



GPO Box 3008 ■ Darwin NT 0801 ■ Tel: (08) 8941 4377 ■ Fax: (08) 8981 9755 ■ ABN: 19 676 696 024

DECKCHAIR CINEMA BIG SCREEN ADVERTISING

Deckchair Cinema is considered one of Australia's most iconic outdoor cinemas and is a major Darwin tourist attraction.

Deckchair's advertising opportunities are limited!
Capitalise on our "must-see" status with visitors to Darwin and locals alike, and a target audience that can't change channels, skip or mute your ad.

Deckchair Cinema attracts over 44,000 annually, and is supported by an active and passionate membership base of more than 1000 people, over 1,500 subscribers to our email newsletter and more than 8,500 Likes on Facebook! The Cinema attracts both locals and visitors (from Australia and overseas). Our audience is mostly 25 years old or older leaning towards a 40+ market, and is slightly skewed towards a female audience; the household decision maker. The Deckchair audience has a medium to high disposable income and an interest in current affairs and issues.

Our independent cinema is operated by the *Darwin Film Society Inc.*; a not-for-profit organisation, who in-turn supports other community organisations. The Darwin Film Society has a strong history following establishment in 1954, and has operated the Deckchair Cinema since 1994.

In 2017, the Deckchair Cinema will operate nightly from Wednesday April 19 until Sunday November 19 with the program covering a diverse range of films spanning Australian, family, foreign, popular and classic films.

The stunning harbour side location, tropical gardens and spectacular sunsets attract patrons for a drink and meal long before the movie begins. There is a licensed kiosk on-site and meals available every evening from caterers including *Hanuman Restaurant*.

ADVERTISING – TVC OR 'SLIDE SHOW'

There are two (2) options for advertising on our big-screen:

- **TVC, 15 or 30 second, with sound** – screened immediately before the film / proceeding starts, generally between around 7:25pm and 7:35pm. Films are advertised to start at 7:30pm. Your TVC will also be played before the second film on evenings where double session are programmed being Friday and Saturday nights and Sundays were there is a public holiday on the Monday.
- **'Slide Show' or stills advertising (max 30 seconds), no sound** – these are aired during our Welcome slides between 6:00pm and around 7:25pm/7:30pm, and is shown at least three (3) times during this time.

Each week, nine films are screened, being one film per night Sunday through Thursday nights (at 7:30pm), and two films on Friday and Saturday nights at 7:30pm and 9:30pm.



TECHINCAL SPECIFICATIONS

All advertising, whether it be a TVC or slide show, must be to the advertiser’s own brand templates, Deckchair cannot create or edit this advertising for to meet our standards

All advertisements must be received by Deckchair Cinema at least 1 week prior to the booked start date. This is to ensure we have time to test and approve the content. Anything received within 1 week of the commencement date may not be screened from the scheduled start date, and no refunds will apply.

Delivery via: Dropbox or other online file sharing facility. Alternatively, please post USBs, including a self-addressed return envelope to Deckchair Cinema, PO Box 3008 Darwin NT 0801. Deckchair Cinema cannot take hand delivery of USBs.

Television Commercial (TVC) Ads

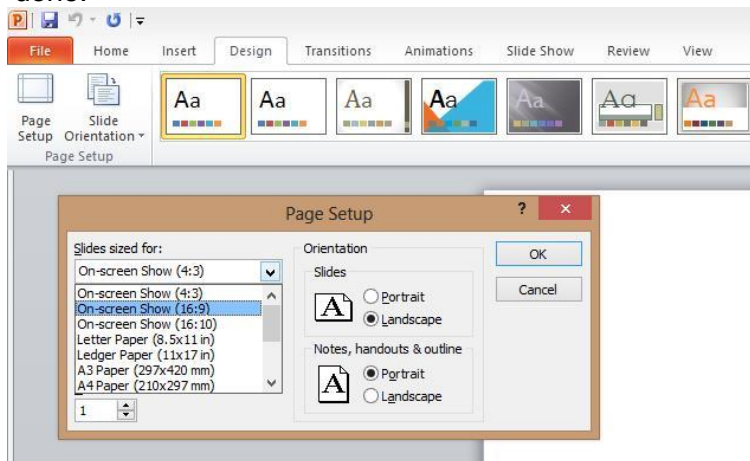
Format: High definition (HD) avi (our preference), or .mpg4 or .mov.

Ratio: 1920 x 1080 pixels

Slide Show Ads

Required Ratio:

PowerPoint slide: 1920 x 1080 pixels or 16:9 widescreen (for .jpg images). In Microsoft PowerPoint you can achieve 16:9 by clicking on the **Design** tab, click on **Page Setup** and under the ‘**Slides sized for**’ dropdown select **On-screen Show (16:9)**. **DO THIS BEFORE YOU CREATE THE SLIDE SHOW**, otherwise the positioning of your slide will be distorted and likely need to be re-done.



Please Note:

- Maximum of 5 slides
- Keep text and images away from the edges by at least 50 pixels
- Background images and textures can go to the edge
- Use a simple font: white Helvetica /Arial. Do not use Serif or cursive fonts
- Red and Orange font on a black background is hard to read, if you wish to use a black background we suggest white text only
- The minimum acceptable font size for reading on our screen is 16 point, however, 24 point font size is best
- Maximum 50 words per slide including all contact information.

WHO CAN ADVERTISE:

Any business can advertise at Deckchair Cinema. Advertisements must be non-offensive, non-sexist, non-racist, non-political and non-discriminatory. The Darwin Film Society reserves the right to refuse advertising it considers inappropriate for the Deckchair. We encourage businesses within the restaurant, tourism, accommodation, attractions and others to advertise, including sports club/associations and arts organisations promoting major events in the NT.

Not-for-profit organisations, including community arts organisations, charities and incorporated associations, are eligible for discounted advertising at the Deckchair Cinema.

ADVERTISING RATES

- Advertising is available on a weekly, monthly, or seasonal basis
- All prices quoted exclude advertisement production costs and GST
- All rates are non-commissionable

	FULL SEASON* 7 months operation excluding DIFF 16-23 September	PER MONTH RATES (full months only)			CASUAL WEEKLY RATES
		April, September (excluding DIFF) & November (short months)	May & October	June, July & August (peak months)	
TVC, 30 seconds, with sound	\$4,040	\$400	\$650	\$750	\$220
TVC, 15 seconds, with sound	\$2,720	\$300	\$400	\$500	\$150
Slide Show / Stills advertising, 30 second, no sound	\$2,040	\$200	\$300	\$400	\$120

* Full Season advertising equates to an approximate 15% discount off the total casual rates.

Cost on application for advertising and sponsorship during the Darwin International Film Festival: 14-23 September 2017.

There are nights when the Deckchair Cinema advertising is not screened due to Special Events, which occur on average around once a program.



BIG SCREEN ADVERTISING – BOOKING FORM

Please email for further information or to book on manager@deckchaircinema.com.

Organisation/Company:

Contact:

Postal Address:

ABN: Email:

Telephone (bh): Fax:

Advertising Booking Details – Select one of the following:

- TVC – 30sec
- TVC – 15sec
- Slide Show / Stills advertisement (no sound)

Duration:

- Full season (mid April to mid November, excluding DIFF and some special events)
- Casual rates – dates:

What are you advertising?

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By signing this form, I agree to the payment terms. **Payment Terms:**

- Payment terms are 14 days
- For any advertising less than one month, pre-payment is expected.

Name:.....

Signature:.....

Date:.....

OFFICE USE ONLY:

Price: inc GST / ex GST

To be invoiced (date): /..... /.....

NfP