



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

For advertising inquiries:
ads@darksidecinema.com

Screen ads

Demographics

- 1,750 admissions per month on average
- Median household income is \$72,000
- 54% are female; 46% are male
- 24% are between 16 and 24 years old
- 49% are between 25 and 59 years old
- Audiences are generally from Linn, Benton, and Lane counties, and 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

Each ad displays for 10 seconds in rotation in every auditorium, beginning 15 minutes before every show. Presentation repeats several times before the coming attraction previews begin. Darkside Cinema cannot guarantee the placement of any ad in the rotation order.

Rates

(per slide, 4-week period: **NOT** by calendar month)

Businesses	\$120
Non-profit organizations.....	\$100
We produce your ad (added charge).....	\$70

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 are projected in **WIDESCREEN** format as 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: JPG or PNG
- File size: No larger than 3Mb

Design notes

- **Important: Use a solid background** for the ad artwork. White or any solid color works great.
- Keep text to a minimum and use a single large, engaging photo for best effect. Make sure your photos are high-resolution so they don't blur when expanded for the big screen.
- For best results, use light text on dark background, or dark text on light background.
- Make sure all text is crisp and clear (specify anti-aliasing if using 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, beginning on Wednesdays and ending on the 4th Tuesday after start.

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.