



# Screen Advertising Contract (2008-2009)

Thank you for considering Civic Films for your advertising needs. We don't run a long string of previews before our films, we run advertising for area businesses and organizations. Our advertisers have found Civic on-screen advertising to meet their needs because we are the only independent film house in the Lehigh Valley, and as such we attract a large, devoted group of patrons who are highly-educated and are in the top income brackets in the region. Placing your advertisement on screen before our films will help you reach the audience you seek. Contact Ryan Hill to discuss how Civic Theatre can help you meet your promotional needs.

**Business or Organization:** \_\_\_\_\_ **Authorized Rep:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Rates and Schedule (please circle the week range you are choosing, then select how many of those weeks you want at each plan at that price range):**

<u># of weeks in plan</u>	<u>Civic Base Plan</u>		<u>Civic Economy Plan</u>		<u>Civic Boost Plan</u>		<u>Civic Super Boost Plan</u>	
	<u># of weeks</u>	<u>rate</u>	<u># of weeks</u>	<u>rate</u>	<u># of weeks</u>	<u>rate</u>	<u># of weeks</u>	<u>rate</u>
1-3	_____	\$65/week	_____	\$35/week	_____	\$75/week	_____	\$110/week
4-11	_____	\$60/week	_____	\$32/week	_____	\$70/week	_____	\$100/week
12-19	_____	\$55/week	_____	\$29/week	_____	\$65/week	_____	\$90/week
20-34	_____	\$50/week	_____	\$26/week	_____	\$60/week	_____	\$80/week
35+	_____	\$45/week	_____	\$23/week	_____	\$55/week	_____	\$70/week

  

<u>Plan</u>	<u>Weekly Frequency</u>	<u>Frequency by Show</u>
Civic Super Boost Plan	192-204	16-17
Civic Boost Plan	120-132	10-11
Civic Base Plan	96-110	8
Civic Economy Plan	42-54	4

**Ad Production:** \_\_\_\_\_ **Send to: ryan@civictheatre.com**  
 Specs: RGB jpeg, 5" w by 3.752" h, 250-300 dpi. Avoid using too many dark tones; light-dark contrast shows up best. You should think of your ad as a billboard and minimize text. You are welcome to place brochures in the lobby of the theatre during the duration of your ad run.

**FOR CIVIC USE ONLY:**

total: \$ \_\_\_\_\_

discount: % \_\_\_\_\_

total due: = \$ \_\_\_\_\_

**Payment:**

- At least half of the total is due when order is placed; any remainder will be billed.
- Checks only; credit cards cannot be accepted.
- Discounts are available for fellow non-profits, 19<sup>th</sup> Street Neighbors and businesses booking screen ads also; contact Ryan Hill at 610.433.8903 to get more information.

**Date to start running ad:** \_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_  
 Signature of Authorized Rep \_\_\_\_\_  
Date

Box Office: 610-432-8943 Admin: 610-433-8903 Fax: 610-432-7381  
 527 N. 19<sup>th</sup> STREET ALLENTOWN, PA 18104 E-MAIL: info@civictheatre.com WEB: www.civictheatre.com