



MOVIE THEATER



FEATURES AND BENEFITS:

- Movie Theater Advertising delivers your message to a captive audience.
- Movie Theater ads can use full sight, sound and motion to increase ad recall.
- Frequent repetition of the message insures that moviegoers see and remember your ad, building brand awareness.
- Advertiser's company image is often boosted by the association with the movies on the big screen in full color.
- Because movie theaters are located near or in suburban shopping malls and other high profile retail areas, ads are positioned close to point-of-purchase.
- Campaigns can be targeted by a demographic profile based on the geographic location of the movie theater.

LOCATIONS:

- On screen, pre movie
- Lobby Posters and Floor displays
- Lobby digital networks
- Handouts
- In lobby remotes

PRODUCTION: •

Digital picture slide, flash animation and full motion video.

PROGRAM LENGTH

- Available in four week periods to long term programs.