

Lakeport Cinema 5

A Division of Paradise Cinemas, Inc.

52 Soda Bay Road

PO Box 669, Lakeport, CA 95453 707-263-0143 Fax 707-263-5949

email justin@lakeportcinema.com or scott@paradisecinema.com

Digital Screen Advertising Information

Lakeport Cinemas now features an all digital advertising slide show which is projected through the same digital projectors used to run our movies. Because everything is digital, in most cases we can have your slide on screen the same day you provide us with finished artwork. The digital format also makes it easy to change your slide to feature special promotions or seasonal events.

Slides are placed in a rotation of up to 30 advertisers and theatre slides. The slide show is broadcast to each projector from a feed which is continually running throughout the day; no particular slide is programmed to be the last seen before the show starts. The actual frequency of your ad will depend on the number of advertisers at a given time, but pricing is based on a full program. When we have a full program, your slide will appear on screen for 10 seconds approximately every 6 minutes. This approximates the effect of a billboard. Your slide will usually be seen at least three (3) times per intermission.

The slide show is scheduled to start 15-20 minutes prior to each show, depending on the length of intermission between movies. In most cases, the slides will be on screen by the time we begin seating for the next showing. The program will start earlier when we have a major blockbuster and patrons are being seated earlier.

During summer, Christmas and Holiday seasons we average 5 intermissions per day every day. The rest of the year you get an average of 4-5 shows a day on weekends and 2-3 a day on the weekdays.

We can design your ad with your ideas and input. If we design your ad, there is an additional charge of \$100, which is waived with a full year contract. Advertisers may also have their slides designed by their own ad agency or graphic artist, or you can come up with the concept yourself in most graphics programs. Specifications for slides can be found on page three (3) of this agreement. We are happy to work with advertising agencies to meet their clients needs. Advertisers are allowed to have as many as three (3) versions of their slide running at any given time.

To reinforce the value of your on screen ad, if you provide us with sufficient quantity of business cards for your business, we will make a slot available for you in our lobby card rack. Your ad will also be placed on the "On Screen Advertising" page of our web site – www.lakeportcinema.com.

We reserve the right to decline any ad for content or images deemed unsuitable for a family audience. No tobacco or political ads will be accepted.

Pricing – contract price must be paid in advance before slides can be placed on screen.

\$1800 for 12 months paid in advance (Best Value).

\$1050 for 6 months paid in advance.

\$600 for 3 months paid in advance.

Add 50% for Exclusive Business Type.

Add 50% for doubled up slides (6 slides per screen)

Add 75% for Doubled up & Exclusive business type.

\$100 for slide design services. This fee is waived for the 12 month contract.

Checks should be made payable to **Lakeport Cinema 5**.

*For your convenience we also accept payment by **Visa, MasterCard, Discover, American Express or eCheck via PayPal** (requires PayPal account) go to paypal.com to sign up and get verified. Email address required for PayPal billing and payment.*

**LAKEPORT CINEMA 5
SLIDE ADVERTISING AGREEMENT**

I wish to advertise for _____ months on all 5 screens at Lakeport Cinema 5, Lakeport, Ca. for a total dollar amount of \$_____. I understand that I may not be the exclusive business type on screen unless I have paid an additional 50% or doubled up slides.

Regular production costs will be paid by the theatre for the first slide. Additional Slide changes with minimal changes will be no charge for two additional slides during the contract year. Special production costs will be at the advertiser's additional expense.

I have paid \$_____ deposit at this time, the balance on the contract is \$_____ and will be due upon placing the slides on screen.

Target date for my slides to be on the screen is_____.

I have read the information on the front of this agreement letter and understand how the program works and my financial obligations.

Signed _____ Date _____

Print Name _____

Business Name _____ Phone _____

Fax _____ e-mail _____

Address _____

Advertising Sales Representative _____

Agreement not Valid unless signed by Theatre representative

Theatre Representative _____ Date _____

Advertisers are strongly encouraged to obtain a model release form for any individuals who will be pictured in their ad(s). Without a release form, Lakeport Cinemas may be required to remove slides at the request of depicted individuals.

Paradise Cinemas, Inc PO Box 1930, Paradise, CA 95967 EIN 20-3794548

SlideAdv\InfoLP.doc 1/06

Imagers Production # _____ Date _____ On screen date _____ Slots _____

Slide information for Lakeport Cinema 5

Instructions & Specifications for Theatre Slides

When creating your slides, please use the following guidelines:

- **Your completed slide should be 10 inches wide by 5.4 inches tall at 150 dpi** in RGB color mode. This can be done in 'page setup' in PowerPoint or 'image size' in PhotoShop.
- We prefer files in Microsoft Power Point, Adobe Photoshop PSD, or saved as a jpg image (note: we will not be able to edit images in jpg format).
- Send us your slide(s) by email (justin@lakeportcinema.com) in a zip file or on a CD. Please make sure to include all fonts and images used in you slide(s).
 - In PowerPoint this can be accomplished by using the 'Pack and Go' or 'Package for CD' option on the file menu. Make sure you select the options to copy linked files and embed true type fonts.
 - With PhotoShop you can import the fonts to a zip file from your Windows/Fonts directory (WINNT/Fonts on some versions of windows).
- If you are creating multiple images:
 - In PowerPoint, create additional slides within the same presentation.
 - In PhotoShop, create a separate PSD file for each slide.

Tips to make your slides stand out and be most effective:

- Wording should be kept to a minimum – imagine a billboard along the highway. Edit for simplicity; eliminate un-needed words. You should be able to read all copy in about 10 seconds.
- Your logo, business name, or key photo will have the most impact if it takes up at least 1/3 of the slide.
- Use high contrasting colors (if your background is a dark color, use light colors for your fonts).
- Use nothing smaller than 14-16 point fonts to be legible. Bigger is better.
- Your text will stand out better if it's outlined.
- Rather than using an address, reference landmarks (i.e. 'across the street from the theatre'). Consider leaving off the phone number unless it is essential or easy to remember (i.e. 555-COPY).

Tips to make your photos and graphics look their best

- Scans and photos should be at least 150 dpi
- Scans and photos should be in RGB (Red, Green, Blue) color mode
- When scanning images, use your scanning software to scan the image at the size it will be in the 10" x 5.4" layout. For example, if an 8x10 photo will be 4" tall in the layout, use your scanning software to make the image 4" tall. Shrinking or stretching the image when creating the layout can cause distortion and/or reduce the quality of the image.
- When selecting photos, choose pictures where the subject is well lit against a high contrast background. If the subject does not stand out from the background in the photo, it will be even worse when projected on the screen.
- For portraits, we recommend wearing dark color clothing and using a light color background.

Your finished slide design will be placed on screen the same day it is received – or when payment is received.