

Paradise Cinema 7

A Division of Paradise Cinemas, Inc.
6701 Clark Road, Paradise, CA 95969

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Screen Advertising Information

5 Slides are placed equal distance apart in each 140 slide projector carousel in each of the seven auditoriums. The entire 140 slide program repeats about every 35 minutes. Your slide will come on screen every 7 minutes or so. Slides remain on the screen for 10-12 seconds each time and then fade out and the next slide comes up.

The slide projectors come on automatically whenever the movie projector stops running, they run during the entire intermission. Intermission times average 20 minutes each with the shortest being about 10 minutes. There is no human element involved other than to turn on the circuits at the beginning of the day.

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 week ends and 3-4 a day Sunday-Friday.

We will pay for all initial normal production costs for the first slide ad. We will make minor changes to your slide 2 additional times per year at no additional cost. Normal production runs \$150 per ad. Advertisers may at their option 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. We can provide all the specifications you will need and then we will produce the slides from your cd rom, zip disk or email file. Standard rates are commissionable to Advertising Agencies when slides are produced and handled through agency.

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.

\$2100 for 12 months paid in advance (that works out to \$175 per month.

Add 50% for Exclusive Business Type.

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

or

Add 75% for Doubled up & Exclusive business type.

*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.*

PARADISE CINEMA 7
SLIDE ADVERTISING AGREEMENT

I wish to advertise for _____ months on all 7 screens at Paradise Cinema 7, Paradise, 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 _____

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

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

Slide advertising information for Paradise Cinema 7

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 (scott@paradisecinema.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.

From the time we receive your slide information it takes 7-10 days to get the slides on screen. If you require your slides to be on screen sooner, you will be charged for the additional production and shipping charges.