

Event Cinema - Rate Card

| Advertising Space - Mon to Sun | | |
|---|---|------------|
| Online | Conditions | Rate Card |
| Eventcinemas.com.au Homepage Skin | Mon to Sun - unlimited impressions | \$ 20,000 |
| Eventcinemas.com.au Session Times Skin | Mon to Sun - unlimited impressions | \$ 20,000 |
| Eventcinemas.com.au Movie Details Landing Page (300x250) | Mon to Sun - unlimited impressions | \$ 10,000 |
| Homepage 300x250 | Mon to Sun - unlimited impressions | \$ 10,000 |
| State Theatre website skin | Mon to Sun - unlimited impressions | \$ 5,000 |
| Mobile Applications | | |
| iPhone Application Ad Space (320x120) | Mon to Sun - unlimited impressions | \$ 3,000 |
| iPad Application Ad Space (1024x120 + 768x120) | Mon to Sun - unlimited impressions | \$ 3,000 |
| Android Application Ad Space | Mon to Sun - unlimited impressions | \$ 3,000 |
| Cine Buzz | | |
| Event Cinemas Cine Buzz Newsletter (300x250) | Based on 1,000,000+ members. | \$ 10,000 |
| Dedicated EDM | Based on 1,000,000+ members. EDMs must have integrated messaging. | \$ 100,000 |
| Cinema Foyer | | |
| Poster Box | Per poster box per cinema | \$ 200 |
| Digital Screen | 30sec on rotation with film trailers | \$ 300 |
| Interactive Foyer Activities | Per 3 hour session per cinema. Excludes staff | \$ 700 |
| Static Foyer Display | Per display, per week | \$ 1,040 |
| Popcorn Box Advertising | One box size. 4 week period | \$ 72,000 |
| Back of Ticket Advertising | Included 20% of all ticket stock for 6 month period | \$ 50,000 |
| Cinema Screen | | |
| Pre show ads - Please contact Val Morgan to book On Screen ads | Per cinema screen, per week. 2 x rate for 60", 3 x rate for 90" | \$ 320 |
| In Cinema | | |
| Live In Cinema Theatre events | Per day. Excludes staff | \$ 3,300 |
| Advertising Space - Monthly | | |
| Event TV | | |
| Cinema Network Foyer & Online Movie Show | No additional cost for 60sec or 90sec | \$ 25,000 |
| All prices quoted exclude staffing, creative, production and printing. Price review at the discretion of AHL on a yearly basis - Feb 1. All assets subject to availability at time of booking request. | | |