



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

For advertising inquiries:  
[ads@darksidecinema.com](mailto:ads@darksidecinema.com)

# Screen ads

## Demographics

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- 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

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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

Each slide for a 4-week period (not calendar months)

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

## Payment terms

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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

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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 stay sharp on the big screen.**
- For best readability, use light text on a dark background, or dark text on a light background.
- Make sure all text is crisp and clear (specify anti-aliasing if using Photoshop).
- Leave some blank space on all four sides. Think of this like you would a billboard: easy to read quickly.

## Deadlines

- Ad artwork is due at least three days in advance of start.
- Ads display in four-week cycles, beginning on your desired start date and ending four weeks later. Let us know in advance if you'd like a shorter run.
- Renewal orders are due via email to [ads@darksidecinema.com](mailto:ads@darksidecinema.com) *before end date.*

## Policies

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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.