

Looking for a new and novel way to advertise your service, business or event?
In search of a cost-effective way to build your brand?

Look to the Westwood Cinema's
ONSCREEN ADVERTISING program for an
affordable option to make your message
stand out from all other media.



**Facts About the Effectiveness of the
On Screen Advertising Medium ...**

Noting Arbitron stats, on screen ads
are the most seen and retained of all
forms of advertising outside of TV!

96% of moviegoers will remember
your ad 1 hour later as compared to
only **27%** from television.

91% of moviegoers will recall your ad
one week later, compared with **20%**
from television.

48% of moviegoers dine at a
restaurant and **31%** of moviegoers
shop before or after a movie.

58% of moviegoers have incomes that
exceed \$40,000/year.

Moviegoers will see your ad in a quiet,
relaxed environment in which there are no
distractions. It's the ideal way to get your
advertising message across without having
to compete for your potential customer's
attention!

The Westwood's onscreen advertising runs
in a slide presentation loop that takes a little
over 13 minutes to complete during the 15
minute movie intermissions. Your message
will be seen in 6 auditoriums for up to 5
presentations each day per auditorium.
That provides 30 opportunities for Westwood
patrons to view your artistically designed
color ad each day at the Westwood!

**Using attendance stats from the last two
years, the message that's uniquely yours
would have been seen by over 125,000
people annually, which translates to an
average 10,000+ people monthly, and an
average 333 persons per day.**



Want to play to the demographics noted above and get
the biggest "bang" for your advertising buck with screen
ads for **YOUR** target audience?

Contact: Mandi Rainosek 979-966-9168
mandirainosek@sbcglobal.net

How do I begin On Screen Advertising with the Westwood Cinema 6? What is the cost?

For your consideration . . .

Ad production costs will be cut 50% for a 26 week contract!

Ad production costs will be waived completely for a 52 week contract!

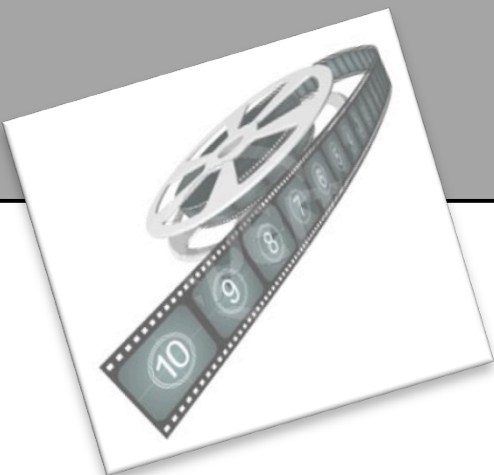
Basic Fee Schedule for On Screen Advertising:

13 Week RunTime	\$455.00
26 Week RunTime	\$819.00
52 Week RunTime	\$1,638.00

Additional Discounts Available:

10% on basic fee schedule by pre-paying with cash or check at the time of signing a contract

5% on basic fee schedule with payment by credit card at the time of signing a contract



Basically, the cost per week to display your ad in each of the Westwood's 6 screens \$35

Normally, ads will be contracted in time periods of 13 weeks, 26 weeks or 52 weeks; however, we will consider short term ads, i.e. ads that would run for a minimum of two weeks or that may be event specific. Any short term ads would be considered "special" and the cost would be set on a case by case basis at a minimum of \$45/week. Production costs for short term ads will be arranged at an additional cost not to exceed \$125.00.

The Westwood will arrange for production of high quality ads for your business at an additional cost not to exceed \$125.00 (an average cost is \$95). A proof will be provided for your final approval and billing for these production costs will be a separate transaction.

Production of these proofs can include photos, artwork, that you provide or can be a Westwood original design. We will be flexible with regard to design and want you to be satisfied with the final product!

**ALL ADS MUST BE PAID FOR
IN FULL BEFORE THEY
BECOME PART OF THE
ADVERTISING ROTATION!
NO EXCEPTIONS!**

Feel free to call or email with questions!!
Mandi Rainosek, Manager
Westwood Cinema 6, Brenham, Texas
979-966-9168
mandirainosek@sbcglobal.net