



GENERAL INFORMATION & TRIVIA SPONSORSHIP

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WHY CHOOSE CINEMA ADVERTISING?

- Cinema audiences have what you want: discretionary income and the extra time to relax and enjoy a movie! No one has to go to the movies. Our audiences want to be there. They are in a good mood, open and receptive to your message.
- Studies show that retention of advertisements in movie theaters is many times higher than advertisements on television.
- Customers sitting in a darkened theatre overwhelmingly enjoy and prefer the diversion of watching advertisements before the movie begins.
- Each year over 200,000 people attend the movies in Jackson Hole! That's 200,000 potential customers!
- Your ad will play 3-4 times in the 15-20 minutes before each movie on Jackson's seven movie screens. That's roughly 2000 times a month!
- Movie advertising works! It's one of the fastest growing facets of the movie business today. It's accepted and expected by audiences.
- Each month you will receive two movie passes to come in, check out your ad, then relax and enjoy a movie!

ALL ABOUT TRIVIA SPONSORSHIP

Why Sponsor Trivia? People love movie trivia. Audiences look forward to the entertainment of trivia before the movie starts. It keeps their eyes glued to the screen and their attention focused.

What you get with Trivia Sponsorship: Trivia sponsorship is the ultimate in name branding. Your logo, phone number, and a very limited amount of information will either run along the side of the bottom of a movie trivia frame. Trivia sponsored ads will run 2 times in the 15-20 minutes before the feature begins. Trivia sponsored ads will be on the screen 20-45 seconds.

Picking what is right for you: A Trivia Sponsorship Versus A "Regular" Ad.

Trivia sponsorship isn't right for everyone. If your goal is to inform people about your business and the services you have to offer, then a 15 or 30-second ad is the right choice for you. However, if your goal is name branding or to expose people to one small aspect of your already-well-known business, then Trivia Sponsorship is the perfect fit.

For more information, please contact Meg Petersen at meg@silverscreenadvertising.com or call (307) 413-7399.