



ON SCREEN ADVERTISING SALES INFORMATION

12 Auditoriums



ON SCREEN DIGITAL SLIDE ADVERTISEMENT

Slide Information

- Three (3) static slides per package
- Slides can be placed randomly or consecutive placements, maximum of 3 slides are allowed for consecutive placement
- Each slide will run at a minimum* of two (2) times between screenings
Number of screenings can vary**
- Special arrangement for immediate installation
- Can be updated every week. Images should be submitted every Wednesday no later than 5:00PM

Note: **May increase depending on the length of the movie*

***May increase depending on the screening demand for the movie*

Digital Slide Specification

- The images should be in jpeg format
- Dimensions are as follows*:
 - a) 8.75" x 5.33"
 - b) 8.33" x 4.25"
 - c) 6.83" x 3.25"

*Note: *Three (3) sizes are required due to the different distances and throws of the projectors to the screens*

DIGITAL SLIDE RATES

ONE (1) YEAR	\$625/MONTH
SIX (6) MONTHS	\$700/MONTH
ONE (1) MONTH	\$780/MONTH



ROLLING STOCK ADVERTISEMENT

Rolling Stock Information

- Video commercials are placed before the start of every screening right before the movie trailers
- Video commercials can either be in :30 seconds or :60 seconds in length which are standard commercial lengths in cinemas
- Each commercial will run once at the start each screening
- Number of screenings may vary*
- Special arrangement for immediate installation
- Video commercials have to be converted to DCP format for digital screens

*Note: *May increase depending on the screening demand for the movie*

ROLLING STOCK RATES

30: SECOND SPOT	
ONE (1) YEAR	\$1, 100/MONTH
SIX (6) MONTHS	\$1, 275/MONTH
ONE (1) MONTH	\$1, 400/MONTH

60: SECOND SPOT	
ONE (1) YEAR	\$1, 680/MONTH
SIX (6) MONTHS	\$1, 890/MONTH
ONE (1) MONTH	\$2, 100/MONTH

Video Specification for DCP (Scope and Flat format) Conversion:

- Video: 24.00 frames per second
- Compression: JPEG2000 Interop
- Color Space: XYZ
- Video Format: 2K - 2048x1080 container size (1:2.39 2048x858, 1:1.85 1998x1080, 1:1.77 1920x1080)
- Audio Format: 24-bit, 48 kHz uncompressed
- Audio Channel Mapping: 1:Left 2:Right 3:Center 4:Subwoofer 5:Left Surround 6:Right Surround
- Audio Level: -8 decibels
- Conversion Turn Around Time: 7-14 days

COMMERCIAL CONVERSION RATES

FROM HD VIDEO TO DCP FORMAT

\$500.00/Conversion



DIGITAL MENU BOARD RATES

30: SECOND SPOT	\$1,000/MONTH
60: SECOND SPOT	\$1,250/MONTH

Exposures

- 2 screens at the mall running from 12:00PM to 12:00AM (12 hours non-peak season) and 10:00AM to 12:00AM (14 hours on peak season)
- 50++ average exposures per day on non-peak and 60++ average exposures per day on peak season
- Video Specification: HD mpeg4

OTHER IN-THEATRE ADVERTISING RATES

Options Extended to **On-Screen** Advertisers

Banner placement*	\$250.00/MONTH
Sales set-up and display	15% of gross sales
In-lobby vehicle display**	\$350.00/MONTH
Website banner placement***	\$300.00/MONTH
Box office giveaways	No charge

Note: *2' (w) x 5' (h) stand-up banners only

**A third-party vendor will be acquired for the removal and re-installation of the mall doors. There will be a separate cost for the services.

***Dimensions: 6.052" x 3.198" with 96 dpi resolution

Options Extended to **Non-On-Screen** Advertisers

Lobby banner placement*	\$500.00/Month
Sales set-up and display	20% of gross sales
In-lobby vehicle display	\$700.00/month
Website banner placement***	\$500.00/month
Box office giveaways	No charge

Note: *2' (w) x 5' (h) stand up banners only

**a third-party vendor will be acquired for the removal and re-installation of the mall doors. There will be a separate cost for the services

***dimensions: 6.052" x 3.198" with 96 dpi resolution

**ALL ADVERTISING MATERIALS ARE SUBJECT TO
APPROVAL BY MM THEATRES MANAGEMENT**

