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### **Popcorn with Your Ad: A Taste of Cinema Advertising**

Cinema advertising has revolutionized moviegoers' theater experience and has provided an exciting alternative to countless national and regional advertisers. In the past three years, theater revenue generated primarily from cinema advertising has sky-rocketed at a deafening pace. Since 2002, theater advertising revenue has grown by 84% with profits in 2005 estimated to top out at \$500 million.

Why? Because moviegoers are an engaged audience with attractive demographics that advertisers want to reach. In 2005 alone, \$8.8 billion worth of tickets were sold with 70% of those moviegoers in the much sought after 12-34 year old demographic. National advertisers are utilizing cinema as a main advertising vein due to its many specific and desirable traits. There are clear advantages to the movies including: multiple communication platforms, an engaged and seated audience with a leisure mindset offering local, regional, and national capabilities, the opportunity for brand exclusivity, and a strong weekend audience.

While cinema advertising has its restrictions, as does any business, it is unique in that it can be tailored to meet diverse client expectations. Advertising opportunities are offered in four or five week flights with costs varying according to season, program size and availability. Flexibility is a huge success factor in that clients can target their products by specific market groups, regions/DMA's and movie ratings. A wealth of advertising options is available including, but not limited to: on-screen content, spots and slides, in-theater audio, theater lobby programming, concession branding and multiple in-lobby promotions.

Digital advertising is the wave of the future and advertisers are taking notice. In-theater digital delivery systems are continuously replacing film versions allowing for smoother, less expensive advertising options. Satellite systems are being implemented which provide clients with an instant way to track and confirm that their program has run and reached the quoted number of impressions. The ability to provide attendance in real time, creative flexibility, production savings and high definition distribution are just a few of the many advantages digital cinema advertising has to offer.

Pushing the digital envelope even further, one leading cinema advertising provider is currently building the single largest in-theatre High Definition network in the

world to play High Definition (HD) commercials in auditoriums and lobbies. Plus many of their largest theatres have expanded capabilities to show live and long-form HD content including concerts, sports and other exciting entertainment events.

Cinema advertising continues to grow by leaps and bounds year after year, and it is well poised to continue its status of being the fastest growing ad spending medium in the United States.

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*Blue Plate Media Services works closely with the leading cinema advertising providers, National Cinemedia and Screenvision. For more information on how you, as an SGMA member, can make Cinema Advertising a part of your overall media and advertising strategy, contact Blue Plate Media Services at 908-918-0202 or visit [blueplatemediaservices.net/SGMA](http://blueplatemediaservices.net/SGMA).*

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