



## **NCG Midland Cinemas Advertising Package**

Hello,

In an attempt to look at reducing some of our monthly costs we developed an opportunity to advertise on the back of our ticket and credit card paper stock. As we are still in the early stages of offering alternatives to our on-screen advertising, we are excited to present the new advertising package. We are adding additional impressions with minimal or no additional cost to ensure success for our advertisers. The following information goes over the program and uses an estimated amount of time and exposure any advertiser will receive.

NCG Midland Cinemas goes through roughly 4.25 cases of ticket/credit card per month, which varies by seasonal trends and volume. The rolls, which are identical for tickets and receipts, will be placed in all registers and will run exclusively until the last roll is used regardless of the amount of time it takes.

### **Ticket and credit card paper ad:**

The ads will be printed on one side of our tickets that the patrons will retain after all transactions. It will also be printed on the back of all receipts. The black and white ad or coupon will need to be created by the advertiser. The cost can be split between two advertisers or sold exclusively based on availability and demand. The paper allows for a 6 inch repeat (one or two offers works best) with the width of the ad being roughly 1 ¼ inch. The tickets are roughly 3 ½ inches long so the largest any 1 single ad can be guaranteed on each ticket is approximately 1 ½ inches long then repeated or alternated.

Total cost for the printing, plate fee and shipping of the paper stock is as follows:

5 cases - \$309.37 per case, or \$1,546.85 plus \$100 shipping charge for a total of \$1,646.85

10 cases - \$238.75 per case, or \$2,387.50 plus \$150 shipping charge for a total of \$2,537.50

20 cases - \$195.30 per case, or \$3,906.00 plus \$175 shipping charge for a total of \$4,081.00

### **Web banner on the Midland location page:** (<http://www.ncgmovies.com/midland/midland.html>):

The ad will be placed on the left column above the ticket prices box for the duration the paper stock ads are running. The new website was launched Feb 1<sup>st</sup> 2010. In the first two weeks the Midland page had 15,317 views, which projects to over 30,000 a month and over 365,000 views per year. All artwork must be provided by the advertiser. **COMPLIMENTARY**

### **Lobby poster promoting the advertiser (27 x 40 inches):**

One lobby poster can be placed at the location for the duration that the paper stock ads are running. The 27 x 40 poster can either be provided by the advertiser or printed by our printer (Capital Imaging) with the cost being passed along to the advertiser (\$45 or \$70 if art scaling is required). All artwork must be provided by the advertiser. **COMPLIMENTARY**

### **Ad or coupon on all of the Midland locations on-line ticket printouts:**

This ad or coupon will be placed on the on-line ticket confirmation pages during the duration the paper stock ads are running. The Midland location has approximately 204 on-line ticket orders per month and over 2,400 per year. All artwork must be provided by the advertiser. **COMPLIMENTARY**

Please feel free to contact me at (517) 316-9101 or [Pat@ncgmovies.com](mailto:Pat@ncgmovies.com) with any questions or inquiries.

Thank you for your time,  
Pat O'Boyle  
NCG Cinemas