

Online Marketing Budget Form

Cost category	£
FILM COSTS	
Film certification fee (payable to the BBFC)	
Digital cinema prints	
Digital Master cost	
No. digital prints in 3D and (if any) 3D	
Duplication cost	
Cost of encoding/encryption applications (including generating the KDM codes needed to 'unlock' the digital files in the cinema servers to enable the film to play)	
Digital trailer costs	
Transport to cinemas	
Virtual print fees	
Other digital costs	
Other print costs (if any)	
No. and cost of IMAX® prints	
No. and cost of HFR ('higher frame rate') print costs	
Trailer print costs	
Transport to cinemas	
MARKETING COSTS	
Media (pre-launch, launch and sustain)	
Press/print advertising	
TV advertising	
Online advertising	
Outdoor advertising	
Radio advertising	
Social media profiles	
Other media costs	

Film Distribution: Connecting Films with Audiences

Cost category	£
MARKETING COSTS (cont'd)	
Promotions	
Media promotion(s) – e.g. on-air/online/print	
Contribution to any licensed/retail partner or other promotion(s)	
Prize packages (holidays/trips/merchandise)	
Agencies and presentation costs	
Publicity	
Set visits (sending key journalists)	
Press screenings	
Talkers (i.e. advance public screenings), if any	
Premiere/Gala screening, if any	
Visiting talent costs: travel (airfares/cars), accommodation, per diems (expenses) and hospitality, junket venue hire	
Festival screenings/travel	
PR agency fees & expenses	
Press kits/online press office management	
Other publicity costs	
Campaign production	
Film poster design	
Poster printing	
Print advertising	
TV spots	
Online ads	
Radio spots	
Film trailer for cinemas and online/TV	
Subtitles/audio description tracks	
Content for UK film website(s)	
Foyer POS display items origination & print	
Promotional leaflets/flyers, if any	
Other production costs	

Film Distribution: Connecting Films with Audiences

Cost category	£
OTHER	
Research screening/exit polling, if any	
Additional materials (specify)	
Couriers, copying, incidental expenses	
Contingency	
Total	