



# Advertising Rate Sheet

## On-Screen Advertising Benefits

On screen advertising allows business to break through the clutter in ways that no other media can. Research shows that the recall rate of a cinema ad is six times greater than that of a TV ad\*. On-screen advertising with the Majestic Theatre has multiple elements that make it a unique avenue to increase public interest in your business. Among them are:

- A captive audience. (No page flipping or channel switching).
- Our patrons represent a wide range of demographics. This is an opportunity to reach beyond the limits of print advertising.
- New, digital projectors provide a bright high-definition image of your ad.
- A unique opportunity to present your business without competing for screen space with other advertisers. When your ad is on screen, it is the only item holding the audience's gaze.
- A diverse program of content that captures the eye and holds the audience's attention.
- All clients will have exclusive use of a business card rack installed in our lobby. This will help to reinforce the interest a potential customer has developed from your slide, and enable them to contact you.

## Packages

(All packages require a minimum of a 6-month contract)

Packages are ideal for businesses that want to maximize their exposure to the public at a discounted price. A price break is offered for each package. The more advertising you secure, the more you save!

### Basic Package

1 slide in two theaters – 12 seconds (\$155/mo.)

### Premium Package

1 slide in four theaters – 48 seconds (\$279/mo.)

### Ultimate Package

1 slide in all six theaters – 72 seconds (\$450 per mo.)

## A La Carte

The a la carte option of advertising is ideal for businesses who wish to customize their advertising offering to the public. By using the a la carte option, businesses can choose the exact amount of advertising that would be most effective in serving their needs.

- 1 slide in all six theaters for one month - \$195
- 1 slide in three theaters for one month - \$100
- 12,500 printed ticket ads - \$900
- 50,000 printed ticket ads - \$3,600

## Program Composition

The Majestic Theatre will balance the presentation at its discretion to include advertisers, local artists, local trivia, movie facts, in house promotion, public service announcements and related slide material. By doing so, the presentation will be able to hold the attention of the audience longer and more effectively. The slide presentation will be shown in high-definition on screen (Crested Butte: 3 screens totaling roughly 300 seats, Gunnison: 1 screen totaling 200 seats) continuously while the Majestic Theatre is open to the public, with the exception of those times that a film is on-screen. The program starts with the open of business each day, playing continually until a show starts or the close of business.

## Design and Production

Professional graphic design and slide production is included at no extra charge for all 6 month contracts. Services include ground up ad building too meet the client's needs. If design time exceeds what is included in the basic or premium package (2.5 hours for basic or 5 hours for premium), advertiser will be charged at a rate of \$45 per hour. Slide design and production costs are not included for non-contract accounts, and will be billed at \$45 per hour.

**Example slide:**



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