



Darkside Cinema  
215 SW 4<sup>th</sup> St.  
Corvallis, OR 97333

For advertising inquiries:  
[ads@darksidecinema.com](mailto:ads@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 with a good sense of humor.

## Placement and frequency of display

---

Ads display for 10 seconds each in rotation in every auditorium, Beginning 15 minutes before every show. Darkside Cinema cannot guarantee the placement of any ad in the rotation order.

## Rates

(per slide, 4-week period—not by calendar month)

Businesses.....	\$100
Non-profit organizations.....	\$80
We produce your ad (added charge) .....	\$50

## Payment terms

---

We will send you a PDF invoice by email. Invoices are due and payable on receipt. Please email to arrange a time to pay via credit card, or send a check to us at:

Darkside Cinema  
Attention: Ads  
PO Box 1225  
Corvallis, OR 97339

## Artwork specifications

---

Ads will be projected in **WIDESCREEN** format. All ads are static images. Requirements:

- Aspect ratio: 1920 x 1080 pixels
- If using Powerpoint, start by choosing “Slides sized for 16:9” in the Print Setup screen
- Save as: PDF
- File size: No larger than 3Mb
- **Use a solid background** for the ad artwork. White or any solid color works great.

### Design notes

- Keep text to a minimum and use a large, engaging photo for best effect. Use high-resolution photos in your ad.
- For best results, use light text on dark background, or dark text on light background.
- Make sure all text is crisp and clear (use anti-aliasing if Photoshop).
- Keep essential info away from top and bottom and sides; leave some margin all around. Think of this like you would a billboard.

## Deadlines

---

Ad artwork is due on Monday for Wednesday start. Ads display in four-week cycles, ending on Tuesdays.

**Renewal orders are due via email *before end date*.**

## Policies

---

We reserve the right to refuse advertisers. Material must be suitable for all ages. We do not accept ads for political campaigns, but we'll run ads for local community causes.

### Refunds or credits:

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