

2012

AD RATES *for* THE REVUE CINEMA

The Revue offers a variety of targeted, cost-effective and local ways to deliver your message.

ONSCREEN ADVERTISING

Target your neighbourhood consumers and maximize your advertising spend with an ad on the big screen. Hit up to 243 attentive customers at one time. Our onscreen pre-show begins 15-30 minute before each film, lasts for approximately 5 minutes then starts again and loops until the movie begins.

COST

The media cost is \$100 per slide per month. Send a 1280-pixels wide by 720-pixels high 72 dpi JPEG to mike@revuecinema.ca. If required, The Revue can also create your slide at a rate of \$250; this is a one-time cost and does *not* include the media cost.

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WEB ADVERTISING

So far this year (July 2011), *revuecinema.ca* has received over 190,000 page views from 40,000 unique visitors. Whenever someone visits *any* page on our website, an advertisement is randomly selected to appear on that page. Our site serves an average of 1,000 ad views a day!

COST

Web ads: \$50 each per month

Send a colour 160-pixel wide by 300-pixel high 72 dpi JPEG to mike@revuecinema.ca

MONTHLY CALENDAR/NEWSLETTER ADVERTISING

Printed editions of our calendar/newsletter are distributed at the theatre and to 100 other key locations throughout Roncesvalles Village, Parkdale, College Street, Bloor West Village and the Junction.

The calendar/newsletter is also available as a PDF download on our website, plus the calendar page is enlarged, printed and featured in one of the cinema's street-facing showcase windows.

COSTS

Banners (10.25" wide by 2" high): \$200 per ad per month

Calendar page ads (2.45" wide by 4" high): \$100 per ad per month

Send a print-ready PDF to: mike@revuecinema.ca

DISCOUNTS

We offer bundling and time-based discounts. Contact us for details.

SALES CONTACTS

To learn more about our unique advertising opportunities, please contact info@revuecinema.ca

All data and information in this document is subject to change.

