

# ON-SCREEN ADVERTISING



As an independent provider of film and digital entertainment, the Times and Rosebud Cinemas are building a reputation as a valuable and innovative partner to businesses based in Wauwatosa Milwaukee, West Allis, and Washington Heights. Statistically, audiences that patronize our cinemas have higher than average incomes and education levels.



We offer a digital platform that showcases your content in high definition. Advertisers also enjoy the flexibility to quickly and inexpensively change messages. Research shows that ad recall rates for on-screen messages are more than 3.5 times higher than television.

The Business Journal says, "Movie screen advertising is a growing industry. This novel medium allows an advertiser to target a specific geographic area with frequent repetition and minimal effort."

**Reach:** 4,500 people per month

**Frequency:** Your ad appears at least twice before each show. This can be two different PPT slides. (Each slide should be submitted in normal format and 35mm slide (16:9))

**Cost:** \$150 per month for both cinemas or \$125 per month for one



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