



Prepare yourself for Kanopy’s Fright Fest, a chilling collection of films designed to thrill and terrify. Starting October 1st, immerse yourself in an expertly curated selection of horror masterpieces that promise to keep you on the edge of your seat. This spine-tingling line-up features a range of eerie tales and supernatural adventures, each designed to provoke fear and fascination. With complex plots and hauntingly imaginative storytelling, these films explore the darkest corners of every room. Whether you’re a fan of classic horror or contemporary thrillers, Fright Fest delivers a haunting experience that’s just a click away. Enjoy seamless access to your favorite horror films anytime, anywhere with Kanopy’s easy-to-use platform on your TV, mobile device, or tablet. Don’t miss out-let the frightful fun begin!

To explore Kanopy’s entire Fright Fest film collection, go to [www.kanopy.com/category/60744](http://www.kanopy.com/category/60744)

Looking to share our Fright Fest film collection with your community? Look no further than our monthly toolkit additions available on the Digital Marketing Resources Page for our **U.S.**, **Canadian**, and **Australian/New Zealand** markets.

## List of Toolkit Items

<div>7</div> <div><b>General Announcements</b></div> <div>Images that present our Fright Fest Kanopy collection, sized for various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images.</div>	<div>5</div> <div><b>Title-Specific Assets</b></div> <div>A set of images extracted from the larger collection that highlight specific titles.</div>	<div>2</div> <div><b>Suggested Copy</b></div> <div>Two options that you can copy and paste into your messaging across social media and email.</div>
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## General Announcement & Title-Specific Assets

To download the general announcements for our Fright Fest on Kanopy collection, visit our Digital Marketing Resources Page for the **U.S.**, **Canadian**, and **Australian/New Zealand markets**.

And remember, you can always add your library logo to any of these images to remind your patrons that they can access Kanopy through your digital offerings.

See example below.



## Social Media/Newsletter Copy

### Version 1

Unleash your inner spirits with Kanopy's Fright Fest! From horror classics to thrilling adventures, Fright Fest celebrates horror and fascination during this spooky season. Get your flashlight ready and start streaming now at [www.kanopy.com/category/60744](http://www.kanopy.com/category/60744). **#FrightFestOnKanopy**

### Version 2

Prepare to face your deepest fears with Kanopy's Fright Fest! Delve into a collection of spine-chilling films that will thrill and terrify you, sparking a journey into the unknown. Start your horror journey today at [www.kanopy.com/category/60744](http://www.kanopy.com/category/60744). **#FrightFestOnKanopy**

## Campaign Start and End Dates

We'll be launching our Fright Fest collection on Kanopy campaign on October 1, 2024. We encourage our library partners to use the provided materials to spread the word in your community. If you have any questions about the items contained in this toolkit, feel free to reach out to us at [marketing@kanopy.com](mailto:marketing@kanopy.com).

Respectfully,  
The Kanopy Team