



# Grandin Theatre

1310 Grandin Road  
Roanoke, VA 24015  
540-345-6377

[www.grandintheatre.com](http://www.grandintheatre.com)

## 2017 On-Screen Slide Advertising Form

Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Contact person: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Select from the following options, and we will bill you accordingly:

### Business Rates:

- \_\_\_ \$450 - 13 weeks
- \_\_\_ \$625 - 26 weeks
- \_\_\_ \$1250 - 52 weeks

### Non-profit Rates:

- \_\_\_ \$325 - 13 weeks
- \_\_\_ \$500 - 26 weeks
- \_\_\_ \$1000 - 52 weeks

### Special Rate:

- \_\_\_ \$165 -1 week
- \_\_\_ \$215-1 month
- \_\_\_ Sponsor - \$0

\_\_\_ This is a new ad (submit designed slide as directed below)

\_\_\_ This is a renewal. Please continue the same ad.

\_\_\_ This is a renewal. New slide to be submitted.

\_\_\_ I do not wish to renew my ad at this time.

### Requirements:

Slides must be submitted as a **JPG file**. Slides will be returned if not in this format and asked to be redone. Please format horizontally for best results. Average slide size is about 500KB to 2MB. Ideal dimensions would be around 3600 x 2800, and file size between 500KB to 2MB. As the slide only appears for 10-12 seconds at a time, we ask

that your design not be word-heavy. Instead a strong logo, or a photo or two, with a slogan, tagline, catch phrase and contact information is the best way to proceed (ex: - “Coca Cola – The Official Fountain Sponsor of the Grandin Theatre.”, or “Woods Rogers – “We’re there for you”, etc.). If you wish to see some examples of slides in use, please visit <https://www.grandintheatre.com/slide-advertising> to have a look. Please email designed slides to [grandintheatre@gmail.com](mailto:grandintheatre@gmail.com)

## **Screening time:**

We generally allow at least 15 minutes of slide rotation prior to a film for all slides and each ad remains on the screen for 12-15 seconds. One-year subscribers may submit a total of four (4) different slides during the contract period, however only one image will run at any given time. Slides are shown in all FOUR auditoriums, 365 days a year.

Ads will run consecutively for the full contract period. Those that are time-sensitive (i.e., reference the date of an event) will be removed from the screen after the event has occurred. It is the responsibility of the advertiser to submit a replacement slide to fill the remaining contract period. Otherwise, no ad will appear on the screen for the remainder of the contract period.

## **Viewership:**

Over 70,000 people a year visit the Grandin Theatre. Each slide rotates between 2-3 times before every screening, for a potential of 120,000 – 180,000 impressions annually.

## **Summer Hours** (June to September)

- 20 films screened a day, every day. Your ad will appear to 20 different audiences a day, many times as it cycles through the rotation before the start of the feature film. The Grandin Theatre can seat as many as 509 people for one time slot; on average during the summer we accommodate 250 people per day, 1,750 a week. Your ad will be screened by an average of 80,000 people per year.

## **Fall/Winter/Spring Hours** (September to June, excluding holidays which show max. 5 times per day)

- 12 films screened a day, Monday through Thursday (16 audiences)
- 5 movies a day, Friday through Sunday (5 audiences, a total of 17 audiences for the week)

During the holidays, slides will run 5 times a day in all auditoriums pending our film schedule.

## **Video Trailer Ads** – (must be in J2K format).

### **Business Rates**

:30 seconds - \$525 per/month

:60 seconds - \$975 per/month

### **Nonprofit Rates**

:30 seconds - \$425 per month

:60 seconds - \$800 per month