

## On-Screen Slide Advertising



**FILM • FOOD • FRIENDS**

Your business, restaurant, or travel destination can reach attractive, upscale new customers using one of today's most exciting and effective new

advertising media, while supporting Central Florida's premier art-house cinema café, Enzian. As Nielsen Research has noted, "Going to the movies is a happy, transforming experience with family and friends -- an environment where consumers are in a frame of mind to be entertained and receptive to advertising messages."

Tap into the drawing power of weekly movie premieres and achieve maximum, creative impact at affordable rates with a rotating :10 spot on-screen advertisement at Enzian before all feature presentations - Central Florida's only not-for-profit art-house theater and cinema café. Not only are you advertising your product in front of thousands of Enzian's loyal guests every day, your advertising dollars help support Enzian's year-round programming initiatives.

Annual attendance for Enzian regular programming is over 80,000 per year and growing. Feature presentations are shown at a maximum audience of 230 people per show, two times daily Monday through Thursday and three times daily Friday through Sunday - an average of 18 shows per week and 75 shows per month.

	Cost / Month	Total	Total Guests	Cost / Guest
Per Month	\$ 500.00	\$ 500.00	6,700	\$ 0.075
Per Quarter	\$ 425.00	\$ 1,275.00	20,000	\$ 0.064
Per Six Months	\$ 350.00	\$ 2,100.00	40,000	\$ 0.053
Per Year	\$ 325.00	\$ 3,900.00	80,000	\$ 0.049

The on-screen advertising period begins on the first day of the month following the signed agreement and does not include special events, film festivals, private functions, or facility rentals. Client slides may be changed out at any time for slides with new/updated images. New slides will be posted within 48 hours.

Enzian's trademarks, label designs, product identifications, artwork and other symbols and devices associated with Enzian Theater or its official events (Florida Film Festival, etc.) in any way, may not be used in any form in your advertisement. If using the advertisement to promote a facility rental event, the advertiser may list in text only that the event will occur at "Enzian, 1300 South Orlando Avenue, Maitland, FL."

We ask that you please refer all telephone inquiries to your contact number and kindly remind you to not, under any circumstances, list any of Enzian's phone numbers as a reference for information regarding your event.

Below are the acceptable specifications for slides.

### JPEG Image

- Minimum 150 dpi, maximum 300 dpi
- Must measure 10 inches wide by 7.5 inches high
- Must be RGB color indexed

### PDF Image

- Must measure 10 inches wide by 7.5 inches high
- Must be PDF version 1.4

If you are interested in on-screen advertising with Enzian Theater, please contact:

**Jeff Spoeri**

**Director of Development**

**Phone:** (407) 629-1088, ext. 301

**Fax:** (407) 644-3909

**E-mail:** [jspoeri@enzian.org](mailto:jspoeri@enzian.org)

**Mailing Address:** 1300 S. Orlando Ave., Maitland, FL 32751