

# Advertising at The Civic Theatre

**The Civic Theatre provides affordable on-screen advertising that increases awareness and generates revenue opportunities from consumers who live and work in the area where you do business.**

## Tips for Advertising:

Cinema advertising is a medium that is most effective when used as a brand building medium, promoting business on a corporate and name association basis. The more creative and exciting the advertisement, the higher the recall.

*Don't be too specific*

*Be concise: (maximum 15-20 words)*

*Use quality elements/images (high resolution digital)*

*Phone numbers and small details can be distracting*

*Don't forget your business logo!*

The cinema audience is an attentive and engaged captive audience, not distracted by telephones, remote-control devices, electronic media, or household activities.

- 70% of all moviegoers can recall specific cinema advertising
- Cinema advertising has 5 times the retention of TV advertising
- Screen advertising is both flexible and affordable

The Civic Theatre welcomes approximately 50,000 patrons through our doors to see upwards of 450 screenings and other events each year. Our programming consists of Hollywood films, independent and arthouse selections, and occasional live presentations.

Many of our patrons attend films weekly, resulting in many repeat impressions for advertisers. Given that most people show up an average of 15 minutes before a movie, most customers will see slide ads at least 3 - 4 times before the show starts. Repetition builds reputation and builds brand awareness for your business.

*Information researched and adapted from Nielsen Canada, CAC (Cinema Advertising Council/MPAA Theatrical Market Statistics), and the Strategic Marketing Counsel*

## ON SCREEN ADVERTISING PROPERTIES AND RATES

All onscreen advertising receives:

- Fri/Sat/Sun/Tues/Thurs (5 nights x 1-2 showtimes)
- Some Member Mondays and other programming on Mondays and Wednesdays as may be scheduled.
- Guaranteed 7 day schedule.

## SLIDE ADS

Rates: \$100 per week

Minimum 8-9 second exposure, in a 4 to 5 minute loop, and will repeat approximately 7 to 8 times per half hour.

Maximum # of slides in rotation: approx. 28

*Better rates available for extended bookings.*

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## Ad Specifications

Ratio: 1920 x 1080 pixels

Resolution: 96 dpi

Format: jpeg

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## SHOWTIME TRAILER ADS

Rates (per week)\*

Campaign Length	More than 12 weeks	4-12 weeks	1-3 weeks
30 Second Message	\$150.00	\$195.00	\$240.00
60 Second Message	\$240.00	\$330.00	\$420.00

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### Ad Specifications

File compression: H.264  
(or bring in file for testing)

Framerate: 24.00

1:1 Resolution: 1920×1080px

6 Channel WAV: 24bit/96kHz

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For more information and to book advertising, please contact:

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\* The Civic Theatre is pleased to offer a 20% discount to non-profits and charities.

