

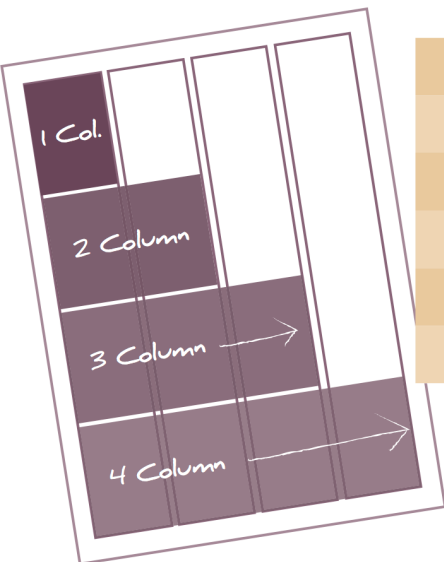
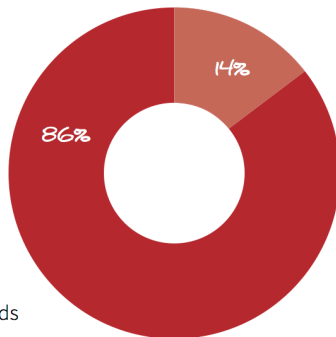
# ADVERTISING ON SCREEN AND IN PRINT

## On Screen

What better way to reach individuals who live and work in Downtown Kitchener and surrounding neighbourhoods than with on-screen advertising at Apollo Cinema. Our huge screen and state-of-the-art Christie® Digital projection and sound equipment ensures your message makes a big impression to more than 300 captive audience members.

For one month, all moviegoers will be exposed to your ad at least three times before the movie begins, with each exposure 10 seconds in length.

- Moviegoers that remember on-screen ads
  - Moviegoers that don't remember much of anything
- Statistics courtesy of the Cinema Advertising Council



## Booking, Submissions & Payment

- Ads must be booked and artwork supplied by the 15th of the month
- Email your artwork to [info@apollocinema.ca](mailto:info@apollocinema.ca)
- Include your company and/or event name, the month(s) and year of publication and cinema name in the subject line
- Advertising must be paid in full at the time of booking
- Payment for ads which are not supplied in time for printing will not be refunded. Credit may be issued at the discretion of Apollo

## In Print

Each month over 10,000 Apollo Cinema movie schedules are distributed throughout Downtown Kitchener businesses, office towers and into local neighbourhoods. As Downtown Kitchener's newest (and only) cinema, this vibrant newspaper piece is the perfect companion for individuals who live, work and play in our city's downtown core.

The Apollo Cinema schedule contains a mix of movie programming, events and promotions. The same schedule will be referenced multiple times, ensuring maximum exposure of your advertisement.



Ad Size	Dimensions	1x	6x	12x	Placement
1 column	2.45" x 4"	\$100	\$540	\$960	Best available
2 column	5.056" x 4"	\$180	\$972	\$1728	Best available
3 column	7.65" x 4"	\$260	\$1404	\$2496	Best available
4 column	10.25" x 4"	\$340	\$1836	\$3264	Inside or back page
on screen	1920p x 1080p	\$120	\$660	\$1200	On screen pre-show

Taxes not included. Prices are subject to change without notice.

## Artwork Requirements

- Print advertising
  - Artwork must be PDF or EPS with 150ppi resolution, no bleed
  - Fonts must be fully embedded or outlined
  - Greyscale only. Colour modes will be converted without notice
- On-Screen advertising
  - Artwork must be PDF or PNG and 1920p x 1080p
  - Fonts must be fully embedded or outlined
- Artwork supplied and/or revised and resupplied after deadline are subject to a charge of \$50/ad.
- Changes handled by our designer at a flat rate of \$55/hr with one hour minimum charge. This does not include design work.