

CHATHAM ORPHEUM THEATER

ON SCREEN
ADVERTISING
PRESS KIT

637 MAIN STREET • CHATHAM, MA 02633 • (508) 945-0874 • WWW.CHATHAMORPHEUM.ORG

ADVERTISE AT THE ORPHEUM!

CONNECT WITH CONSUMERS ON THE BIG SCREEN

LOOKING TO REACH CONSUMERS IN AN IMMERSIVE, ENTERTAINING AND DISTRACTION-FREE ENVIRONMENT? STUDY AFTER STUDY PROVES THAT ADVERTISING YOUR BUSINESS OR BRAND ON THE BIG SCREEN RESULTS IN HIGHER RECALL AND STRONGER IMPACT THAN OTHER ADVERTISING VEHICLES. THE CHATHAM ORPHEUM THEATER DELIVERS REGIONAL AND LOCAL ADVERTISING, HELPING BUSINESSES OF ALL SIZES REACH HIGHLY DESIRABLE LOCAL AND SEASONAL AUDIENCES.



MOVIEGOING IS THE #1 LEISURE ACTIVITY IN THE U.S., ATTRACTING AFFLUENT CONSUMERS OF ALL AGES IN A UNIQUE, DISTRACTION-FREE ENVIRONMENT.



WHY ON SCREEN ADVERTISING?

ENGAGING ENVIRONMENT, EXPANSIVE REACH & EFFECTIVE RECALL

MOVIEGOERS SPEND AN AVERAGE OF 14 MINUTES IN THEIR SEATS BEFORE A MOVIE STARTS. THEY ARE RELAXED, RECEPTIVE, AND CAPTIVATED, ENSURING YOU WILL HAVE THEIR FULL ATTENTION.

- 70% OF AMERICANS GO TO THE MOVIES AT LEAST ONCE A YEAR.
- ON-SCREEN ADVERTISING HAS A 43% UNAIDED RECALL RATE VS. 6% FOR TELEVISION ADS.
- ADULTS 21 OR OLDER ARE ALMOST 2X MORE LIKELY TO GO TO THE MOVIES THAN TO BARS OR NIGHTCLUBS.
- MOVIEGOERS ARE OUT AND ABOUT! 55% GO TO EAT BEFORE OR AFTER THE MOVIES; 22% GO SHOPPING BEFORE OR AFTER!

RADIO CANNOT DELIVER A HUGE, FULL COLOR IMAGE TO LEAVE A LASTING IMPRESSION. A MONTH OF ON-SCREEN ADVERTISING CAN BE MORE AFFORDABLE THAN MOST OTHER MEDIUMS. AND YOUR AUDIENCE CANNOT CHANGE THE STATION OR TURN THE PAGE!

ON-SCREEN ADVERTISING DETAILS

ON-SCREEN ADVERTISEMENTS ARE SCREENED DURING THE PRE-SHOW IN BOTH THEATERS. THEY CONSIST OF TWO FORMATS: PRESENTATION SLIDES AND VIDEO COMMERCIALS. THE CHATHAM ORPHEUM THEATER OFFERS DIGITAL AND STATIC OPPORTUNITIES TO SHOWCASE YOUR BRAND MESSAGE OR PRODUCT OFFERING.

ON-SCREEN MEDIA FORMATS

- PRESENTATION SLIDES - ARE YOU RUNNING A SPECIAL SALE? DO YOU WANT TO ENTICE THE AUDIENCE TO VISIT YOUR RESTAURANT OR STORE AFTER THE MOVIE? PROMOTE YOUR BUSINESS IN AN ENGAGING, LARGER THAN LIFE FORMAT, WITH OPTIMIZED AUDIENCE ENGAGEMENT AND RECALL.
- VIDEO COMMERCIALS - DOES YOUR BUSINESS ALREADY HAVE A :15SS OR :30SS VIDEO COMMERCIAL READY TO AIR? OR A WEB VIDEO THAT PROMOTES YOUR BUSINESS? SEE THEM IN THEIR FULL GLORY ON THE SILVER SCREEN.

ADVERTISING RATES & FREQUENCY

ADVERTISEMENTS ARE SHOWN DURING THE PRE-SHOW OF ALL REGULARLY SCHEDULED DAILY SHOWTIMES.

- PRESENTATION SLIDES ARE SHOWN APPROXIMATELY 2 TO 3 TIMES FOR 12 TO 14 SECONDS.
- COMMERCIAL VIDEOS RUN ONCE BEFORE EACH SHOW.

	WEEKLY RATES	FREQUENCY
PRESENTATION SLIDE	\$300 / WEEK	2-3 TIMES FOR 10-12SS 2 SCREENS
VIDEO COMMERCIALS	\$350 / WEEK - :15SS SPOT \$450 / WEEK - :30SS SPOT	1 TIME 2 SCREENS

PRODUCTION GUIDELINES

ADVERTISING SPECIFICATIONS

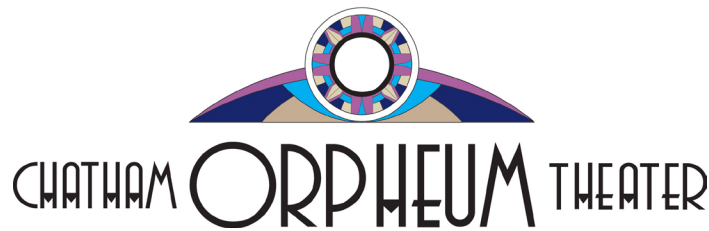
YOUR AD SHOULD BE STRAIGHTFORWARD AND CRISP. A VIEWER WILL HAVE A MUCH HIGHER CHANCE OF RECALL IF THE IMAGE IS EYE-CATCHING AND TO THE POINT.

- TOTAL SCREEN DIMENSIONS: 2048 PIXELS X 858 PIXELS (SEE BELOW)
- KEEP YOUR LAYOUT ORGANIZED WITH ELEMENTS THAT ARE PLEASING TO THE EYE. USE OF LIGHT COLORS IS FINE, BUT PLEASE AVOID USING PURE WHITE AS THE BRIGHTNESS OF THE PROJECTOR MAY BE UNCOMFORTABLE FOR SOME.
- KEEP ALL IMPORTANT ELEMENTS WITHIN THE SAFE ZONE. YOU HAVE THE AUDIENCE'S UNDIVIDED ATTENTION. THERE IS NO NEED FOR BIG FONTS OR TOO MANY SPECIAL EFFECTS TO STAND OUT. IT IS RECOMMENDED TO ALWAYS LEAN TOWARDS FONTS IN PROPORTION WITH THE REST OF THE ELEMENTS IN YOUR AD.
- LIMIT YOUR COPY TO 20-30 WORDS. IT'S IMPORTANT FOR YOUR VIEWERS TO READ ALL OF THE INFORMATION IN THE SHORT PERIOD OF TIME IT WILL APPEAR ON SCREEN. ALSO, LIMIT YOUR CONTACT INFORMATION TO THE BASICS: ADDRESS, PHONE NUMBER AND/OR WEBSITE.
- MEDIA FORMATS ACCEPTABLE FOR PRESENTATION SLIDES ARE .PSD, .TIFF, OR .JPEG.
- VIDEO COMMERCIALS MUST BE APPROVED BEFORE THE START OF THE CAMPAIGN.



PRODUCTION SUPPORT

- PLEASE SEND ALL FILES TO: Ads@ChathamOrpheum.org
- WE OFFER CREATIVE SERVICES FOR PRESENTATION SLIDES. PLEASE CONTACT THE CHATHAM ORPHEUM'S BOX OFFICE AT (508) 945-0874, OR IMCByDesign AT (508) 348-1250 OR info@imcbydesign.com FOR ASSISTANCE OR QUESTIONS.
- FOR VIDEO COMMERCIALS, PLEASE CONTACT THE BOX OFFICE FOR MORE INFORMATION, OR TO BE REFERRED TO A LOCAL PRODUCTION COMPANY.



637 Main Street, Chatham, MA 02633
 Box Office: (508) 945-0874
 Email: ads@ChathamOrpheum.org
 www.ChathamOrpheum.org

ON SCREEN ADVERTISING CONTRACT

Business Name: _____
 Business Address: _____
 Contact Person: _____
 Phone: _____ Email: _____

ON-SCREEN ADVERTISING OPTIONS

✓	ADVERTISEMENT OPTIONS	COST PER WEEK	# OF WEEKS	TOTAL COST
	Presentation Slide	\$300		
	0:15ss Video Commercial	\$350		
	0:30ss Video Commercial	\$450		
SUBTOTAL				
Notes:			DEPOSIT / DISCOUNT	
			TOTAL DUE	

Copy and Contract Regulations

- A. **Advertisements run from Friday through Thursday. Materials are due one week prior to campaign start date.**
- B. Advertisements are accepted upon the representation that the advertiser has the right to publish the content thereof. In consideration of such publication, the advertiser agrees to indemnify and hold the Chatham Orpheum Theater (refer to as "the Theater", hereto forth) harmless against any expense or loss by reason of any claim arising out of the advertisement.
- C. The Theater reserves the right to reject or cancel any advertising at any time. All advertising is subject to review of visual, graphic, and mechanical quality as well as grammatical correctness. Edits may be requested for clarity.
- D. The Theater is not responsible for errors in copy once proofs are approved.
- E. Position and/or order of advertising within the agreed-upon pre-show segment is at the discretion of the Theater, except where a special position has been accepted and is approved by the Theater in writing.
- F. In the event that advertisement materials for reserved space are not furnished by the deadline, the Theater reserves the right to charge for the unused space.
- G. The Theater shall not be liable for any costs or damages if for any reason it fails to present an advertisement. The Theater's liability for any error will not exceed the monies paid by the advertiser for the space reserved in writing.
- H. The Theater shall have the right to hold advertiser liable for such monies due to the Theater for advertising which the advertiser ordered and has been presented.
- I. The Theater is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of the Theater affecting production, projecting onto screen, or delivery in any manner.
- J. No conditions other than those set forth on the printed forms produced by the Theater shall be binding on the Theater unless specifically agreed to in writing by the both the advertiser and the Theater.
- K. Deposits are non-refundable.
- L. Advertisements will be limited to only two consecutive weeks, and only two businesses per category (e.g. real estate, restaurants, apparel, etc) will be advertised at any one time.

 Chatham Orpheum Theater Representative
 Authorized Signature

 Advertiser Representative
 Authorized Signature