



On-Screen Advertising Opportunities

Why Advertise in Movie Theaters?

America *loves* the movies!

It is compelling entertainment that the whole family can enjoy and tops the list of adult leisure activities, even beating out such popular activities as dining out, entertaining friends or relatives at home, and reading books.

Expansive Reach

Moviegoers spend an average of 14 minutes in their seats before a movie starts. They are relaxed, receptive, and captivated ensuring you have their full attention. Movie going is the #1 leisure activity for Americans. Of your target audience, 32% are ages 18-34, 51% are ages 35-49, and 46% are college educated. Nearly 9 out of 10 moviegoers prefer to see a preshow as opposed to a blank screen.

Effective Recall

Throughout the course of only a few minutes, your ad will receive constant repetition. Your ad will run for 15 seconds every 5 minutes. Many consumers consider cinema ads to be more interesting than other media. Cinema advertising is appealing and memorable, with a 52% unaided recall rate.

Engaging Environment

Movie theaters offer a unique, distraction-free environment, complete with large screens and immersive sound systems. Your ad will be showcased in an ideal atmosphere in front of an audience who is comfortable and attentive.

Foundry Information

The Foundry is the only luxury cinema and bowling alley in Grand County. It has two movie screens, with an average of 4 daily showings. On the weekends there are an average of 6 showings. Your ad will run for 15 seconds every 5-6 minutes. This means that you will be able to reach hundreds of new consumers each day. You'll be sure to reach your target market with the wide age range of moviegoers that visit The Foundry, including locals and tourists taking a break from various outdoor activities.



The Foundry On-Screen Advertising Contract:

Jody Mintken - Grand County TV17

(970) 531-1225

jody@grandcounty17.com

Business Contact Information:

Business _____

Address _____

Phone Number _____

Alternate Number _____

Website _____

Main Contact _____

Email Address _____

Contract Duration: (Payment must be received prior to ad being shown on-screen)

Start Date _____

End Date _____

Six Months - \$1,050

One Year - \$1,800

Grand County TV17 will do my production and artwork
(Separate production quote based on creative brief)

I will supply my own production and artwork
(\$50 encoding and programming fee)

Special Instructions _____

Monthly Billing Information:

Name _____

Address _____

Phone Number _____

Cell Number _____

Email _____

I agree to the above stated conditions - Business Representative:

Name _____

Signature _____

Date _____

I agree to the above stated conditions - The Foundry Representative:

Name _____

Signature _____

Date _____



Payment Options:

All accounts are billed monthly. Pay with order and receive a \$50.00 discount on term of contract. All production work will be billed separately.

Please make checks payable to:

Channel 17-Mountain TV
P O Box 1009
Fraser, CO 80442-1009

Contact Information

Sales Contact: Jody Mintken
Phone: (970) 531-1225
Email: jody@grandcounty17.com

Foundry Cinema and Bowl Website: www.foundry-wp.com
Grand County TV18 Website: <http://www.grandcounty17.com/>