

THE LOFT CINEMA
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 www.loftcinema.org

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UNDERWRITING AT THE LOFT CINEMA

The Loft Cinema sees more than 18,000 patrons each month and our monthly Film Guide goes out to 18,000 people.

Imagine your company's message on-screen, in print, or both promoting your products and services to a captive audience before each showtime – approximately 100 shows in a week, to **over 4,500 audience members!**

Your full-color slide is shown as part of the slide rotation that runs on-screen for 15-20 minutes before each screening in all three theatres. Each slide appears on-screen for approximately 10 seconds and will be shown at least 2 times before each film.

RATES

ON-SCREEN UNDERWRITING

SIZE:	1 MONTH	6 MONTH	12 MONTH
SCREEN	\$225	\$1050 (\$175 /M)	\$1800 (\$150 /M)

MONTHLY FILM GUIDE UNDERWRITING

SIZE:	1 MONTH	6 MONTH	12 MONTH
1/8	\$100	\$450 (\$75 /M)	\$600 (\$50 /M)
1/4	\$200	\$1050 (\$175 /M)	\$1800 (\$150 /M)
1/2	\$375	\$1950 (\$325 /M)	\$3300 (\$275 /M)
FULL	\$550	\$2850 (\$475 /M)	\$4800 (\$400 /M)

BACK PAGE PREMIUM POSITIONING (COLOR)

SIZE:	1 MONTH	6 MONTH	12 MONTH
1/2	\$575	\$3150 (\$525 /M)	\$5700 (\$475 /M)

COMBO ON-SCREEN AND FILM GUIDE UNDERWRITING

SIZE:	1 MONTH	6 MONTH	12 MONTH
1/8	\$275	\$1350 (\$225/M)	\$2100 (\$175 /M)
1/4	\$400	\$1950 (\$325 /M)	\$3300 (\$275 /M)
1/2	\$550	\$2700 (\$450 /M)	\$4200 (\$350 /M)
FULL	\$775	\$3900 (\$650 /M)	\$6600 (\$550 /M)

ADD COLOR TO PRINT UNDERWRITING

\$50 PER MONTH: 1/4 & 1/8
 \$100 PER MONTH: FULL & 1/2

DESIGN SERVICES

\$50: 1/4 & 1/8 \$50: SLIDES
 \$100: FULL & 1/2

SIZES

ON-SCREEN UNDERWRITING

1920 x 1080 Pixels (6.4" x 3.6" at 300dpi)

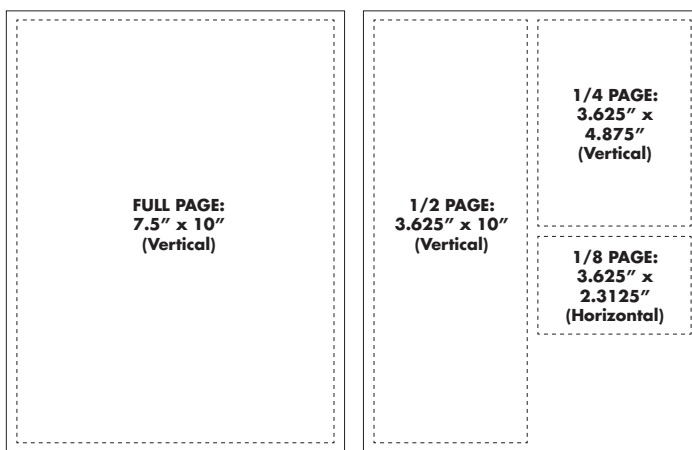
Slides should be created in **RGB** color mode and saved as a **JPG** or **PDF** files.

Slide rotations are updated on the 1st & 15th of every month.

MONTHLY FILM GUIDE UNDERWRITING

Our monthly Film Guide has a circulation of 18,000.

Print images need to be created in **Grayscale (CMYK** for color) at **300dpi** and saved as a **TIFF, PDF** or flattened **PSD** file.



DEADLINES

Film Guide ads need to be submitted **by 12:00pm on the 20th** of the month for inclusion in the following month's Film Guide.

On-screen ads need to be submitted **2 business days (M-F)** before the **1st & 15th** of the month.