



Cinema Advertising

Advertisements screen at the Deckchair Cinema every night during the dry season. Our slideshow is presented before the feature and in the event of two films per night, before each film is screened. **Not-for-profit organisations**, including community arts organisations, charities and incorporated associations, are eligible for **half price** advertising at the Deckchair Cinema.

To advertise at the cinema, the following costs apply (excluding production costs):

\$66 per week for a full season (21 April to 14 November)

\$88 per week for an eight week program (4 per year)

\$110 per week for casual rates

Who can advertise at the Deckchair Cinema?

Any business can advertise. Advertisements must be non-offensive, non-sexist, non-racist and non-discriminatory. We do not accept advertising for cigarettes. Should complaints be received regarding advertisers then their contractual agreement will be honored for the term of the contract. We encourage businesses within the food, tourism, accommodation, attractions and others to advertise, including sports club/associations and art galleries and organisations promoting major events in the N.T.

Technical Specifications

The total length of time for advertisements is 30 seconds. This may consist of one 30 second advertisement or two 15 second advertisements.

All advertising does not have sound.

Moving advertisement

Due to technical capabilities at Deckchair Cinema we are unable to accept any moving images apart from existing advertisements. We hope to have this rectified by our second program being mid June 2010.

Still advertisement

Static advertisements can consist of 1 - 5 images. These images must be JPEG. The duration of each slide is entirely up to you. The recommended size for images is 1000 pixels x 576 pixels.

The height of the slide must be 576 pixels, but the width can vary depending on the shape you wish your advertisement to be.

Please keep text and key images away from the edges by at least 50 pixels. Background images and textures can go to the edge.

Production Notes

Use a simple font: white Helvetica / Arial. Do not use Serif or cursive fonts. Red and Orange font on a black background is too hard to read. The minimum viewable font size for a standard font like Arial is 16 point. To stand out, 24 point font is best. If you have a lot of information to convey, use multiple slides with a small amount of information but a large font.



GPO Box 3008 ■ Darwin NT 0801 ■ Tel: (08) **8941 4377** ■ Fax: (08) 8981 9755 ■ ABN: 19 676 696 024

Cinema Advertising

Contact Details

Organisation/Company:

Contact:

Postal Address:

ABN:

Telephone (bh): Fax:

Mobile:

Email:

Advertising Booking Details – please select your preference below

Select one of the following:

- \$66 per week for a full season (21 April to 14 November 2010) = \$1980
- \$110 per week for casual rates *or*
- \$88 per week for an eight week program = \$704
 - 21 April to 13 June 14 June to 8 August
 - 9 August to 19 September 20 September to 14 November

The above rates include GST.

Are you a not-for-profit organisation? (eligible for half price advertising) Yes / No

Date requests:

From To

Are you providing a static or a moving image?

.....

Which file type are you providing?

.....

Please describe what you're advertising

.....

.....





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