



# Micronesia Mall Stadium Theatres

A TanHoldings Company



## ON SCREEN ADVERTISING SALES INFORMATION

### 12 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**

<b>ONE (1) YEAR</b>	<b>\$625/MONTH</b>
<b>SIX (6) MONTHS</b>	<b>\$700/MONTH</b>
<b>ONE (1) MONTH</b>	<b>\$780/MONTH</b>



### **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 screenings 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

<b>30: SECOND SPOT</b>	
<b>ONE (1) YEAR</b>	\$1,100/MONTH
<b>SIX (6) MONTHS</b>	\$1,275/MONTH
<b>ONE (1) MONTH</b>	\$1,400/MONTH

<b>60: SECOND SPOT</b>	
<b>ONE (1) YEAR</b>	\$1,680/MONTH
<b>SIX (6) MONTHS</b>	\$1,890/MONTH
<b>ONE (1) MONTH</b>	\$2,100/MONTH

### Video Specification for DCP (Scope and Flat format) Conversion:

- Video: 24.00 frames per second
- Compression: JPEG2000 Interop
- Color Space: XYZ
- Video Format: 2K - 2048x1080 container size (1:2.39 2048x858, 1:1.85 1998x1080, 1:1.77 1920x1080)
- Audio Format: 24-bit, 48 kHz uncompressed
- Audio Channel Mapping: 1:Left 2:Right 3:Center 4:Subwoofer 5:Left Surround 6:Right Surround
- Conversion Turn Around Time: 7-14 days

## COMMERCIAL CONVERSION RATES

FROM HD VIDEO TO DCP FORMAT

**\$500.00/Conversion**



## DIGITAL MENU BOARD RATES

<b>30: SECOND SPOT</b>	\$1,000/MONTH
<b>60: SECOND SPOT</b>	\$1,250/MONTH

### Exposures

- 2 screens at the mall 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
<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
<b>Sales set-up and display</b>	20% of gross sales
<b>In-lobby vehicle display</b>	\$700.00/month
<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**

