

SCREEN SLIDE ADVERTISING INFORMATION

Did you know an average of 15 000 people visit Cinema Nova every week?

You can reach them with Nova's on-screen advertising - an affordable and effective way to reach local and wider audiences.

Cinema Nova is Melbourne's largest and most successful independent cinema

Our 16 state-of-the-art screens provide the best in quality digital projection. We offer the finest selection of new release art-house films alongside upmarket commercial releases, appealing to both broad and niche audience.

On screen advertising is a cost-effective way to reach your target audience.

7 out of 10 moviegoers travel less than 10km to the cinema.

A 30 second slide projected on 5 screens over 4 weeks is viewed by 20 000 at Nova.

That's 20 000 potential impressions of your business!

Over 90% of patrons are seated before the pre-show commences.

Your ad will reach a captive audience in your local market through the immersive, high-impact medium of cinema.

Cinema Nova's audience demographic comprises of:

18-25 younger moviegoers - both students and professionals

25-45 professionals

45+ professionals and retirees

All demographics are evenly split between male and female.



Unlike many Melbourne cinemas, Nova has a higher than average occupancy rate – specifically weekdays before 5pm - due to a product selection that is attractive to older affluent moviegoers and the vast local student population.

Screen Slides start at \$550.00 per week. *Conditions apply.*

**For further details contact us at admin@cinemanova.com.au
03 9347 5331 (*103 at menu)**



be seen on our screens

GENERAL DETAILS & PRICING

Nova is offering 30 second advert placements (slide/s only, no moving image) on 5 screens for 4 weeks for **\$2 200 incl. GST.**

Slide/s will be screened approximately 840 times and will be viewed on average by 20,000 people over the 4 weeks.

To achieve optimal exposure your ad will be allocated to a combination of new releases, Nova exclusives and hit performers.

The cinema week begins on a Thursday and ends on the following Wednesday.

Please note ad circulation excludes special events, preview screenings and Nova Deluxe.



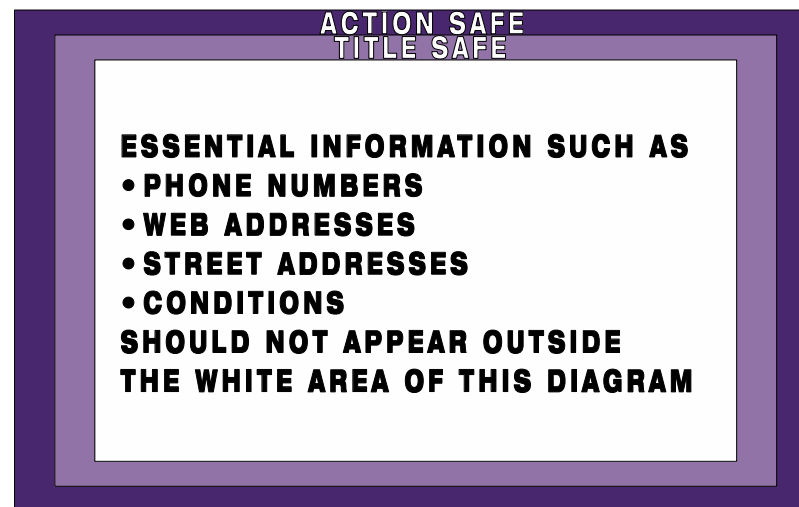
SLIDE DETAILS

We welcome you to supply your own slide/s in accordance with our technical requirements, 10 days prior to the commencement of the advert run (Thursday each week).

Need assistance creating a slide? Cinema Nova's in-house graphic designer can help! See *below*. *Additional fees apply.*

TECHNICAL REQUIREMENTS:

JPEG 1998 x 1080 pixels. 300dpi, ensuring that no text/important elements are placed outside the "TitleSafe" or "ActionSafe" areas. Title safe = 80% of the size. Action Safe = 90% of the size.



TECHNICAL REQUIREMENTS cont.

No audio (voiceovers or soundtrack) for slides will be accepted. Nova will provide suitable ambient music appropriate to all advertisers.

All graphics must be high resolution and good quality.

In particular please be aware that graphics taken directly from a website are generally NOT suitable to be enlarged on screen.

- Copyrighted images not owned by your business cannot be used without the written permission of the copyright holder.
- We recommend a limit of 80 words per slide to ensure readability and comprehension.
- Acceptable file formats are uncompressed TIFF or uncompressed JPEG (Quality level 12).
- All artwork should be flattened and all fonts outlined.



NEED HELP CREATING YOUR SLIDE/S?

Our graphic designer is here to help!

We'll provide you with a briefing sheet. Simply complete it and return to us. Feel free to discuss your briefing with us in person, or via phone or email.

For basic slide design and layout - **\$300* incl. GST.**

Includes:

- The creation of the slide/s in accordance with your brief
- The opportunity to view the slide (either via email or on screen at the cinema)
- The opportunity to make one round of amendments.
Further amendment will incur a \$150 incl GST for each additional revision.

*More complex slides will be quoted on receipt of briefing sheet.

Please return briefing sheets 14 days prior to the commencement of your ad on screen.

For more information or to discuss your requirements, please contact us at

admin@cinemanova.com.au
03 9347 5331 (*103 at menu)

*All charges are correct at time of printing. Cinema Nova reserves the right to amend the information contained within this document.

*Due to internal contractual obligations, we do not offer this service to other F&B establishments, as Cinema Nova is a fully licensed and catered for venue.