



Newstube Cinema Advertising

Bermuda Loves the Movies

Movie going is one of the most popular leisure activities for Bermudians, for all ages and demographic groups. Want to reach a broad, educated audience with purchasing power? Catch them while they're sitting down, at the movies! Cinema advertising puts your message in front of blockbuster films and glamorous stars, ensuring your company gets top billing!

Cinema gives your product a buzz

Movie going is a social event, a time to spend with friends and family. On average, groups of three come to the cinema together. This group experience fuels word-of-mouth discussion and creates a buzz about your commercial, your company and your products. The impact is undisputed.

Larger than Life Advertising

Cinema advertising is delivered in a unique, distraction-free environment, a darkened theatre, huge larger than life images, stunning surround sound and the undivided attention of an engaged, quality audience. No wonder cinema advertising has greater impact and is more memorable than any other advertising medium out there.

Why cinema advertising works:

- Unrivalled advertising impact
- Captive and attentive audience
- Diverse, educated audience
- Uncluttered media environment
- Big screen impact for your message

Advertising Rates

Rates listed to the right are based on showing in all four cinemas, with an average total number of 70 screenings per week.

Weekly advertising schedules run from Friday to Thursday. Deadline for material is the Monday of the week the advertising is scheduled to run.

Speciality Cinema	162 seats
Liberty Cinema	255 seats
Neptune Cinema	118 seats
Southside Cinema	400 seats

Need a commercial produced?

We offer world-class video production services. Visit our website to see some of our work: www.newstube.bm

30 SECONDS

RATES

Rate Per Week	\$1,225
Per Month	\$3,820
Per Year	\$36,672

60 SECONDS

RATES

Rate Per Week	\$1,408
Per Month	\$4,393
Per Year	\$42,172

Advertising Agreement

Please book the following cinema advertising:

CLIENT/ADVERTISER: _____

FREQUENCY: Weekly Monthly **LENGTH:** 30 sec 60 sec

START DATE (must begin on a Friday) _____

END DATE (must end on a Thursday) _____

SPECIAL INSTRUCTIONS: _____

SIGNED FOR ADVERTISER: _____