

Tips for Movie Advertising:

Most organizations that sell this type of advertising are media buyers that specialize in placing regional cinema advertising campaigns.

Slide advertising are the static images shown prior to a feature presentation. They are often part of a movie trivia program.

The average non-profit media cost for slide advertising is approximately \$25 for each screen, per week, with an average minimum purchase of 14 weeks.

For example, up to 10 theaters, which account for approximately 100 screens, would cost roughly \$2,500 per week. This would allow the advertisement to be shown approximately 10,500 times a week in front of approximately 100,000 viewers a week. These numbers vary depending on the theater and time of year.

Advertisements are often shown in front of all the movies within the theater, purchasers are seldom allowed to pick specific movies. The average lead-time to purchase a movie theater advertisement program is 4 weeks prior to the launch date.

Examples of some related costs follow:

- Slide design: \$200 per original.
- Duplication of the same ad: \$7 per screen
- Shipping: \$20 per theater

These rates are estimated and should be used for planning purposes only. An exact theater list and final costs can be supplied after a budget; flight dates and target markets are determined.

---www.MovieAdvertising.com