



Micronesia Mall Stadium Theatres Agana Center Stadium Theatres

ON SCREEN ADVERTISING SALES INFORMATION



Micronesia Mall Stadium Theatres

12 Auditoriums



Agana Center Stadium Theatres

5 Auditoriums

ON SCREEN DIGITAL SLIDE ADVERTISEMENT

Slide Information

- Three (3) static slides per package
- Slides can be placed randomly or consecutive placements, maximum of 3 slides are allowed for consecutive placement
- Each slide will run at a minimum* of two (2) times between screenings
Number of screenings can vary**
- Special arrangement for immediate installation
- Can be updated every week. Images should be submitted every Wednesday no later than 5 pm

Note: **May increase depending on the length of the movie*

***May increase depending on the screening demand for the movie*

Digital Slide Specification

- The images should be in jpeg format
- Dimensions are as follows*:
 - a) 8.75" x 5.33"
 - b) 8.33" x 4.25"
 - c) 6.83" x 3.25"

*Note: *Three (3) sizes are required due to the different distances and throws of the projectors to the screens*

DIGITAL SLIDE RATES

Single Location Option

	MALL	AGANA
ONE (1) YEAR	\$780/MONTH	\$450/MONTH
SIX (6) MONTHS	\$900/MONTH	\$550/MONTH
ONE (1) MONTH	\$1,080/MONTH	\$650/MONTH

Both Location (Bundle) Option

ONE (1) YEAR	\$1,100/MONTH
SIX (6) MONTH	\$1,350/MONTH
ONE (1) MONTH	\$1,600/MONTH



ROLLING STOCK ADVERTISEMENT

Rolling Stock Information

- Video commercials are placed before the start of every screening right before the movie trailers
- Video commercials can either be in :30 seconds or :60 seconds in length which are standard commercial lengths in cinemas
- Each commercial will run once at the start each screening
- Number of screening may vary*
- Special arrangement for immediate installation
- Video commercials have to be converted to DCP format for digital screens

*Note: *May increase depending on the screening demand for the movie*

ROLLING STOCK RATES

A. Single Location Option

30: SECOND SPOT	\$1,500/MONTH	MALL
30: SECOND SPOT	\$1,000/MONTH	AGANA
60: SECOND SPOT	\$2,250/MONTH	MALL
60: SECOND SPOT	\$1,750/MONTH	AGANA

B. Both Location (Bundle) Option

30: SECOND SPOT	\$2,100/MONTH
60: SECOND SPOT	\$3,500/MONTH

Video Specification for Conversion

- High Definition (HD):
1920 X 1080 Uncompressed Quick Time or Apple ProRes HQ
- Aspect Ratio: 16:9
- Conversion Turn Around Time: 7 TO 14 DAYS

COMMERCIAL CONVERSION RATES

FROM HD VIDEO TO DCP FORMAT

- For a 30 second spot: **\$750.00**
- For a 60 second spot: **\$1,000.00**



DIGITAL MENU BOARD RATES

A. Single Location Option

30: SECOND SPOT	\$1,000/MONTH	MALL
30: SECOND SPOT	\$550/MONTH	AGANA
60: SECOND SPOT	\$1,250/MONTH	MALL
60: SECOND SPOT	\$750/MONTH	AGANA

B. Both Location (Bundle) Option

30: SECOND SPOT	\$1,100/MONTH
60: SEECOND SPOT	\$1,650/MONTH

Exposures

- 2 screens at the mall and 1 screen at Agana running from 12 nn to 12 mn (12 hours non-peak season) and 10 am to 12 mn (14 hours on peak season)
- 50++ average exposures per day on non-peak and 60++ average exposures per day on peak season
- Video Specification: HD mpeg4



OTHER IN-THEATRE ADVERTISING RATES

Options Extended to **On-Screen** Advertisers

Banner placement*	\$250.00/MONTH/LOCATION
Sales set-up and display	15% of gross sales
In-lobby vehicle display**	\$350.00/MONTH
Website banner placement***	\$300.00/MONTH
Box office giveaways	No charge

Note: *2' (w) x 5' (h) stand-up banners only

**A third party vendor will be acquired for the removal and re-installation of the mall doors. There will be a separate cost for the services.

***Dimensions: 6.052" x 3.198" with 96 dpi resolution

Options Extended to **Non On-Screen** Advertisers

Lobby banner placement*	\$500.00/ month\(+\\$200.00/MONTH IN AGANA)
Sales set-up and display	20% of gross sales
In-lobby vehicle display	\$700.00/month (+250.00/month in Agana)
Website banner placement***	\$500.00/month
Box office giveaways	No charge

Note: *2' (w) x 5' (h) stand up banners only

**a third party vendor will be acquired for the removal and re-installation of the mall doors. There will be a separate cost for the services

***dimensions: 6.052" x 3.198" with 96 dpi resolution

ALL ADVERTISING MATERIALS ARE SUBJECT TO APPROVAL BY TANGO INC. MANAGEMENT