



# Micronesia Mall Stadium Theatres Agana Center Stadium Theatres

Tango, Inc.

## ON SCREEN ADVERTISING SALES INFORMATION



### Micronesia Mall Stadium Theatres

Tango, Inc.

12 Auditoriums



### Agana Center Stadium Theatres

Tango, Inc.

5 Auditoriums



## ON SCREEN DIGITAL SLIDE ADVERTISEMENT (as of Nov 2019)

### 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\*:
  - 8.75" x 5.33"
  - 8.33" x 4.25"
  - 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
<b>ONE (1) YEAR</b>	\$780/MONTH	\$450/MONTH
<b>SIX (6) MONTHS</b>	\$900/MONTH	\$550/MONTH
<b>ONE (1) MONTH</b>	\$1,080/MONTH	\$650/MONTH

### Both Location (Bundle) Option

<b>ONE (1) YEAR</b>	\$1,100/MONTH
<b>SIX (6) MONTH</b>	\$1,350/MONTH
<b>ONE (1) MONTH</b>	\$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

<b>30: SECOND SPOT</b>	\$1,650/MONTH	MALL
<b>30: SECOND SPOT</b>	\$1,100/MONTH	AGANA
<b>60: SECOND SPOT</b>	\$2,475/MONTH	MALL
<b>60: SECOND SPOT</b>	\$1,925/MONTH	AGANA

#### B. Both Location (Bundle) Option

<b>30: SECOND SPOT</b>	\$2,300/MONTH
<b>60: SECOND SPOT</b>	\$3,850/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

<b>30: SECOND SPOT</b>	\$1,000/MONTH	MALL
<b>30: SECOND SPOT</b>	\$550/MONTH	AGANA

<b>60: SECOND SPOT</b>	\$1,250/MONTH	MALL
<b>60: SECOND SPOT</b>	\$750/MONTH	AGANA

B. Both Location (Bundle) Option

<b>30: SECOND SPOT</b>	\$1,100/MONTH
<b>60: SECONDD SPOT</b>	\$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

<b>Banner placement*</b>	\$250.00/MONTH/LOCATION
<b>Sales set-up and display</b>	15% of gross sales
<b>In-lobby vehicle display**</b>	\$350.00/MONTH
<b>Website banner placement***</b>	\$300.00/MONTH
<b>Box office giveaways</b>	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

<b>Lobby banner placement*</b>	\$500.00/ month\(+\$200.00/MONTH IN AGANA)
<b>Sales set-up and display</b>	20% of gross sales
<b>In-lobby vehicle display</b>	\$700.00/month (+250.00/month in Agana)
<b>Website banner placement***</b>	\$500.00/month
<b>Box office giveaways</b>	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**