

DELUXE CINEMAS

AT THE TANNERY

ON-SCREEN ADVERTISING



Deluxe Cinemas is proud to offer on screen advertising to local businesses. This is a chance to get your message across to thousands of new potential customers while they are in a focused and uninterrupted state of attention.

Deluxe moviegoers spend an average of 7 minutes in their seats before a movie starts. They are relaxed, receptive, and captivated ensuring you have their full attention. Movie going is the #1 leisure activity for New Zealanders. Surveys show nearly 9 out of 10 moviegoers prefer to see a preshow as opposed to a blank screen.

What You Get

- A custom 20 second static or video ad.
- Your ad will play before every film.
- A highly focused and receptive audience.
- Approximately 7000 views each month.



Example of an ad produced by us

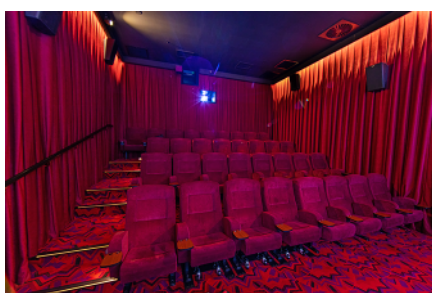
By The Numbers

- Your ad will run approximately 336 times every month.
- That's an estimated 7000 focused people viewing your ad every month.
- Average pricing works out to be just \$10 a day and \$0.046 cents per view.
- Our audience is roughly 60% women aged 40+, 30% men aged 40+ and 10% under age 40.

Align your business with style and opulence. Deluxe houses two boutique state-of-the-art luxurious cinemas screening the latest hand picked blockbusters and art house titles.



Cinema 1 (54 seats)



Cinema 2 (32 seats)



Deluxe Foyer

Deluxe Cinemas On-Screen Advertising Offer

If you believe Deluxe Cinemas on-screen advertising may be a good fit for your business, then we would like to invite you to our special introductory trial offer. This low risk trial will allow you to test the advertising effectiveness for just \$99 for an entire month. If you are not completely satisfied with the results, you can cancel at anytime within the trail month with no cancellation fees.

HALF PRICE ONE MONTH TRIAL \$99

No Setup Costs. Cancel Anytime*.

- ☒ One Month On-Screen Advertising (Valued \$199)
- ☒ Free Ad Creation (Valued At \$199)



Your Ad Details

Your ad will play for 20 seconds on our screens before every film starts. The contents of the ad can either be entirely provided by you, or we can create an effective ad for you at no additional cost. The starting date of your ad will commence on the 1st day of the month provided you have signed up and completed the payment form before the 28th of the month.

Payment Details:

Provided you are pleased with the results and do not cancel within the trial month, we will automatically continue playing your ad into the following month(s). We will direct debit your account on the 28th each of each month for the full amount of \$199.

Note, the first payment will be \$99 (half price trial offer) and then all following payments will be for the full monthly amount of \$199. *Note all prices displayed are GST inclusive.*

Cancellation policy:

During the first trial month you may cancel at anytime before the 28th of that month. After the trail month there is a 20 day cancellation notice required.

Next Step

CLICK HERE to complete the signup form



Provided you have completed the signup form above, including payment and files, we will then email you a proof of your ad for approval. Once approved, we will schedule it to play on the first day of the following month. It's as easy as that!

Got Questions? Just Ask

Julian Stewart: 022 091 6694
Julian@deluxecinemas.co.nz
Deluxe Cinemas at The Tannery



THE TANNERY

Boutique Shopping & Restaurants & Bars