

*State*  
CINEMA

**ADVERTISING BROCHURE**

2018/19



# ADVERTISING AT THE STATE CINEMA

The State Cinema is a local icon that has entertained generations of Tasmanians for 100 years, playing a major role in the social and cultural life of the Hobart community.

With eleven screens plus licensed café, bar and bookstore, the State offers a unique, art-house cinema experience. Our carefully selected film programming covers an extensive selection of Australian and international, independent and mainstream releases, catering primarily to a discerning adult audience.



## YOUR POTENTIAL REACH



**40 - 50**  
film  
sessions  
each day



**7 days a**  
week,  
**365 days a**  
year

**3**

MONTHS

**61,250\***  
patrons

**6**

MONTHS

**122,500\***  
patrons

**12**

MONTHS

**245,000\***  
patrons

**\*AVERAGE STATE CINEMA ADMISSIONS**

Deliver your advertisement to a captive, mature and educated demographic in a cost effective manner.

Our Advertising packages can work for small local businesses and large companies alike, with options ranging from a static slide on screen for 50% of our sessions to full video commercials in prime pre-show position on every single session.

Packages range from 1 - 12 months for static screen advertisements, and 1 - 6 weeks for video advertisements. For longer term bookings we offer invoicing in 3, 6 and 12 month instalments.

Read on for our current rates or get in touch with our advertising manager now at: [advertising@statecinema.com.au](mailto:advertising@statecinema.com.au)



# STATIC SCREEN ADVERTISEMENTS

Static screen advertisements appear in a continuous looped slideshow throughout the pre-screening time while the cinema door is open for ticket-holders to enter and take their seat.

50% bookings screen in half of our cinemas, while 100% bookings screen in all of our cinemas, on each session throughout the day.

Rates below are per month, with discounts for 3 month+ packages and are quoted including GST:

## STATIC SCREEN PACKAGES

PRICES PER MONTH	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
50% BLOCK	\$325	\$220	\$190	\$180
100% BLOCK	\$650	\$440	\$380	\$360



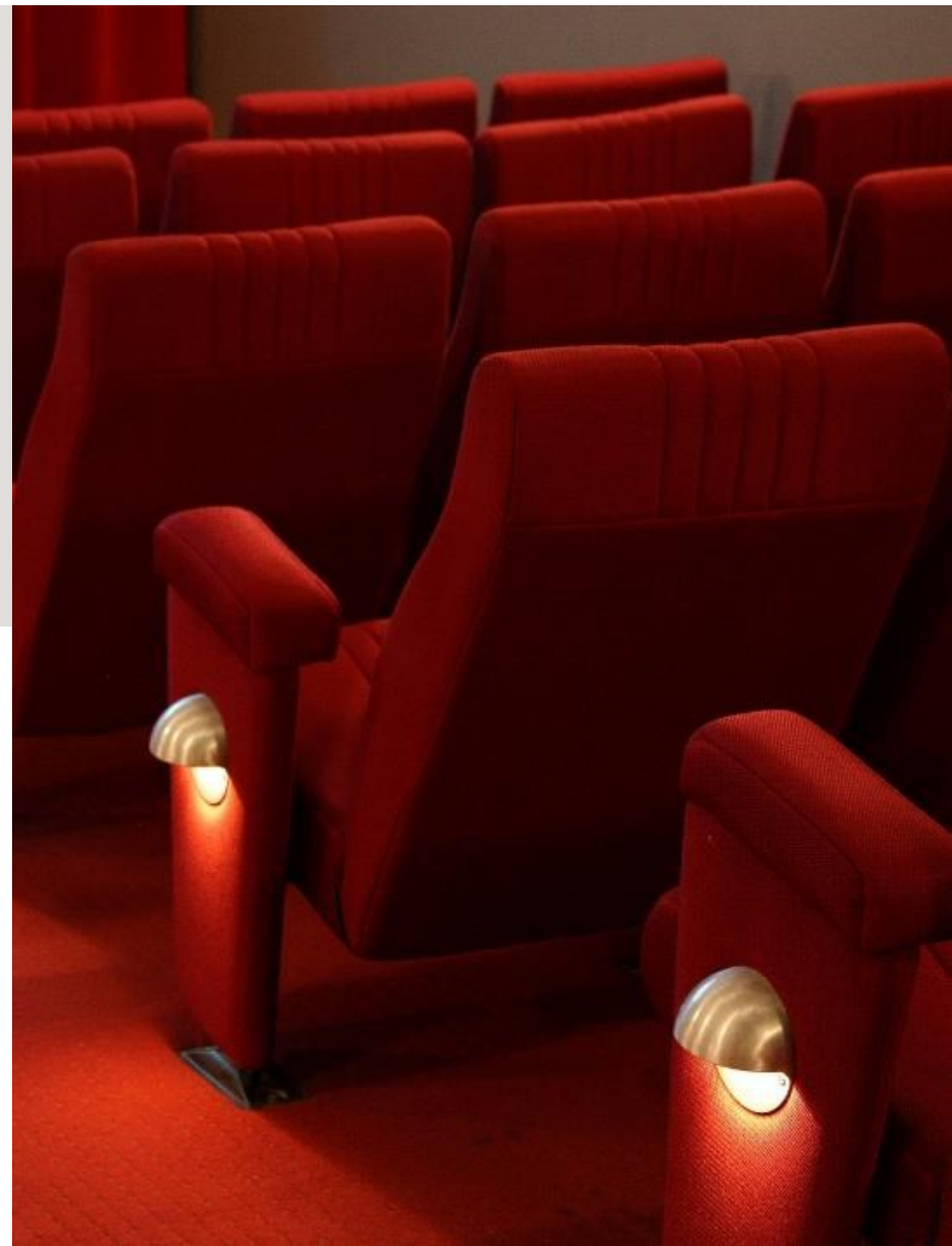
# VIDEO ADVERTISEMENTS

Video advertisements appear in absolute premium position - screening shortly prior to the feature film on all sessions, with a maximum of 2 video advertisement bookings running per week.

Rates below are per week and include GST:

## VIDEO PACKAGES

<b>30 SECOND VIDEO FOR 1 WEEK</b>	<b>30 SECOND VIDEO FOR 1 WEEK PER MONTH FOR 6 MONTHS</b>	<b>30 SECOND VIDEO FOR 1 WEEK PER MONTH FOR 12 MONTHS</b>
<b>\$665 per week</b>	<b>\$598.50 per week SAVE 10%</b>	<b>\$532 per week SAVE 20%</b>



## FLYER DISPLAY

All clients with an advertising booking with us - be it static screen or video - can display their flyers, brochures or business cards in our advertisers space in the cinema foyer for the duration of their booking.

## CONTACT US

statecinema.com.au/page/advertising  
375 Elizabeth Street, North Hobart TAS 7000  
(03) 6234 6318  
advertising@statecinema.com.au

The State Cinema reserves the right to refuse to screen proposed materials, and will request changes to content accordingly if necessary.

## TECHNICAL SPECIFICATIONS

### STATIC SCREEN

**Format:** .jpg image file

**Resolution:** 150 dpi

**File Size:** 700kb max.

**Dimension:** Landscape

**Content:**

Big, bold, colourful and simple. Very low-contrast images or low contrast between text and background will not present as clearly on screen.

Avoid a text-heavy presentation, short and sweet will have a higher impact.

### VIDEO ADVERTISEMENTS

**Format:** DCP, Advertisement  
Also possible MPEG2 and MOV.

**Frame Rate:** 24fps

**Aspect:** 16:9 or 15:9; 1920x1080

**Important:**

Final file should not include a leader/countdown. For MAC produced files, a Windows compatible file extension must be added and file provided on a FAT32 or NTFS formatted USB. Drive EXT2 or EXT3 are not compatible.

## CUSTOMER TESTIMONIALS

“We have been advertising with the State Cinema for over 5 years now. While much of our business comes through word of mouth, we are also consistently told by customers that ‘we saw your ad at the State’. In fact it’s probably been our most successful channel for advertising to our Hobart market and the only thing we continue to do to promote our business here. It gives us access to exactly the type of customer we’re looking for in a cost effective way.”

**John & Colm  
SEALASASH**

“We are extremely pleased with our advertising campaign. Not only have many of our existing patient’s owners commented on seeing it, but we have secured several new patients directly from it as well. To any business thinking of using the cinema for the first time my advice is - try it, the process is really easy!”

**Craig Glennon  
NORTH HOBART  
VETERINARY  
HOSPITAL**

“For many years Salamanca Realty has advertised with the State Cinema because we know that the State targets our client group. The advertising team has always been helpful, efficient and professional to deal with which we have appreciated.”

**The Team  
SALAMANCA  
REALTY**

