



OVERVIEW

Why Advertise in Movie Theaters?

Expansive Reach

Moviegoers spend an average of 14 minutes in their seats before a movie starts. They are relaxed, receptive, and captivated ensuring you have their full attention. Movie going is the #1 leisure activity for Americans. Of your target audience, 32% are ages 18-34, 51% are ages 18-49, and 46% are college educated. Nearly 9 out of 10 moviegoers prefer to see a preshow as opposed to a blank screen.

Effective Recall

Throughout the course of only a few minutes, your ad will receive constant repetition. Your ad will run for 10-12 seconds every 4-5 minutes. Many consumers consider cinema ads to be more interesting than other media. Cinema advertising is appealing and memorable, with a 52% unaided recall rate in comparison to 6% for television ads.

Engaging Environment

Movie theaters offer a unique, distraction-free environment, complete with huge screens and immersive sound systems. Your ad will be showcased in an ideal atmosphere in front of an audience that is comfortable and attentive.

HOW DOES THEATER ADVERTISING COMPARE TO OTHER MEDIA?

A theater is full of prime target audiences for most businesses, where television has more of a broad audience of people who have the option of changing the channel.

Consumers are 53% more likely to express increased interest in brands or products advertised in theaters than television viewers.

Radio can't deliver a huge, full color image to leave a lasting impression and it carries the option of changing the station.

A month of theater advertising costs significantly less than a month of a ¼ page ad in the newspaper



Skyview Cineplex

PRODUCTION GUIDELINES

What Should I Consider When Designing My Slide?

Message

A simple and concise message is the key to an effective cinema advertising campaign. Your main idea should be focused on a single product or unique selling point.

Visual

Your ad should be straightforward and crisp. A viewer will have a much higher chance of recall if the image is eye-catching and to the point. Keep your layout organized and sharp. Make sure your elements are pleasing to the eye, aligned on an invisible grid. Layout is important in your ad design. A poor design can lead to an unsuccessful return.

Don't attempt to use too many special effects in your design. If they are not applied correctly, beveled edges and textures may appear soft and distracting. Simple drop shadows and stroked edges can give your design just the right amount of extra pizzazz.

Always use high resolution digital images and text in your design. It may look okay on a computer monitor, but a low-resolution design becomes a blurry ad on a theater screen.

The correct resolution for display is 1280 x 720 and it is highly recommended that the DPI be 72 or higher. Your file can be submitted as a JPEG, JPG, or PDF.

Email the file to www.skyviewlanes@gmail.com

In-Theater Advertising Contract Skyview Cineplex

13-Week Ad Run \$650 \$50/week
TRY IT OUT SPECIAL (first time only) Save \$100 \$550 \$42/week

1st ad Design (2 proofs max) \$50
 2nd ad Design \$40
 3rd ad Design \$30

Renews at standard rates

6-Month Ad Run \$1175 \$45/week

1st ad Design (2 proofs max) \$50
 2nd ad Design \$40
 3rd ad Design \$30

Yearly Advertising \$1940 \$37/week

1st ad Design (2 proofs max) \$50
 2nd ad Design \$40
 3rd ad Design \$30

15% Discount with full pre-payment-not valid on try it out special.
 Monthly billing for 6 and 12 month contract requires first month pre-paid.
 Billing will be in advance. Pre-designed advertisements are accepted on approval, and we reserve the right to accept or reject any advertisement. Ad will not be shown in theater until payment is received or account is current. Make checks payable to **Skyview Cineplex**.

Payment Received:_____/_____/_____ Ad Start Date_____/_____/_____

Ad End Date_____/_____/_____

Option:_____ Amount:_____

Signed:_____ Business:_____

Unless otherwise stated above all invoices will be paid within 10 days of billing, and a FINANCE CHARGE OF 1.5% PER MONTH APR OF 18% will be paid on any account balance remaining. Returned checks will be charged \$25.00. Further, all collection costs, legal and attorneys' fees will be paid by delinquent accounts. Contracts may be cancelled in writing. Buyer agrees to pay any outstanding charges and additional cancellation fee of \$75.00. Buyer agrees to indemnify and hold harmless Seller from any liability resulting from errors, omissions, or problems occurring from or as a result of advertising.