



CINEMA

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**CINEMA ADVERTISING CONTINUES TO BE THE # 1 CHOSEN ADVERTISING MEDIUM FOR AD ATTENTION, AWARENESS AND RECALL DUE TO THE HIGHLY CAPTIVE NATURE OF MOVIE GOERS.**

Ad's are designed to take full advantage of the BIG screens and premium surround sound, offering the audience an experience they cannot ignore.

Cinema audiences continue to grow year on year with over 118,731 viewers in 2021. Movie-going is the number one activity among adults, even higher than going to dinner. At Camana Bay Cinema, we offer the highest quality product on and off the screen.

## STANDARD (FIRST 5 MINS)

## RATE / MONTH (PRICES IN CI)

10 Seconds	\$660
15 Seconds	\$990
30 Seconds	\$1990
60 Seconds	\$3500

## PREMIUM (LAST 10MIN)

## RATE / MONTH (PRICES IN CI)

10 Seconds	\$800
15 Seconds	\$1200
30 Seconds	\$2400
60 Seconds	\$3990

## PRIME TIME (5 MIN AFTER)

## RATE / MONTH (PRICES IN CI)

10 Seconds	\$1100
15 Seconds	\$1400
30 Seconds	\$2800
60 Seconds	\$4400

Add \$800/month to be the last commercial guaranteed (1 available)

STANDARD First 5-mins means that the commercial will show in the first 5-mins of commercials. 60-70% of people are sat during this period in time. \*\*

PREMIUM Last 10-min means that the commercial will show in the 10-min before the advertised movie start time; 85% of people are seated within this time.

**118,731**

**Number of Visitors  
to Camana Bay  
Cinema 6 in 2022**

**\$0.15**

**Average cost per  
impression based on  
30-sec PREMIUM  
positioning**

**25**

**No. of time each day  
your ad is shown across  
6 different screens**

# DIGITAL BILLBOARD ADVERTISING

With the closure of the outside ticket stand, and the addition of more inside concession stands, customer waste less time standing in lines. The new stands allow customers to purchase food & drink and movie tickets all at the same time.

## WHY IT WORKS?

### LOCATION LOCATION LOCATION!

Your advertisement will be presented in front of EVERY single person who steps into the cinema as the digital billboard commercials are playing constantly on a loop. Your commercial will play every 5 - 8 mins.

### NOT JUST ONCE

Another powerful advantage is that you are targeting people throughout the whole cinema experience right from entry to the restrooms to the exit.

DURATION (5-8 MIN LOOP)	RATE/MONTH (PRICES IN CI)
30 Seconds	\$900
60 Seconds	\$1500

Business name: \_\_\_\_\_

Authorized Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sales Representative: \_\_\_\_\_ Date: \_\_\_\_\_