



Advertising at the Art Theater

Do you seek to increase your business or organization's local profile and reach out to a diverse, dedicated audience? **Advertise at the Art Theater!** For just **\$150 per month (\$100 for any additional slides showing at the same time)** you can let moviegoers in the Champaign-Urbana area know where they could be going before or after the movie!

Over 900 people attend our shows each week – your message will be viewed by a culturally and civically active audience that shop at local stores, eat at local restaurants, and support local artists. Art-house audiences are some of the most active urban consumers, deeply engaged and with money to spend. In short, you want our customers, and we want to share them with you.

Open 360 days a year (including most major holidays), the Art annually increases its number of community partnerships while creatively diversifying our programming. We actively seek to increase attendance and cater to a wide-variety of moviegoers. Weekly showings include important independent movies and Academy Award nominated films and shorts. Late night showings include horror and cult films, both current and classic. Among our special series have been Science on Screen, Essential Cinema, the Latin American Film Festival, and Smart Kids.

How do the ads work?

- The Art runs a 30-minute slideshow before every one of the 22-25 screenings/events we host each week.
- Average of 20 slides before each film. Each slide is on screen 25 seconds at a time, 3x per show
- When we receive your payment and artwork, we can begin to run your ad the following Tuesday. We cannot run or design your slide without receiving payment! Quarterly payment plans can be arranged for clients who sign up for six or more months of advertising.

Advertising beyond the screen

We invite our advertisers to provide in the lobby business cards, flyers, or other materials for our patrons to see.

How do I design my slide?

A 20-second slide needs to have a concise, engaging, and eye-catching image that can immediately register with viewers. Our slideshow is designed to run in a 1.85:1 resolution, which translates to about 1998×1080 pixels. We are happy to provide you with a sample slide to show what works best on our screen. Email your jpeg file to us and we'll start running your ad as soon as we receive payment and you have approved the design and content.

Can you design a slide for me?

At the present time we do not have staff with the talent to design your slide; but we can provide copywriting and minor text revision as part of the basic cost.

To contract with the ART to show your slide, please fill out the form below and send along with your check made payable to: The Art Theater, 126 W. Church St., Champaign, IL 61820. If you have questions, please contact Laurel Nobilette at bookkeeping@thearttheater.org



Form for prospective advertisers

[Name of Business] _____
contracts with the Art Theater for on-screen advertising for a time and rate of

one month (\$150) 3 months (\$400) 6 months (\$750) annually (\$1300)

I understand the slide will be provided by me in **Powerpoint or JPEG format** at least one week prior to the beginning of its showing. Our slideshow is designed to run in a 1.85:1 resolution, which translates to about 1998×1080 pixels. Your slide should be in the highest resolution you can create to get the strongest image on the large screen.

Business address: _____

Name of authorized contact: _____

Telephone and email for authorized contact: _____

Signature of authorized representative of business: _____

I will email our jpeg file to bookkeeping@thearttheater.org

If you need a formal invoice or have questions about billing, please send your request to bookkeeper@theartfilmfoundation.org

Please return this completed form and a check made payable to the Art Theater to: *The Art Theater, 126 W. Church St., Champaign, IL 61820,*

—