

Kanopy's Crypt Collection is back and bigger than ever! This October, arm your patrons with free access to a killer lineup of cult classics, arthouse nightmares, international chillers, and slashers that never go out of style. Content they'd otherwise pay for on a subscription platform, all free with their library card. It's never been easier to give your patrons something worth screaming about.

Explore the collection, title synopses and more: kanopy.com/category/29299

All images provided must be used for direct promotion of that specific film or collection.

List of Toolkit Items

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General Announcements

Print materials that showcase The Crypt Collection, which can be printed and displayed throughout your library.

6

Digital Graphics

Graphics sized for various social media platforms and email, showcasing The Crypt Collection content.

4

Suggested Copy

Four options that you can copy and paste into your messaging across social media and email.

Programming Ideas

- Create a "Crypt Collection" Lounge. Transform your media section into a dedicated Crypt Collection reading and viewing space during the promotion. Use low lighting, cobweb décor, and a curated display of collection titles to invite spontaneous browsing. Include QR codes linking to staff read-alikes, reviews, or streaming options.

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- Host an In-Library Horror Screening. Offer a free screening of a classic or cult horror film from the Crypt Collection (be sure to choose titles with *Public Performance Rights*). Set the mood with dim lighting and themed snacks, like popcorn labeled “Cursed Kernels.” Follow the film with a guided discussion. This can also work as a recurring weekly event during the month.
- Run a Horror Bracket Tournament. Set up a bracket-style competition where patrons vote for their favorite horror titles from the collection. This interactive activity encourages engagement, promotes the collection, and drives patrons to discover new films on Kanopy.

Social Media and Newsletter Copy Suggestions

Option 1

Kanopy’s Crypt Collection is here and your watchlist will never be the same. We’ve curated the best in horror film and TV, from slow-burn classics to modern nightmare fuel. Browse, borrow, and maybe sleep with the lights on. Stream now: kanopy.com/category/29299

Option 2

Whether you’re a jump-scare devotee or a psychological horror purist, there’s something here to unsettle you. Kanopy’s Crypt Collection horror film and TV collection is now available...free to borrow and impossible to forget. Start watching: kanopy.com/category/29299

Option 3

Looking for your next horror obsession? Kanopy’s Crypt Collection has arrived. Featuring a handpicked lineup of horror films and TV series—from iconic slashers and atmospheric ghost stories to prestige horror and cult classics, there’s something for every kind of scare. All you need is your library card: kanopy.com/category/29299

Option 4

Fright Fest is here. Horror films. Horror TV. All free. All terrifying. Stream now... if you dare: kanopy.com/category/29299

Campaign Start and End Dates

Kanopy’s Crypt Collection launches **October 1st, 2026**, and we encourage our library partners to use the materials provided to spread the word in your community beforehand. If you have any questions about the items contained in this toolkit, feel free to reach out to us at marketing@kanopy.com.

Frightfully Yours,
The Kanopy Team