



## **FLIX IN THE WET: PARTNERSHIPS & BIG SCREEN ADVERTISING PROSPECTUS**

*Flix in the Wet* is a unique program of films presented by the Darwin Film Society from late January to March, when their venue – the Deckchair Cinema – is closed for the wet season. *Flix* started in 1990 and will continue in 2017 on Sunday afternoons at an air conditioned indoor theatre\* in Darwin city from Sunday 22<sup>nd</sup> January to Sunday 26<sup>th</sup> March.

*\*Please note the venue for Flix in the Wet may affect advertising and partnership opportunities.*

**Big screen advertising at *Flix in the Wet* is a great value for money way to reach your audience, without being switched off, skipped or muted!**

*Flix* has grown in reputation and size over the years and is well established on Darwin's wet season calendar at a time when there are fewer events happening around town, so a great time to reach your target audience. The majority of the *Flix* audience are Darwin locals. *Flix in the Wet* consistently attracts more than 2,000 people across the program by targeting a core, and growing, audience of Darwin Film Society members and movie lovers. Our membership jumped in 2016 to 1,000+ passionate members! Plus more than 1,500 people who signed up to our email newsletter.

*Café Cinema* - coffee, cake and conversation – will continue in 2016. After a few select films in the program *Café Cinema* provides another opportunity for you to target an eager audience.

In brief:

- *Flix in the Wet* is a unique program of Australia and international films
- Your ad will be shown 18 times before each film in the *Flix* program; once before each of the 9 films that are each shown twice
- Your advertising is being placed with a known and trusted brand within Darwin being the Darwin Film Society, operators of the Deckchair Cinema and *Flix in the Wet*.

### **WHO CAN ADVERTISE?**

Any business can advertise as long as advertisements are non-offensive, non-sexist, non-racist and non-discriminatory. The Darwin Film Society reserves the right to refuse advertising it considers inappropriate for *Flix in the Wet*. We encourage businesses within the food, tourism, accommodation, attractions and others to advertise, including sports club/associations and art galleries and organizations promoting major events in the NT.



## **TVC OR SLIDE SHOW (STILLS) ADVERTISING**

There are two (2) options for advertising on the big screen during *Flix in the Wet* being:

1. **30 second TVC** (moving ads with sound) for \$540 (equal to \$30 per spot)  
Only 4 spots available
2. **30 second still or slide show advertising** (no sound) for \$270 (equal to \$15 per spot)  
Only 2 spots available

## ***Flix in the Wet* PARTNERSHIP**

To help maintain this program in 2017 and beyond, we are seeking Flix partners for the first time. For an investment of \$2,500.00 partners will receive:

- 30 TVC advertising spot valued at \$540 ex GST
- Logo and blurb acknowledgement in the slide show before each film valued at \$270 ex GST
- Blurb and logo acknowledgement on website, email newsletter and via posts through social media valued at \$300 ex GST
- Pull up banner displays during Café Cinema valued at \$150 ex GST
- A speaking spot and/or acknowledgement on the Opening weekend valued at 200 ex GST
- Tickets for your staff/clients (two double passes to each double session) valued at \$864 inc GST.

Other partnership investment options can be negotiated with the General Manager.

## **TECHNICAL SPECIFICATIONS**

**Delivery** Accepted via Dropbox or other online file transfer facility only.

### **Television Commercial (TVC) Ads**

**Format must be high definition (HD): .avi (our preference), .mpg4 or .mov.**

### **Slide Show Ads**

**Required Ratio: 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)**.

**YOU MUST DO THIS BEFORE YOU CREATE THE SLIDE SHOW**, otherwise the positioning of your slide will be distorted and likely need to be re-done.

- Maximum of 5 slides (each will be screened for 6 seconds, making a total of 30 seconds)
- 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.

# **Flix in the Wet Advertising – Booking Form**

## **Contact Details**

Organisation/Company: .....

Contact: .....

Postal Address: .....

ABN: .....

Telephone (bh): ..... Fax: .....

Mobile: .....

Email: .....

## **Advertising / Partnership:**

- 30 second TVC (moving ads with sound) for \$540.00 (ex GST)
- 30 second slide show advertising (stills without sound) for \$270.00 (ex GST)
- Flix partnership for \$2,500.00 (ex GST)

What will you be advertising? .....  
.....

To avoid disappointment we recommend you booking early.

## **Advertising Terms**

- **All advertisements must be received by [operations@deckchair.com.au](mailto:operations@deckchair.com.au) by no later than COB Wednesday 11 January 2017** to ensure we have time to test and approve the content. Ads received after this date may not be screened or may commence later than that booked commencement date and no refunds will apply.
- All advertising, whether it be a TVC or slide show, must be to the advertisers own brand templates, Deckchair cannot create or edit advertising to meet our minimum quality standards
- Advertising rates quoted are non-commissionable and exclude GST.

## **Payment Terms**

- 14 days. Organisations will be invoiced at the beginning of Flix in the Wet in late January, and payment terms are 14 days.

---

## **OFFICE USE ONLY:**

**Price:** ..... **inc GST / ex GST**

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