



## ACCESSIBILITY/PROMO-PAK COMBO

### **JWR** launches new, cost-effective service

Filmmakers, producers, broadcasters and content providers of all genres will want to take advantage of **JWR's** just-announced **Accessibility/Promo-Pak Combo**.

With ~10% of the population deaf, deafened or hard of hearing (as well as consumers who rely on Closed Captioning when working out or going out to bars and restaurants), it just makes sense to have the Closed Caption option available in any film or video production. In many countries—including Canada—there are already laws and regulations requiring Closed Captions for television. Now that so many films, TV shows and original programming are appearing on or downloadable from the Internet, it won't be long until all countries follow the lead of the United States and Australia and regulate Closed Captions in their jurisdictions as well.

Beyond those requirements, sales, rentals and buzz can only improve if Closed Captions are available—**especially for trailers where viewers of all stripes frequently base their next viewing decision**.

Having worked directly with many individuals from the deaf, deafened and hard of hearing community, we know firsthand how important improved accessibility is to this significant segment of the population.

Now that **JWR** has begun posting theatrical trailers to the website ([JWR's Theatrical Trailer Park](#)), we have made it our policy that all videos must have Closed Captions. Accordingly, we have developed a methodology that can produce Closed Captions in virtually any format required (e.g., .xml, .srt, .scc, .vtt) for any platform or player—no easy task with so many options to choose from in today's competitive marketplace.

To give even more incentive for filmmakers, producers, broadcasters and content providers to add Closed Captions, we have put together a cost-effective accessibility/promotional program that will ensure information about your work reaches the widest audience possible.

This offer is exclusive to projects that already appear or are slated to have an article (review, preview, interview, commentary) published on **JWR**.

Here's the package:

Items	Details
1. Closed Caption File for Trailer	<ul style="list-style-type: none"> <li>- Up to three minutes; custom quote if longer</li> <li>- file copy provided for use on other sites (e.g., company website; YouTube, etc.)</li> </ul>
2. Company/organization Listing in <b>JWR</b> 's International Directory of Fine Arts and Film	<ul style="list-style-type: none"> <li>- Basic Listing: simply complete on-line form; includes, contact information, <b>JWR</b> links, link to company/organization website</li> </ul>
3. <b>JWR</b> Article Page (review, preview, interview or commentary)	<ul style="list-style-type: none"> <li>- "Watch the Trailer" link prominently displayed</li> <li>- Link to company/organization listing for more information</li> <li>- Links to primary cast/crew on <b>JWR</b></li> <li>- Link(s) to country/countries of origin</li> <li>- Link to Amazon.com for purchase information (where applicable)</li> </ul> <p style="text-align: center;"><a href="#">(Stratford Shakespeare Festival Listing)</a></p>
4. Off-site promos	<ul style="list-style-type: none"> <li>- Trailer posted on <b>JWR</b>'s YouTube page (<a href="#">A Better Life - Trailer</a>)</li> <li>- Article listed/linked on Rotten Tomatoes, Online Film Critics Society and IMDb</li> </ul>
<b>Pricing</b>	<ul style="list-style-type: none"> <li>- Introductory Accessibility/Promo-Pak \$69*</li> <li>- Regular Accessibility/Promo-Pak: \$129*</li> <li>- Bulk orders (five or more) customized price*</li> </ul>
	<p>* Plus sales tax for Canadian companies/organizations</p>
<b>Payment methods</b>	<ul style="list-style-type: none"> <li>- Pay Pal, money order, bank draft or cheque</li> </ul>
<b>Satisfaction guaranteed or payment refunded</b>	

Note: We can also provide Video Transcription and Closed Caption services for feature-length productions and would be pleased to quote on your projects.

Let's get started: call (905.938.2850) e-mail ([info@jamesweggreview.org](mailto:info@jamesweggreview.org)) today!

<http://www.jamesweggreview.org>