



Deckchair Cinema Big Screen Advertising

Deckchair Cinema is one of Australia's most iconic outdoor cinemas and a major Darwin attraction for locals and tourists. Advertising opportunities are strictly limited and sell out most years. Capitalise on our "must-see" status with visitors to Darwin and locals, and reach target audience that can't change channels, skip or mute your ad.

Deckchair Cinema attracts **over 50,000 people** annually. There is an active and passionate membership base of more than 1,400 people. Our email newsletter reaches over 5,800 subscribers and we have more than 17,000 followers on Facebook. The Cinema attracts both locals and visitors (from Australia and overseas). Our audience is mostly 25 years old or older leaning towards a 40+ market, and is slightly skewed towards a female audience. The Deckchair Cinema audience has a medium to high disposable income and an interest in current affairs and issues.

Our independent cinema is operated by the **Darwin Film Society Inc.** a not-for-profit organisation, who in-turn supports other community organisations, raising up to \$70,000 for local not-for-profit causes each year through our fundraiser program. The Darwin Film Society has a strong history following establishment in 1964, and has operated the Deckchair Cinema since 1994.

In 2023, the Deckchair Cinema will operate nightly from Mid-April until Mid-November with the program covering a diverse range of films spanning Australian, family, foreign, popular and classic films.

The stunning harbour side location, tropical gardens and spectacular sunsets attract patrons for a drink and meal long before the movie begins. There is a licensed kiosk on-site and meals available every evening from different local caterers.

Advertising Opportunities – TVC

- TVC 30 seconds OR 15 seconds with sound – screened immediately before the film at 7pm. Films are advertised to start at 7pm. Your TVC will also be played before the second film on evenings where double sessions are programmed on Friday and Saturday nights.

Nine films are screened each week; one film per night Sunday through Thursday nights at 7pm, and two films on Friday and Saturday nights at 7pm and then 9pm.

deckchaircinema.com



Deckchair Cinema is
operated by the
Darwin Film Society
ABN 19 676 696 024

info@deckchaircinema.com
Tel (08) 8941 4377

Jervois Road
Darwin Waterfront
Darwin NT 0800

GPO Box 3008
Darwin NT 0801



Who Can Advertise?

Any NT business or NFP group can advertise at Deckchair Cinema. Advertisements must be non-offensive, non-sexist, non-racist, non-political and non-discriminatory. The Darwin Film Society reserves the right to refuse advertising it considers inappropriate. We encourage businesses within the restaurant, tourism, accommodation, attractions and others to advertise, including sports club/associations and arts organisations promoting major events in the NT.

Not-for-profit organisations, including community arts organisations, charities and incorporated associations, are eligible for discounted advertising at the Deckchair Cinema.

Advertising Rates

- Advertising is available on a weekly, monthly, or seasonal basis
- All prices quoted exclude advertisement production costs and GST
- All rates are non-commissionable

| | Full Season* 7 months (excluding DIFF 17 - 27 September) | Per Month Rates (full months only) | | Casual Weekly |
|---------------|---|------------------------------------|--|------------------|
| | | Off Peak Months | May, June, July & August (Peak months) | |
| 30 Second TVC | \$4,500 | \$800 | \$900 | \$300 |
| 15 Second TVC | \$3,000 | \$600 | \$500 | \$200 |

- Full Season advertising equates to an approximate 15% discount off the total casual rates.
- Cost on application for advertising and sponsorship during the Darwin International Film Festival: 15-25 September 2022.
- There are nights when the Deckchair Cinema advertising is not screened due to Special Events, which occur on average once a program



Big Screen Advertising – Booking Form

Please email for further information or to book: manager@deckchaircinema.com.

Organisation/Company:

Contact:

Postal Address:

ABN: Email:

Telephone :

Advertising Booking Details – Select one of the following:

☐ TVC – 30sec

☐ TVC – 15sec

Duration:

☐ Full season (mid-April to mid-November, excluding DIFF and some special events)

☐ Casual rates – dates:

What are you advertising?

By signing this form, I agree to the payment terms. **Payment Terms:**

- Payment terms are 14 days
- For any advertising less than one month, pre-payment is expected

Name:

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Signature:

Date:

OFFICE USE ONLY:

Price: inc GST / ex GST

To be invoiced (date): / /

☐ NFP