



## ADVERTISING RATES

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All advertising is payable on a monthly or annual schedule. Pay for a whole year upfront for a discounted rate! We offer flexibility so your ad content can be changed at any time. We have no contracts for monthly ad runs, so you can choose any month to participate.

### ON-SCREEN AD RATES

	Monthly Payments		One Annual Payment	
STATIC PRE-ROLL	\$220	\$2/ad	\$2,112 Save \$552	\$1.60/ad
30 SEC VIDEO TRAILER	\$550	\$5/ad	\$5,280 Save \$1380	\$4.00/ad
60 SEC VIDEO TRAILER	\$880	\$8/ad	\$8,448 Save \$2112	\$6.40/ad

### EXTRAS

FILM SPONSOR	\$350
FILM SERIES SPONSORSHIP	\$1200
1/2 PG BOOK AD	\$75
LOBBY SIGN	\$75
ENEWS BANNER	\$50

Need help making your ad? Static Ad Design or Video Creation services available, price negotiable.

**\*20% discount if annual contract purchased** Packaged rate discounts available.

## WHAT YOUR ADS LOOK LIKE

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### STATIC PRE-ROLL

Pre-roll is a rotating slideshow of graphics shown for 15mins before every film. Provide a 16:9 landscape image, shown 1-2 times before each show. On average, guests arrive 19min early to screenings, and estimated 500+ guests will view your ad at least once each month.

#### RATES

\$220/month or \$2112/year

*\*Discount on any Extras added throughout the year*

### VIDEO TRAILER

Show your promotional video before our screenings—either 30-sec or 60-sec ads. Our 26ft screen with digital 4k laser projection puts your content in front of audiences at a memorable scale. Your trailer will show right before previews for our upcoming films.

#### RATES

**30-sec** \$550/month or \$5280/year | **60-sec** \$880/mo or \$8,448/year

*\*Discount on any Extras added throughout the year*

## EXTRAS Available anytime! Show your support for a specific program or film, or advertise a special event or message of your own.

### FILM / FILM SERIES SPONSORSHIP

See a film or series in our upcoming schedule you'd like to support? We partner with community businesses and groups to promote our films. Each film sponsorship comes with additional promotion by:

- Name and logo on all film promotions and in listings in public calendars, website, social, enews, pre-roll graphics
- 6 Free tickets to the film (Or 2 per film in a series)
- Logo on the film poster and in our booklet (if signed on before print)

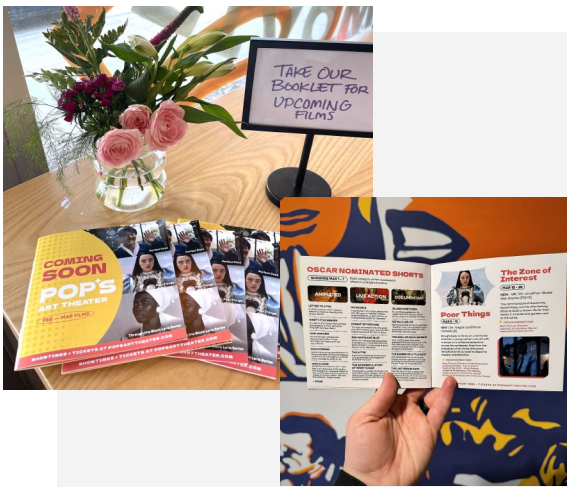
#### RATES

\$350/film    \$1,200/film series

*Custom rate for a film or film series not currently on our schedule*

### EXAMPLES OF PAST SPONSORED FILMS & FILM SERIES

Womans Adventure Film w/ Roca Climbing  
 OPUS w/ Rochester Symphony  
 Through the Black Lens Series w/ NAACP  
 Griot Arts, and Barbershop Talk  
 Rocky Horror w/ Little Thistle, Out Roch  
 Fremont w/ Roch Internat. Film Group  
 Canary w/ Earthfest



### Booklet Print Ads

Place an ad in our rotating printed pocket booklet. Our 5.5x5.5" booklet showcases all of our upcoming programming and a calendar of events in a compact 20pg print piece. Over 400 copies are distributed every two months to dozens of local businesses. Best for ongoing promotions or events within 2 months of distribution. Preferred topics include local events, arts and culture, activities or restaurants.

#### RATES

Half page    \$75/book or \$600/year

Full page    \$125/book or \$750/year

### Lobby Entrance Signage

Ad on our 16x9 digital lobby sign, next to our check-out counter at main entrance. Display flips between advertisements and information about upcoming films every 5 seconds

#### RATES

\$75/month or \$600/year

*Only \$50/month if also doing a screen ad*



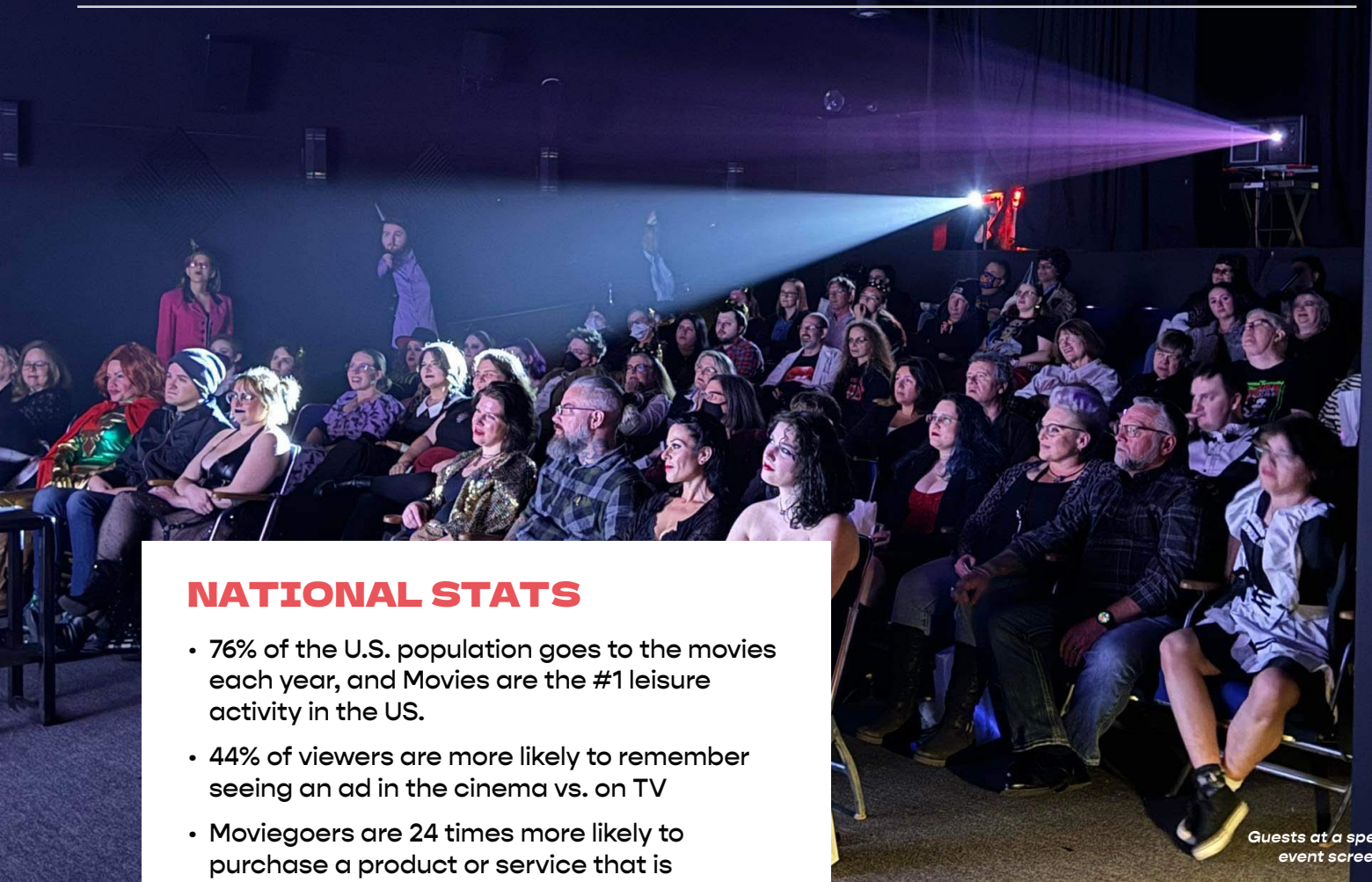
### ENews Banner Ad

A graphic digital ad in our email newsletter which goes out weekly to 5000+ subscribers.

#### RATES

\$50/month or \$500/year

*Only \$30/month if also doing a screen ad*



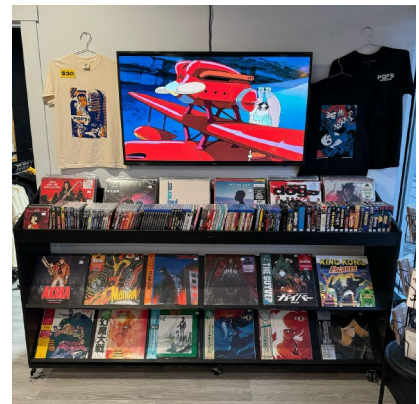
Guests at a special event screening

## NATIONAL STATS

- 76% of the U.S. population goes to the movies each year, and Movies are the #1 leisure activity in the US.
- 44% of viewers are more likely to remember seeing an ad in the cinema vs. on TV
- Moviegoers are 24 times more likely to purchase a product or service that is advertised at the cinema vs a TV commercial.
- On average, consumers arrive at the theater 19 minutes ahead of time.

## OUR THEATER

- 80 seats with several couches and large chairs
- Open daily with 3-6 screenings per day
- Handicap accessible seating and entrance
- 26ft Screen with Digital 4k Laser Projection
- 100-120 screenings per month
- 700+ audience members on average per month
- 3-4 special screening events per month
- Curated film series and festival screenings
- Wide array of film soundtracks, DVDs, and VHS for sale in our lobby.
- 50+ members who return near weekly





## WHY ADVERTISE WITH US

- **Affordability.** The national average for a 4 week ad run at a cinema is \$5000 - 10 times our packages.
- **44% of viewers are more likely to remember seeing an ad in the cinema vs. on TV**
- **Cinema ads are “non-skippable”** so unlike television or digital ads, audiences can’t just scroll, ignore, or skip past.
- **You’re repeatedly advertising to the same audiences month-to-month in a positive environment.** We boast a nearly 40% monthly returning customer base, along with a monthly film club of 50+ members.
- **Cinema offers a lean-in and engaged viewer.** The result is an emotional connection to films and characters that lives for decades, and by extension, your brand.

### OUR CUSTOMERS

Our customers are YOUR customers: Rochester residents and guests looking for affordable entertainment who are interested in supporting local businesses. Pop’s visitors are often seeking leisure activities, a date night, or to spark engaging conversations. There is something for everyone to see at Pop’s, so our customer base is incredibly broad! Our visitors are more likely to return because of the environment, unique programming, and home-town feel.



Finally, advertising with us supports our theater, our community and our programming, whether that’s free family entertainment, popular classics or cutting-edge independent filmmaking.

## OUR PROGRAMMING

### Old Favorites and New Indie Features

Pop's programming is versatile and unique. Unlike big box movie theaters, we hand select all of the films we show and curate screenings in a wide range of topics and styles. Art House theaters typically highlight indie, odd-ball, international, and historic films — and Pop's does just that. Titles include classics from Directors like Akira Kurosawa and Ingmar Bergman, new features like *Past Lives* and *Poor Things*, and quirky cult films *Miami Connection* and *The Room*. We play a mix of brand new films alongside past classics like *Star Wars* and the *Princess Bride*.

Some of our other special programming includes:

- Special events like live music, panel discussions, Director Q&A's
- Live Cast events such as our sold out showings of the *Rocky Horror Picture Show*
- Birthday parties and private rentals of all kinds
- Partnered film screenings with Sound Unseen, Earth-Fest, Roca Climbing & Fitness, Roch. International Film Festival, and Frozen River Film Fest



## MEET THE OWNERS

### Your Support Means a Lot to Us.

Unlike many other advertisers, you are not throwing money into a corporation or stuffy campaign. Your dollars go directly toward helping us afford the day-to-day costs of running a local theater.

Maggie Panetta and Nate Nelson took over operations from the former Gray Duck Theater in spring of 2023. The couple owns local record and vintage store Treedome, manage local music events, and are creatives in their own right. As a local filmmaker, Nate's education, experience, and love of film has helped drive our diverse programming. Maggie is a graphic designer with a background in advertising and brand development, who also paints murals locally. The two are proud to have kept this theater space alive to showcase many remarkable films to come.

## CONTACT

**Nate Nelson** 763-489-8365  
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