



ON-SCREEN ADVERTISING

WHY ADVERTISE IN MOVIE THEATERS?

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 who is comfortable and attentive. Moviegoers spend an average of 14 minutes in their seats before a movie starts. They are relaxed, receptive, and captivated, ensuring you will have their full attention. Movie going is the #1 leisure activity for Americans. The Melba Theater appeals to a wide range of ages.

Pricing

Advertising rates are a per month basis on length of contract with a suggested 12-month reservation.

- *Month-to-month advertising: January-November = \$200 per month December* = \$300 per month. Annualized cost for choosing month-to-month advertising: \$2,500.*
- *6-Month Advertising Agreement: \$1,050/ \$175 per month, unless December* is included in the 6 months. If December is included in the 6 months: \$1,170 / \$195 per month. Annualized cost for staying on a 6-month agreement: \$2,220 (saves \$280)*
- *12-Month Advertising Agreement: \$1,800 / \$150 per month (saves \$700) includes the "Very Melba Christmas" movie series.*

*Advertising for the month of December is \$300 and includes our "Very Melba Christmas" movie series with additional promotions.

WHAT SHOULD I CONSIDER WHEN DESIGNING MY SLIDE?

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 unit selling point. Avoid using white as a main background color. A dark background contrasted with light text will draw much more attention and will result in a more appealing look. All content must be for general audience viewing. Copyright and trademark restrictions must be respected.

Format and sizing

Final ads may be submitted for print via e-mail or on standard storage media.
Dimensions: 1280 x 720 // Color Mode: RGB
File Format: All supplied ads must be compatible with either Adobe Photoshop or Illustrator. .psd, .ai, .eps, .tif, .jpg, .pdf are all preferred formats.

Design Proof

Once your advertising materials have been submitted, you will receive a design proof of your new ad(s) via email. Your design will not be submitted until you have had the opportunity to look over your design, request any changes, and approve the final layout.

Payments

Advertisers who do not pay for their total agreement up front will be invoiced monthly. Payments must be received before advertisements will show. Payment is due on the 15th of the month for the upcoming month. Payments can be made with cash, check or card. Payments can be mailed to 115 West Main Street, Batesville, AR 72501 or online at melbatheater.org

Visibility

The advertisers slide(s) will be shown at least 10 times in the rotation before each show. Each slide will show for 7 seconds.

How do I order graphic design?

Professional ad design is provided through the Melba Theater. Photos, logo, text, and contact information for your design may be submitted via e-mail or on standard storage media. The email address is mandi@melbatheater.org Please include your company logo and contact information, as well as any special promotion or sale you would like your ad to focus on. Be sure to include any photos of employees, products, or your storefront that you would like to feature.

Ad Options

Your advertising can consist of a combination of up to three different layouts. Some advertisers prefer to use one design for multiple showings, ensuring repetitive recognition. Some advertisers opt to advertise more than one service or product, choosing a variety of three separate designs.



ON-SCREEN ADVERTISING AGREEMENT

ADDRESS:
MELBA THEATER
115 WEST MAIN
BATESVILLE, AR 72501

ADVERTISER [REDACTED] MAIN CONTACT [REDACTED]
PHONE [REDACTED] STREET ADDRESS [REDACTED]
CITY [REDACTED] STATE [REDACTED] ZIP [REDACTED] EMAIL [REDACTED]

AD TYPE

STATIC SLIDES (3 DESIGNS PER MONTH) 30-SEC COMMERCIAL

TERM OF AGREEMENT: DATE TO BEGIN [REDACTED] TERMINATION DATE [REDACTED]

AGREEMENT DURATION / COST (SELECT ONE)

MONTH-TO-MONTH: \$200 PER MONTH JAN - NOV / \$300 FOR THE MONTH FOR DEC
 6-MONTH: \$1,050 (\$175 PER MONTH) - EXCLUDES DEC / \$1,170 (\$195 PERMONTH) - INCLUDES DEC*
 12-MONTH: \$1,800 (\$150 PER MONTH) - INCLUDES DEC*

*December advertising includes the "Very Melba Christmas" movie series partnership which includes significant added exposure.

PAYMENT: (DUE BY THE 15TH OF EACH MONTH)

PLEASE INVOICE CHECK # AMOUNT [REDACTED]
CARD TYPE [REDACTED] EXP DATE [REDACTED]
CARD # [REDACTED] CVV [REDACTED] BILLING ZIP [REDACTED]
AUTHORIZED SIGNATURE [REDACTED] DATE [REDACTED]

NOTE: Advertising to be formatted and displayed per Melba Theater "on-screen advertising" sheet. Payments due on the 15th of the month prior to advertisement being displayed. Advertisements shall not contain:

- (i) Any content promoting the use of alcohol, tobacco or illegal substances; nudity, sex, pornography, or adult-oriented content;
- (ii) any content with explicit or inappropriate language;
- (iii) content promoting illegal activity, racism, hate, "spam", mail fraud, pyramid schemes, or investment opportunities or advice which is not permitted under law;
- (iv) content that is libelous, defamatory, contrary to public policy or otherwise unlawful or any other content deemed inappropriate by the Owner in its sole discretion.

Use of any such inappropriate content by the Advertiser will result in the suspension, termination, and removal of the Advertisement or any other action deemed necessary by the Owner in its sole discretion.

AGREEMENT SIGNATURES

ADVERTISER [REDACTED] MELBA THEATER [REDACTED]
DATE [REDACTED] DATE [REDACTED]

FILL THIS OUT IF YOU WILL BE NEEDING GRAPHIC DESIGN ASSISTANCE (\$25 FEE PER CHANGE)
PROVIDE SHORT, SMALL SECTIONS OF INFO. STATE YOUR PRIMARY MESSAGE IN ABOUT 10 WORDS OR LESS. LIMIT YOUR AD INFORMATION TO 25-30 WORDS. (ATTACH ADDITIONAL PAGE IF NEEDED)

DESIGN DIRECTION / NOTES:

PLEASE PROVIDE ANY ADDITIONAL INFORMATION WE MAY NEED, SUCH AS SPECIFIC COLORS, PHOTOS YOU WOULD LIKE, DESIGN AND LAYOUT IDEAS, ETC.