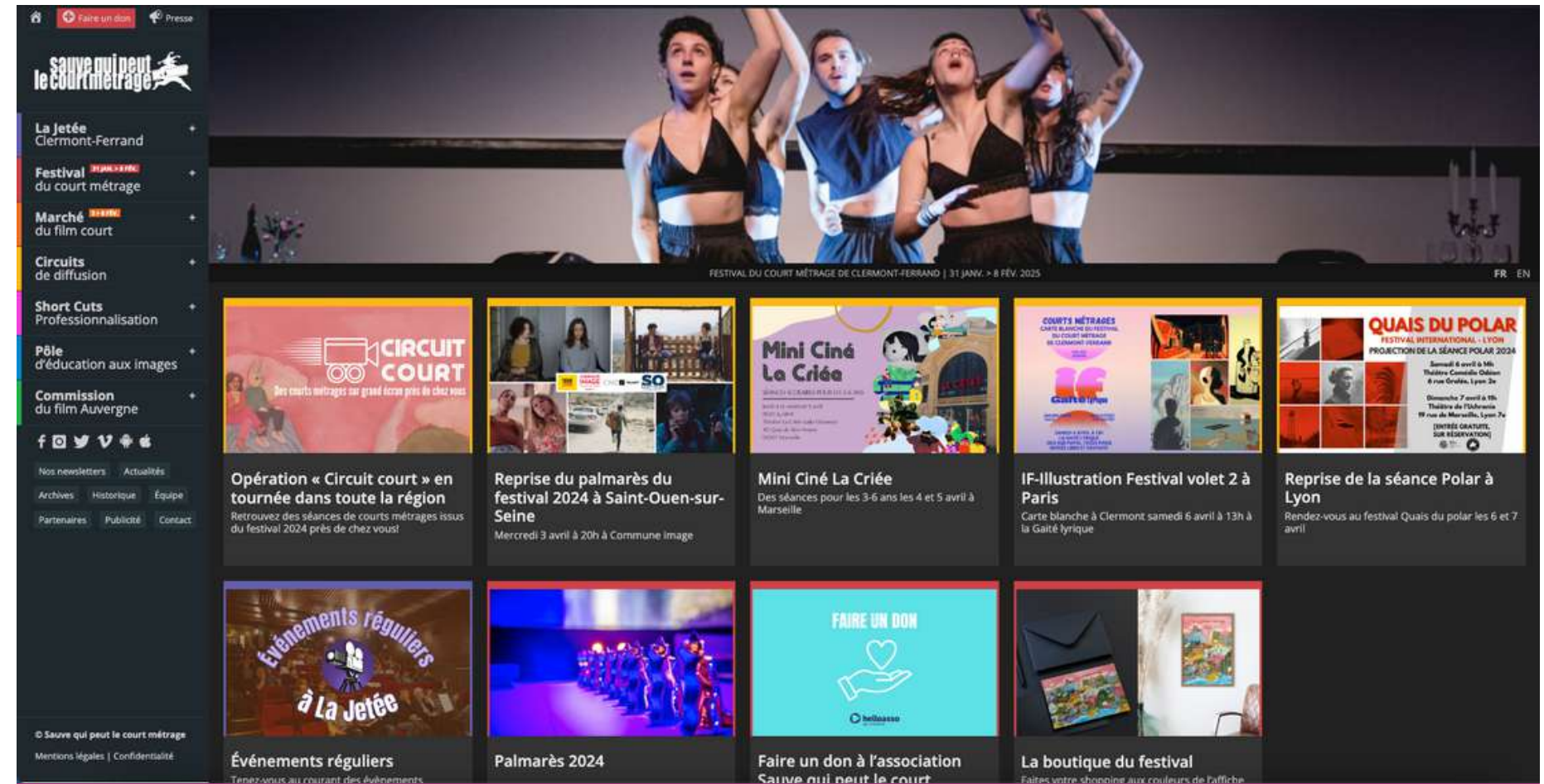
FRENCH/ENGLISH

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



**WEB BANNER (6 MONTHS' VISIBILITY)**

€1,600€ EXCL. TAX

Reference 61

VISIT OUR WEBSITE



WEB

# 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)

View the online version

This is the second and final part of the official awards ceremony, which includes the awards given by the official juries, student juries and audience awards for each of the three competitions.

The 46th edition of the Festival, which went beyond the competitions to put women in the spotlight, totaled nearly 166,000 ticket entries and more than 4,000 professionals accredited by the Short Film Market.

Below, you can find the list of awards given on Saturday, 10th February by the juries of the three official competitions (International, National and Lab).

Accreditation requests are now open!

Please fill out your accreditation request, before **January 19 midnight**.

Here's how to proceed to attend the Short Film Market as an industry participant :

- Create or log in to your professional account on [Shortfilmwire](#).
- Please fill out your missions accurately for our team and other participants' best knowledge.
- Wait for our team to validate your professional account request.
- Log back to your account and fill out your accreditation request.

The accreditation gives access to :

## RECTANGULAR WEB BANNER

**FESTIVAL NEWSLETTER**  
 €500 EXCL. TAX / newsletter  
 Reference 81

**SHORT FILM MARKET NEWSLETTER**  
 €1,000 EXCL. TAX for 2 newsletters  
 Reference 82

CHECK OUT OUR VARIOUS NEWSLETTERS

READ THE 2024 FESTIVAL NEWSLETTERS

# EVENTS





**EVENTS**  
DIGITAL

# 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



© SQLPCM, Baptiste Chanat

**BILLBOARD**

€20,000 EXCL. TAX

Reference 91



EVENTS  
DIGITAL

# 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



© SQPLCM, Baptiste Chapat

SLIDE BETWEEN SCREENINGS (IN THEATERS)

€5,300 EXCL. TAX

Reference 92

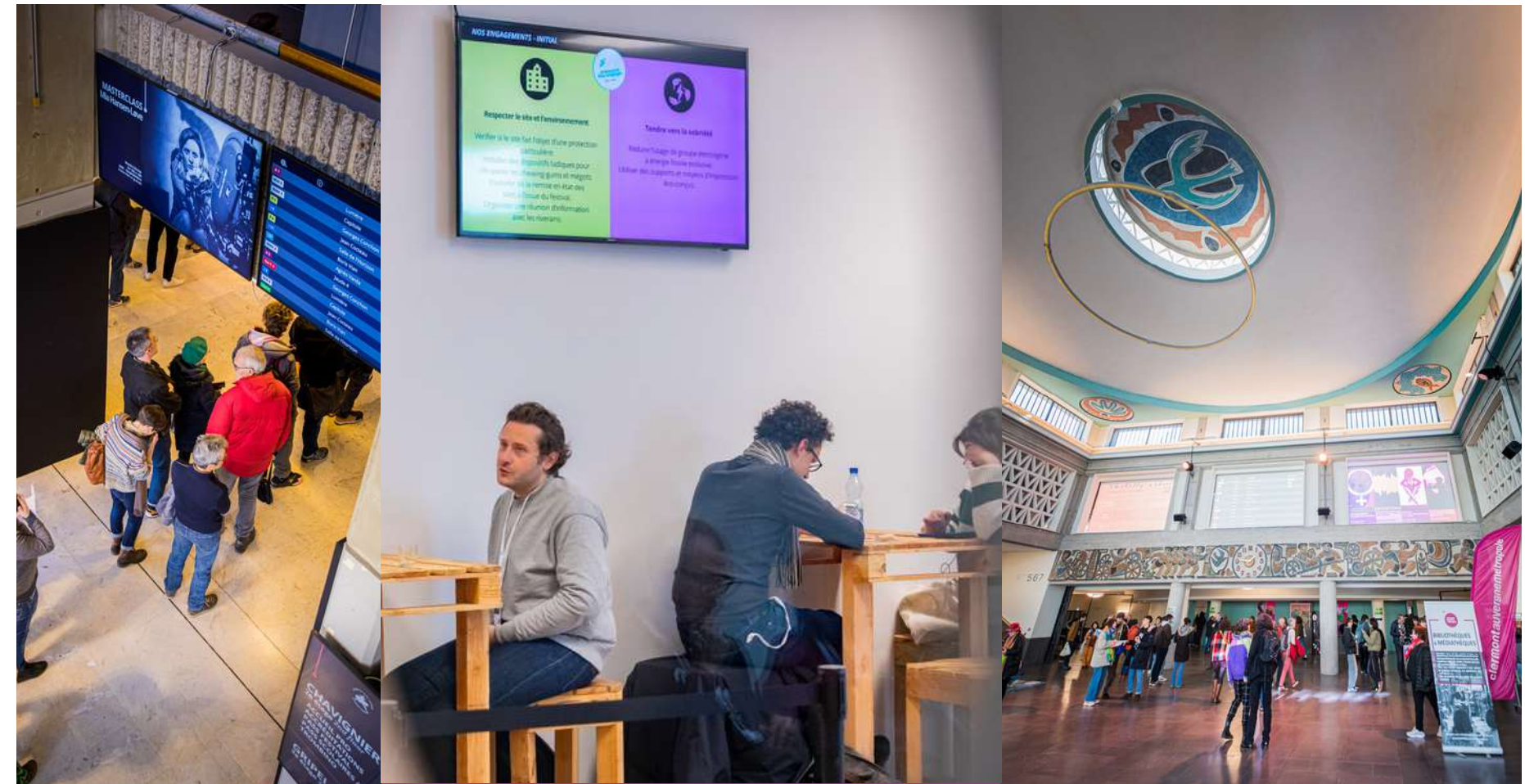


# Slide on plasma screens

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**



## EVENTS

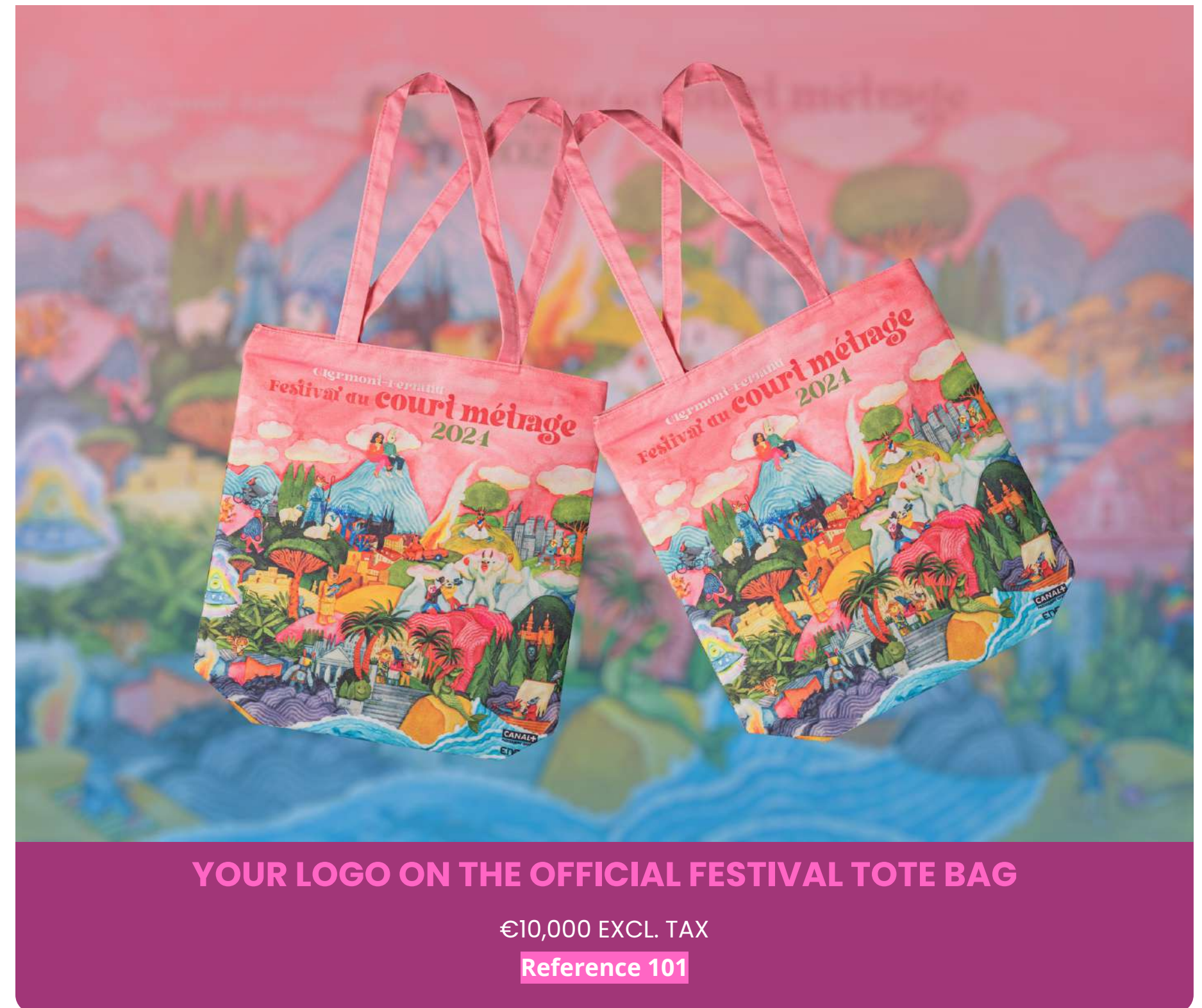
PHYSICAL SUPPORTS

# Official tote bag

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

> 6,500 copies

**TARGET** > festival-goers







## EVENTS

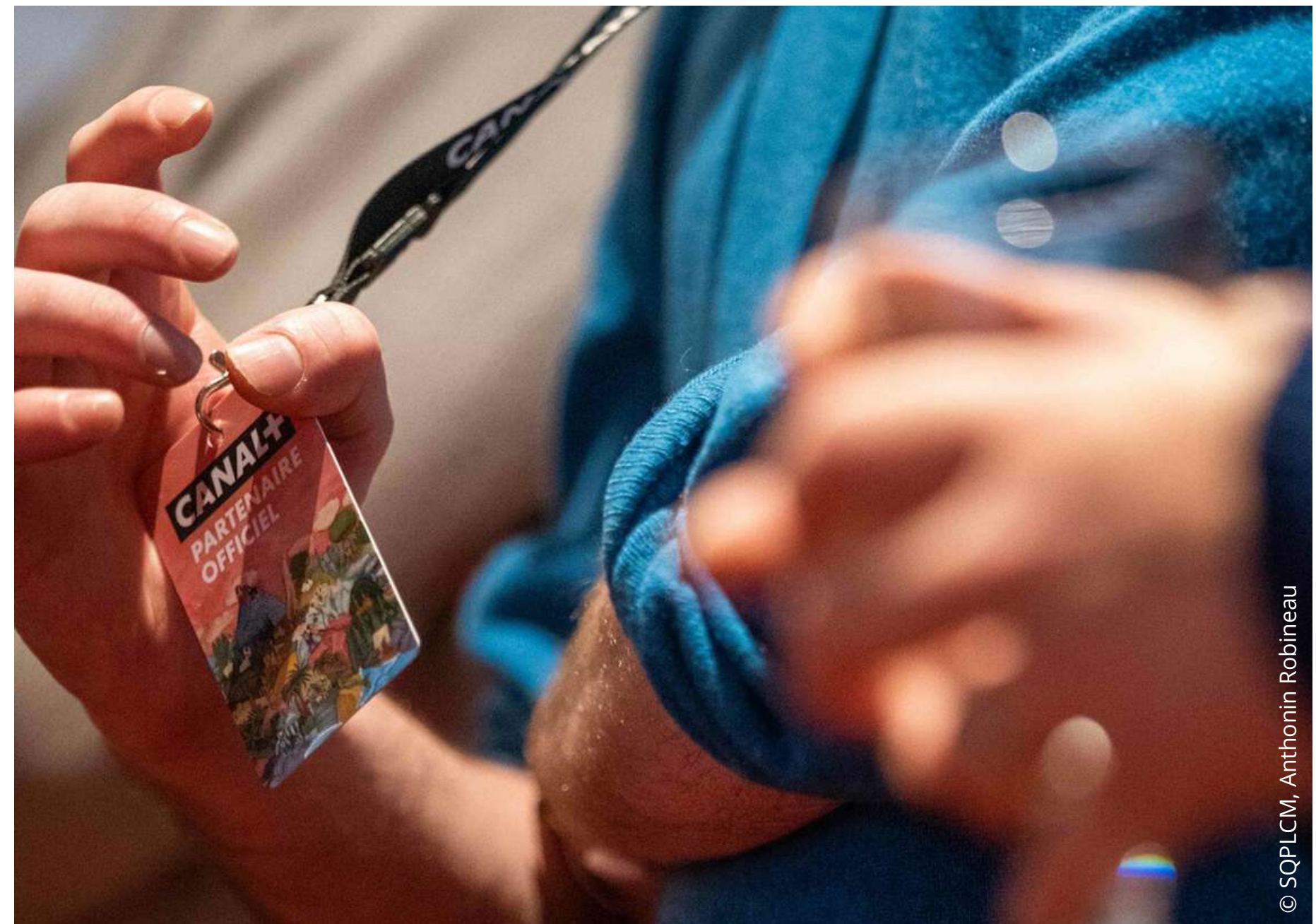
PHYSICAL SUPPORTS

# Backside of the Festival badge

Badges given to all accredited members.

> 7,000 copies

**TARGET** > attending professionals



© SQLCM, Anthonin Robineau

**YOUR LOGO ON THE BACKSIDE OF THE FESTIVAL BADGE**

€10,000 EXCL. TAX

**Reference 102**



## EVENTS

PHYSICAL SUPPORTS

# Necklaces

Given to all accredited members with their badge during the Festival.

Support made by your company.

> 7,000 copies

**TARGET** > attending professionals



© SQLCM, Baptiste Chanat

**YOUR LOGO ON THE NECKLACES**

€10,000 EXCL. TAX

**Reference 103**



**EVENTS**  
PHYSICAL SUPPORTS

# Volunteers clothes

Every year, over 350 volunteers lend a hand to the Festival organising team.

Support made by your company.

> 500 copies

**TARGET** > volunteers and members of the Festival organisation



© SQLCM, Baptiste Chanat

**YOUR LOGO ON VOLUNTEER CLOTHES (SUPPORT TO BE DEFINED)**

 Contact us for details (see p. 23)

Reference 104



## EVENTS

PHYSICAL SUPPORTS

# 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



ADVERTISING COVERS FOR VAUBAN SAFETY BARRIERS

€10,000 EXCL. TAX

Reference 105



## EVENTS

PHYSICAL SUPPORTS

# 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



© SQLPCM, Baptiste Chanat

**VOTRE LOGO SUR LES AFFICHES OFFICIELLES**

 Contact us for details (see p. 23)

Reference 106



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

## ADVERTISING SPACES

COMPANY (legal name)

SIRET NUMBER

LEGAL STATUS

BILLING ADDRESS

COUNTRY

NAME OF THE PERSON IN CHARGE

TEL

EMAIL

INTRA-COMMUNITY VAT NUMBER

I HAVE READ THE GENERAL TERMS AND CONDITIONS OF SALE AND I HEREBY PLACE AN ORDER FOR

REFERENCE(S) NO.

FOR A TOTAL AMOUNT (EXCL. VAT) OF

# 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

[https://taxation-customs.ec.europa.eu/taxation-1/value-added-tax-vat\\_en](https://taxation-customs.ec.europa.eu/taxation-1/value-added-tax-vat_en)

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.

SIGNATURE AND STAMP

# Contact



**AGNÈS REURE**

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**saue qui peut  
le courtmetrage** 

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  **ClermontISFF**