



Darkside Cinema  
215 SW 4<sup>th</sup> St.  
Corvallis, OR 97333

(541) 908-1848 Advertising  
lainie@darksidecinema.com

# On-screen Advertising

## Demographics

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- 1,750 admissions per month on average
- Median household income is \$70,000
- 54% are female; 46% are male
- 21% are between 16 and 24 years old
- 52% are between 25 and 59 years old
- Audiences are generally from Linn, Benton, and Lane counties; sometimes from out of state
- Audiences value education and world affairs, support culture and the arts, prefer to shop locally, and consider themselves broad-minded, independent thinkers.

## NEW Rates effective January 1, 2012

(per slide, 4-week period)

Businesses .....	\$80
Non-profit organizations.....	\$60

## Payment terms

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We will email you a PDF invoice. Invoices are due and payable on receipt. We accept Visa, Mastercard, checks, and cash.

## Placement and frequency of display

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Your ad will be on a DVD along with other ads, each shown for about 10 seconds several times in rotation. Ads will run for 15 minutes prior to the show, in every theater, before every show. Darkside Cinema cannot guarantee the placement of any ad in the rotation order.

## Policies

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We reserve the right to refuse advertisers. Material must be suitable for all ages. We do not accept political or religious ads.

### Refunds or credits:

No refunds or credits will be issued for cancellations mid-cycle. Requests to remove an ad from rotation before the 4-week period will incur a \$50 charge.

## Artwork specifications

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Slides will be projected onto a standard movie screen. **Keep essential info away from top and bottom in case projection exceeds vertical height an inch or so.**

*Remember, the room will be fairly dark and screen is extremely bright white. For best results, use light text on dark background, or dark text on light background.*

*Tip: Keep text to a minimum and use a large, engaging photo for best effect.*

### Email finished PDF artwork no larger than 1Mb:

- File format: PDF with fonts embedded
- Pixel dimensions: 720 x 540 px
- Inch dimensions: 10 in x 7.5 in
- Orientation: Landscape
- Resolution: 100 ppi (pixels per inch)

## Production charges and specs

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### We can create your slide for you!

Simply email **images**, **text**, and any required **fonts** to lainie@darksidecinema.com during show times. Prices:

Original photography .....	\$50
Graphic production (image scans, editing)....	\$25
Copywriting .....	\$20
Layout of images and text .....	\$35

*We will ask you to approve the final artwork before we start showing your ad.*

Acceptable formats for **images** (not ads, see above for that):

- Adobe PDF
- 300 dpi TIF, JPG, or GIF

Acceptable formats for **text**:

- Microsoft Word (please **don't** embed images in the document)
- Plain text: .TXT
- Email

## Deadlines

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### Finished art delivery to the Darkside:

Please make sure to email ready-to-go PDF to us by the Monday before your ad is to start. (We start ads on Wednesdays.)