

www.odeongisborne.co.nz

ODEON MULTIPLEX THEATRES

CINEMA SCREEN ADVERTISING

HOW CINEMA ADVERTISING CAN WORK FOR YOUR BUSINESS

Cinema screen advertising offers a unique opportunity to connect with potential clients, customers and the wider community.

*We deliver ;
Relaxed and receptive audiences
High focus environments that create impact
Access to all demographics
Opportunity to target for product specific marketing
A positive association with a premium experience*

In-house surveys show that Gisborne would love to see more local content advertising on the big screen.

With the continued demand and the increasing popularity of movie entertainment it has never been a better time to advertise on the giant screen with the ODEON cinema.

ODEON MULTIPLEX THEATRES ARE ;

*A locally owned and independent cinema bringing Gisborne the best in movie entertainment - we present a premium entertainment experience for Gisborne moviegoers.
Odeon Cinema's provide the viewer with choice and variety, from the latest Hollywood blockbusters to Independent New Zealand, foreign language movies and selected International Film Festivals, screening in 2D, 3D and HFR (high frame rate).*

CINEMA ADVERTISING COSTS

All advertising costs is based on weekly rates in all 5 cinemas

*Digital Slide
\$100 plus GST*

*Commerical
\$495 plus GST*

We can offer flexibility, call us for more information in regards to what would best suit your business demands.



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DIGITAL SLIDE

What is a digital slide?

A digital slide is a static advertising that will advertise and promote your business with a background of suitable music, in a rolling sequence with other advertisers. This plays as movie goers enter and leave cinemas. Each cinema screens an average of 5 sessions a day and sometimes as many as 6.

We offer flexible contracts and you may wish to advertise short of long term depending on the requirements of your business. You may just want to promote a special event over a short period to get your message out.

Odeon Multiplex Media department will produce your slide from your own marketing material or can create and design something suitable according to your requirements. There is a one-off flat rate production cost of \$100 plus GST.

We can have your slide advert up on our screens in as little as 3 days from acceptance of your final proof.

We look forward to seeing you up on the big screen.

DIGITAL SLIDE

Your digital slide will play for 10 seconds prior to each film in all five cinemas.

All advertising costs is based on weekly rates.

DIGITAL SLIDE

\$150 plus GST

Odeon Multiplex Media

\$100 plus GST



ODEON MULTIPLEX THEATRES

CINEMA SCREEN ADVERTISING

COMMERCIAL

Do you already have your own commercial or source advertising material? Great!

Provided the finished commercial can be supplied in one of the many acceptable formats, then all that is needed is for our team to convert it to the DCP cinema format and it's ready to go!

If you would like us to create a commercial for you then the team at the Odeon Multiplex Media is available at \$45 per hour with a free initial design consultation. We listen to our clients and work together to create an innovative product you can be proud of. We will discuss your needs such as target audience, budget and time-frames and make recommendations on the potential for product specific marketing by looking at movies being released up to a year in advance.

The advent of digital motion graphics means you have a vast range of options, limited only by your imagination. You will be amazed at the possibilities.

We also work closely with other professionals for original filming, audio and voice over.

If you have any questions regarding compatible digital formats or require more information on specifications, then feel free to contact our production team on :

Phone : 027 23 24 099 or 06 867 3339

Email :

We look forward to seeing you up on the big screen.

COMMERCIAL

Commercials are 15-30 seconds in duration and will be played in all five cinemas prior to each film.

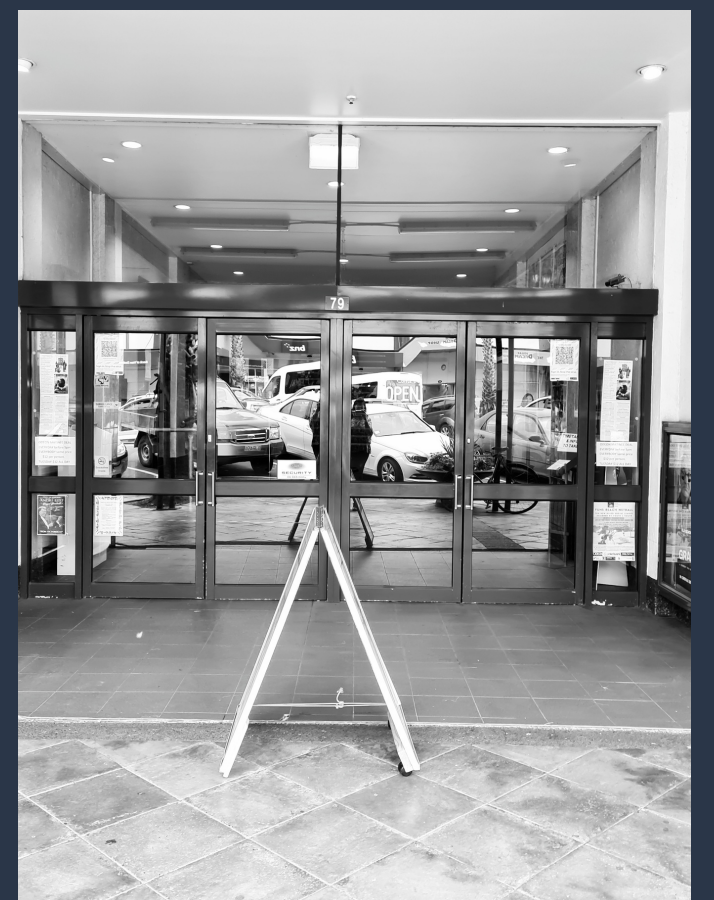
All advertising costs is based on weekly rates.

COMMERCIAL

\$495 plus GST

Odeon Multiplex Media

\$45 an hour plus GST



ODEON MULTIPLEX THEATRES

CINEMA SCREEN ADVERTISING

PRODUCTION OF DIGITAL CINEMA ADVERTISING

Odeon Multiplex Media technical staff are on hand to guide you through the design process. We work hard to find cost effective solutions to take your advertising from concept to exhibition. If you have any questions, please contact us.

DCP Format

The first important issue to note is that all digital advertising must be converted to the DCP (Digital Cinema Package) format before it can be screened. This is a high quality international standard that is unique to digital cinema. Simply put, a DCP is the digital equivalent of a 35mm film print. If you have an existing digital commercial that you want to use then Odeon Multiplex Media offers a conversation service to adapt commercials to the DCP format. This process is only possible if the original file meets the suitable standards.

Supplying Material

It's important to note that the DCP workflow will not compress or lower image quality so it is essential that you provide the highest quality source material possible.

All materials are to be supplied in a digital PC format, either on disc, hard drive, USB drive or via cloud storage media (Dropbox, Skydrive etc)

Please ensure that the files you supply are copies and not your original files as we take no responsibility for damage, corruption or otherwise lost data.

Video

Resolution

The standard widescreen DCP resolution is (1998x1080) pixels, HD video (1920x1080) is fine but anything below this will compromise size or quality.

File Format

We can accept almost all widely used PC. For more comprehensive or specific information contact our Media team. For best results use a lossless compression codec.

Frame Rate

24.00 fps is ideal. Any frame rate other than this will produce an audio synchronization issue which may need to be fixed if sync is critical.

Audio

If your advert requires original audio e.g voiceover then this should be supplied as a 24-bit, 48 kHz uncompressed wave file - 1 file per channel up to 5.1 channels. Two channels are sufficient for most adverts.

Images

Resolution

This depends on how they are to be used but keep in mind the frame size of (1998x1080)