



Dear Business Owner:

The Roseland Theatre will be converting to digital projection in November 2015, and with it comes to opportunity to offer on-screen advertising for local businesses and events. On-Screen Advertising is a creative way for you to reach a relaxed, receptive, captive audience and a great way to project your name to the community and visitors to our area. In addition, your advertising will support an effort to sustain motion picture entertainment for the local community.

All advertising runs on our BIG SCREEN during the last half of our pre-show program giving your ad maximum exposure to the greatest number of patrons attending a show. Pre-show programming will be run prior to every movie shown at the Roseland. This includes all of our first-run features, international films, and special motion picture showings. The Roseland will be expanding the number of features and movie showings once we deploy digital projection.

Because we are dedicating the last half of pre-show programming to include the on-screen ads and there is a limit to total advertising time, advertising space is limited.

Attached is our On-Screen Pre-Show Advertising request form with current advertising rates. Advertisements run approximately 20 seconds, and are a full-screen color ad which you can design yourself. Our advertising is done via a PowerPoint presentation. If you are PowerPoint savvy, you can provide us with your slide(s). If you do not know PowerPoint, no problem! We will put a presentation together for you at no charge. When designing your ad, keep in mind that horizontal (landscape) ads work best on our BIG SCREEN. Vertical (portrait) style ads can be run, but will not use the screen to its full advantage. At anytime, feel free to contact us if you would like assistance and we will be happy to help you with your ad design.

Thank you for your support of the Roseland Theatre and we look forward to potentially serving a part of your advertising needs.

Sincerely,

A handwritten signature in blue ink that reads "S. Chandler".

Scott R. Chandler
President
Onancock Theatre Corporation

Great value for your advertising dollar!

Advantages of our on-screen advertising program:

- In contrast to almost all other forms of advertising, on-screen movie theatre advertising provides you a captive audience. Patrons welcome your advertisement because it provides something interesting upon which to focus. They enjoy learning about your business, and they retain that information long after the show.
- After our customers see your ad on-screen, they may want to learn more. We offer you the opportunity to provide business cards which customers may pick up at "Our Advertisers" display in the lobby.
- Nielsen Research has noted, "Going to the movies is a happy, transforming experience with family and friends — an environment where consumers are in a frame of mind to be entertained and receptive to advertising messages."
- Our program allows you to make changes as often as every month, at no extra charge.
- The Roseland draws customers from a wide radius.
- The new digital cinema equipment provides unprecedented sharpness and clarity.

Roseland Theatre On-Screen Pre-Show Advertising

Contact Name: _____ Date: _____

Business Name: _____

Address: _____

City / Town _____ State _____ Zip _____

Phone: _____ Alt Phone: _____

E-mail: _____

STANDARD AD TYPE (select one)

- One 20-second Business Card / PowerPoint advertising spot per show
(Single or multiple slides)

ADVERTISING PERIOD & RATE (pre-paid; may be cancelled prior to renewal)

- 1 Month for \$125 Renew and Bill Monthly in Advance
 3 Months for \$300 Renew and Bill Quarterly in Advance

DESIRED START DATE: Dec. 2015 Other _____

EXPANDED LENGTH VIDEO COMMERCIAL

- One 30-second video spot per show (furnished by advertiser)

PERIOD/RATE: 1 Mo. \$250 3 Mo. \$600

DESIRED START DATE: _____

- Onancock Business & Civic Association (OBICA) Members Receive An Additional Month of Advertising *Free* With An Ad Commitment Prior to December 1, 2015.

All advertising is subject to approval by the Roseland Theatre. Ad copy may be changed monthly.

E-mail, mail, or deliver a copy of your proposed ad with this completed form to:
Roseland Theatre, PO Box 178, Onancock, VA 23417-0178
Roseland.Theatre@verizon.net

Once approved, we will contact you to verify the ad and for your payment information.
We accept business checks, Visa, Master Card and Discover Card

For additional information contact Roseland.Theatre@verizon.net

Thank you for your business advertising and support!