



Darkside Cinema
215 SW 4th St.
Corvallis, OR 97333

(541) 908-1848 Advertising
lainie@darksidecinema.com

On-screen Advertising

Demographics

- 1,750 admissions per month on average
- Median household income is \$70,000
- 54% are female; 46% are male
- 21% are between 16 and 24 years old
- 52% are between 25 and 59 years old
- Audiences are generally from Linn, Benton, and Lane counties; sometimes from out of state
- Audiences value education and world affairs, support culture and the arts, prefer to shop locally, and consider themselves broad-minded, independent thinkers.

Rates (per slide, per 4-week period)

Monthly charges (every four weeks)

Businesses	\$50
Non-profit organizations	\$45

Payment terms

All ads must be paid for in advance. We accept Visa, Mastercard, checks, and cash.

Placement and frequency of display

Darkside Cinema cannot guarantee the placement of any ad in the rotation order. Your ad will be on a DVD along with other ads, each shown for about 10 seconds several times in rotation. Ads will run for 15 or 20 minutes prior to the show.

Policies

We reserve the right to refuse advertisers. Material must be suitable for all ages. We do not accept political or religious ads.

Refunds or credits:

No refunds or credits will be issued for cancellations mid-cycle. Requests to remove an ad from rotation before the 4-week period will incur a \$50 charge.

Artwork specifications

Slides will be projected onto a standard movie screen, requiring that the images and text be large enough to display clearly.

Remember, the room will be fairly dark and screen is extremely bright white. For best results, contrast: light text on dark background, or dark text on light background.

Email a **PowerPoint slide of your ad, or**

Email **finished art:**

- File format: PDF with fonts embedded
- Pixel dimensions: 720 x 480 px
- Orientation: Landscape
- Resolution: 100 ppi (pixels per inch)

Production charges and specs

We can create your slide for you!

Simply deliver a CD with images, text, and any required fonts to the Darkside Cinema during show times.

Original photography	\$50
Graphic production (image scans, editing).....	\$15
Copywriting	\$10
Layout	\$25

We will ask you to approve the final artwork before we start showing your ad.

Acceptable formats for **images:**

- Photoshop layered files
- Adobe PDF
- 300 dpi TIF, JPG, or GIF

Acceptable formats for **text:**

- Microsoft Word (please **don't** embed images in the document)
- Plain text: .TXT
- Email

Deadlines

Finished art delivery to the Darkside:

The Monday before your ad is to start. (We start ads on Wednesdays.)