



REGENT CINEMAS

SCREEN ADVERTISING

A powerful and emotive way to promote your brand and connect to a captive audience.
A cost effective tool for brand and product awareness.

Screen Packages

All prices exclude GST

#	Package Title	Campaign Description	Length	Cost per week
1	Mainstream 6 Full	All 6 mainstream screens (including Cinema 1) for 12 months	12 MONTHS	\$220
2	Mainstream 6 Half	All 6 mainstream screens (including Cinema 1) for 6 months	6 MONTHS	\$250
3	Mainstream 3 Full	3 mainstream screens for 12 months (Extra 10% for Cinema 1)	12 MONTHS	\$150
4	Mainstream 3 Half	3 mainstream screens for 6 months (Extra 10% for Cinema 1)	6 MONTHS	\$170
5	Showcase Premium Full	SHOWCASE PREMIUM Screen for 12 months	12 MONTHS	\$105
6	Showcase Premium Half	SHOWCASE PREMIUM Screen for 6 months	6 MONTHS	\$125
7	Showcase Full	Showcase Cinema Screen for 12 months	12 MONTHS	\$90
8	Showcase Half	Showcase Cinema Screen for 6 months	6 MONTHS	\$100
9	School Holiday Package	16 week campaign - school holiday periods within a 12-month period	16 WEEKS over 12 MONTHS	\$330
10	Short Campaign	Week by week and less than 3 months	-	\$POA

11/2021

Screen Advertising BONUSSES!

Purchase
Package 1 or 3
and receive
BONUS 'A'

6
COMPLIMENTARY
TICKETS
PER MONTH!

\$1440 Value

Purchase
Package 1 or 3 + 5
and receive
BONUS 'B'

BONUS 'A' PLUS
3 SHOWCASE
PREMIUM
TICKETS
PER MONTH!

\$3744 Value

Purchase
Package 1 or 3 + 5 + 7
and receive
BONUS 'C'

BONUS 'A' & 'B'
PLUS
Your own
Private Screening for
up to 28 people in
Showcase Premium

\$4444 Value



REGENT CINEMAS FILM SPONSORSHIP

The last advertisement our patrons see, is usually the first thing they recall.

**PREMIUM POSITION
SPONSORSHIP AD**



ADS

TRAILERS

FEATURE

Film sponsorship will showcase your ad between the last trailer and the feature presentation. This positioning provides you with the most premium of advertising with a film that both relates and reflects your business as well as directly capturing your target audience.

Film sponsorship is based on a minimum 4-week campaign, but if the film you're sponsoring runs for a longer period of time, so does your ad . . . for NO EXTRA COST!

Film Sponsorship Packages - First booked secures best spot! Book fast, book first!

All prices exclude GST

Package Title	Campaign Description	Length	Cost per week
A BLOCKBUSTER* Sponsorship	Premium ad position on a specific Blockbuster film* for a minimum of 4 weeks - additional weeks the film runs are at no cost "Bonus Weeks". Three (3) sponsors maximum, per film. <i>*Select from a Regent Cinemas' pre-determined list of Blockbuster films.</i>	4 weeks (min)	\$450 (1 film)
B STANDARD+ Sponsorship	Premium ad position on a specific Standard film† for a minimum of 4 weeks - additional weeks the film runs are at no cost "Bonus Weeks". Four (4) sponsors maximum, per film. <i>†Select from a pre-determined list of films, excluding Blockbuster films.</i>	4 weeks (min)	\$300 (1 film)
C STANDARD+ Sponsorship BUNDLE	Premium ad position on three (3) Standard films† for a minimum of 3 weeks - additional weeks the film runs are at no cost "Bonus Weeks". Four (4) sponsors maximum, per film. <i>†Select from a pre-determined list of films, excluding Blockbuster films.</i>	3 weeks (min)	\$300 (3 films)

Film Sponsorship BONUSES! (Excludes Film Bundle Sponsorship packages).

Purchase **1** Film Sponsorship and receive

BONUS ONE

**12
COMPLIMENTARY
TICKETS**
to your sponsored film

\$240 Value

Purchase **2** Film Sponsorships and receive

BONUS TWO

**BONUS ONE PLUS
6 SHOWCASE
PREMIUM
TICKETS**

\$384 Value

Purchase **3** Film Sponsorships and receive

BONUS THREE

**BONUS ONE & TWO
PLUS
Your own
Private Screening for
up to 28 people in
Showcase Premium**

\$1324 Value

Purchase **4** Film Sponsorships and receive

BONUS FOUR

**BONUS ONE, TWO
& THREE PLUS
One
BLOCKBUSTER
Film Sponsorship
FREE!**

\$3224 Value