

WHY

Because advertising your business is good and Yelm Cinemas on screen ads are reasonably priced! On average, your ad will have hundreds of views each day by people who are actually watching. In addition, we have a literature rack in the lobby where we will be happy to stock your collateral, as appropriate. Additional features coming soon!

Call to set up your ad today. 458-7501

On-Screen ads are as easy as One - Two - Three!!!!!!

- STEP ONE:** Create an ad, either yourself or by a professional
STEP TWO: Call us, set up your account, give us the ad on disk, e-mail, etc
STEP THREE: Come in to see how beautiful it looks!

www.yelmcinemas.com

Yelm Cinemas
P.O. Box 5210
Yelm WA 98597



On-Screen Fully Digital Advertising

What are On-Screen Ads ?

On-screen ads are a visual advertising presentation which looks like a slideshow. The actual media is a digital data file run by software and projected by standard digital projectors. The ads show for 10 seconds each and run in a continuous loop on all eight screens before every show. The program lasts a maximum of 15 minutes. Auditoriums open (usually) at least 25 minutes before each show so the program generally plays 1 and 1/2 times before each movie. Though the ads will maintain their color and brightness indefinitely, we encourage seasonal changes or updating for our long term advertisers. Advertisers may purchase 2 or 3 ads to increase their visibility. Multiple ads can all be the same or different ad copy.

Who can place an ad ?

Any general commercial business is eligible to advertise with us. Preference in a scheduling crunch may be given to local enterprises. Individuals with a special occasion may place ads as well.

Yelm Cinemas does reserve the right to discriminate. We want our guests to have a great experience and not be bothered by ads which may offend or otherwise distract them. For this reason we avoid philosophical, political and religious advertising. Religious organizations may advertise specific public community events but we refrain from ongoing advertising for the organizations themselves. Community service, PSA's, not for profits or other "message" ads may be considered on a case by case basis. **Ads must meet a customary level of decorum for an all age general audience.**

Who makes the ad ?

We require your ads to be submitted to us (on a disk or by e-mail) ready to go in a .jpg format. Specifically: .jpg format, 1024x768 maximum, (or any size smaller maintaining the 4:3 ratio). Don't know what that means? DON'T PANIC. We can recommend a couple of names who can do your ad for you. You might also try searching for "graphic design".

Prairie Techies, Sandi
info@prairietechies.com
253-861-5907

Maple Park Digital, Mike
Mike@mapleparkdigital.com
360-400-5599

You hearty souls who *know* what a .jpg is may want to make your own ads. Any draw or paint program will do. Presentation software like Powerpoint or Keynote work like a dream. Check you software's manual to learn how to save as a .jpg file. Mac or Pc ? Both work fine. The ads are in a 4:3 aspect ratio which means that they are 4 units wide to 3 units tall. The basic template that one might use for PowerPoint or an 8 1/2 by 11 piece of paper on its side (landscape) is in this ratio. All ads should be in this ratio or our software will force it which will distort your ad.

How long ?

Ads run for a month minimum. Most of our advertisers run ads continuously but some come and go with their seasonal needs. Shorter term ads are on a space available basis and may have a cost premium. Call about other special arrangements. 5 business days are required from ad submittal in the proper format to on-screen presentation. Rush jobs MAY be taken and MAY require a fee depending on how busy we are or complicated the ad is.

Although we don't have a formal contract, we do have an agreement of sorts that acts as a reservation for space. You may discontinue ads at any time.

How much ?

One ad slot **\$150**

Two ad slots **\$250**

Three ad slots **\$325**

The ad fee is monthly. There is a \$25 set-up fee for new accounts. Ads can be changed at no cost up to 4 times a year. More frequent changes may be charged a fee.

ALL ADS MUST BE PAID IN ADVANCE. The 12th month is free when your ad runs 11 continuous months. A 25% discount is available to those who prefer to pay ONE year in advance. (This discount includes the free 12th month.) We can set-up automatic billing to your credit card. When you sign up you will be added to our billing system. You will be invoiced around the 15th of the month for the next month. Payment must be received by the first business day of that month for your ad(s) to stay in the rotation. If your paying cycle takes more then 10 days or so to turnaround please bear that in mind.

Ads must be paid in advance. You pay, we run your ad! And we appreciate your business!

Ad Donations: Though there is a very limited number of free or reduced fee ad slots (on a space available basis) for non-profit usage, they are generally allocated well in advance based on the theater's charitable and community activity participation plan.