



GUIDELINES FOR PLACING CINEMA IN YOUR COMMUNITY THEATERS

Let's Go to the Movies: Cinema Advertising 101

Going to the movies is a favorite pastime of U.S. citizens. In 2001, the 10th consecutive year of record-breaking ticket sales, U.S. box offices reached an all-time high of \$8.4 billion. Since 1996, each U.S. citizen has attended an average of at least five movies a year.

Advertisers use the silver screen to reach their audiences in new and innovative ways. And The United Methodist Church is no exception. With more than 2,400 screens displaying cinema advertisements nationwide, you are sure to find a theater near your church for your “big-screen” message.

Cinema advertising is paid advertisements on the movie screen or in the theater lobby. Cinema slides (on-screen still ads) make up 75 percent of all cinema advertisements; rolling stock or “live-action” ads (filmed spots prior to movie trailers) cover most of the rest. Cinema slides are affordable and can be very effective; rolling stock is too expensive for the average church.

Sidebar: Cinema Advertising Products

- Cinema Slides
 - Each advertiser receives three slides equally spaced, eight-12 advertisers per screen.
 - Each advertiser's slide appears on the screen for 10-12 seconds every three-five minutes during typical 15- to 30-minute movie intermission (between movies).
 - Slides can normally be scheduled in one-week increments (Friday-Thursday, five times a day).
 - Media costs for slides vary by theater, with customized proposals available.
- Rolling Stock
 - Rolling stock ads can normally be scheduled in four-week increments (Friday-Thursday, five times a day).
 - Media costs are based on CPM rates (rate per every thousand tickets sold).
- Lobby Marketing (backlit signage, kiosks, ticket stubs, etc.)
- Concession (popcorn bags, kids' snack packs, drink cups, etc.)
- Promotions (lobby banners, danglers, static clings, posters, sampling handouts, weekend demonstrations, etc.)
- Music (:30 spots placed throughout a 60-minute loop that airs in theaters, lobbies, restrooms and select parking lots)
- Internet (only available through NCN)

Pros and Cons of Cinema Advertising

Pros:

- Localization—Cinema advertisements can be geographically targeted near the church.
- High Recall—Average moviegoer recall is 66 percent with cinema slides and 78 percent with rolling stock, nearly three times higher than television alone.
- Captive Audience—Viewers cannot switch it off or change the channel.
- Low Clutter—Your ad is not competing with hundreds of others for space and attention.
- Low Cost—The average media cost for a local slide is \$33 per screen per week.

Cons:

- Limited Reach —Small audience compared to TV, radio and print.
- Potential Resentment—Some viewers may resist attempts to persuade them to consider personal subjects such what church to attend.

Several cinema-advertising companies have exclusive agreements to handle advertising for theater circuits (Regal, AMC, Carmike, etc.), not for local theaters themselves. Major vendors include:

- National Cinema Network (NCN)—toll-free phone (800) SCREEN-1 (727-3361); Web site www.ncninc.com; reach of 10,000+ screens in more than 25 North American circuits including AMC Entertainment, Carmike Cinemas, Cinemark USA, United Artists Theaters, Marcus, Pacific, Cobb, Mann, Amstar, Lonestar, Wallace, Georgia, O’Neil, Mitchell, Kerasotes
- Cinema Screen Media—toll-free Phone (800) 3-CINEMA (324-6362); Web site www.cinemamedia.com; reach of 5,000+ screens in 33 states; circuits include Regal Cinema, United Artists Theaters, Kerasotes, RC Theaters, Star Net Cinemas, Destinta Theaters, Phoenix

Theaters

Top U.S. Theater Circuits

Theater, # of Screens, # of Theaters

1. Regal Cinema: 4,449 424
2. AMC Entertainment 2,736 197
3. Loews Cineplex Entertainment 2,726 359
4. Carmike Cinemas 2,445 350
5. Cinemark USA 2,227 192
6. United Artists Theaters 1,858 257

To Get Your Cinema Advertising Going

Negotiating Placement : Getting Started

1. Select theater/theater chain
2. Determine desired art work and customization
3. Execute the space contract (might require a credit application)
4. Produce any artwork resizing or customization
5. Deliver finished slides to theater vendor who will post ad in five-10 business days

When placing theater advertising, your total cost will be based on three elements:

- space = time slots; contract length
- reach = number of slides and frequency
- production = the artwork and 35mm slide.

Your local theater may offer to handle all production and only comparison shopping will determine whether an all-in-one package will be a bargain for you.

Before you sign a contract with a theater company, you will usually find that theater advertising is an "all or none" proposition. Customarily, you WILL NOT be able to filter which movies your slides are aired against. (You will not be able to specifically exclude certain movies containing violence, adult language/content or questionable religious portrayals from your run schedule.)

Identify the theater(s) in which you would like to advertise. Those near your church best target people with the highest geographic likelihood of attending. Church membership usually pulls from a five- to 10-mile radius around the church; most moviegoers choose theaters within eight miles of their homes.

Contact the cinema advertising company that manages ads for the circuit of interest. Cinema advertising companies generally have exclusive agreements with theater chains. If you are not sure which company serves your theater of interest, call the local theater and ask.

Either cinema advertising company listed above can assist in putting together a plan and in setting a schedule (when, where and how much) that meets your needs. One strategy is to time cinema advertising during time periods when no national Igniting Ministry spots are running (January-August). Movie sales peak in January-March (pre-Oscar season) and again during the summer and holidays.

Work with the advertising company to select the product that best meets your needs and budget. Most companies have a variety of advertising products available, the most common (and affordable) being cinema slides. Several slide designs are available through UMCom to complement the overall "Open Hearts" effort. To customize a slide with your local church information, call the Igniting Ministry office (877/281-6535).

Frequently Asked Questions

- How localized can I make my theater advertising? Can I advertise in just one theater?

You can choose as many or few theaters as you like.

- How do I select the types of movies in which I advertise?

Most cinema advertising companies run on all screens in the theater, so as not to miss a "sleepers movie" that may not have been selected, and to reach the maximum number of moviegoers in your target market. However, under some circumstances, a cinema advertising company will allow advertisers to select movies based on their MPAA ratings (G, PG, PG-13, R, NC-17/X).

- Can I place my advertising directly through the theater or do I have to go through a cinema advertising company?

In most cases, you must place all cinema advertisements through the appropriate cinema advertising company. If you are not sure which company serves your theater of interest, contact local theater management for that information.

Sources:

Motion Picture Association of America Worldwide Market Research, 2002

2001 A.C. Nielsen EDI (based on circuits/theaters reporting grosses in 2001)

Nielsen Media Research, 2001

“Coming Soon: More Ads Tailored to Your Tastes,” American Demographics, August 2001