

boxoffice[®]



2016 Advertising Media Kit

The Official Magazine of the National Association of Theatre Owners



ABOUT US

JUST A FEW OF OUR FRIENDS:

- 20th Century Fox
- Christie
- Coca-Cola
- Dolby Labs
- Fathom Events
- Harkness Screens
- Irwin Seating
- Klipsch
- MasterImage 3D
- Meyer Sound
- Mobiliario Seating
- NCM
- NEC Solutions
- Odell's
- Paramount Pictures
- PlusRite Specialty Lighting
- QSC Audio
- Ready Theatre Systems
- RealD
- Retriever Software
- Screenvision
- Strong International
- Texas Instruments
- UniFrance
- Ushio
- VIP Cinema Seating
- Volfoni
- Walt Disney Pictures
- Warner Bros.
- White Castle

BoxOffice® is dedicated to bringing motion picture professionals the most up-to-date information, data and analysis available across multiple platforms. With our veteran editorial staff and top industry experts, BoxOffice ensures our magazine readers and online and mobile users have access to knowledge that will enable them to make informed, profitable decisions about which products and services they purchase.

Every month in BoxOffice, and every day online at BoxOffice.com, we provide an insightful look at both the vibrant North American market as well as a global perspective from Latin and South America, Europe, Asia and Australia. Key players from all sectors of the motion picture industry provide their expertise, analysis and forecasts so our readers can make informed strategic decisions. Since the days of silent films, whenever exhibitors and other motion-picture professionals need information, they turn to BoxOffice. And for 20 years, they've turned to BoxOffice.com. They won't find you if you're not part of the family of BoxOffice® advertisers.

BOXOFFICE® THE OFFICIAL MAGAZINE OF NATO	
FREQUENCY	Monthly
ESTABLISHED	1920
GUARANTEED READERSHIP	Every member of the National Association of Theatre Owners plus thousands of industry influencers

BOXOFFICE.COM STATS AS OF SEPT. 15, 2013	
PAGE VIEWS PER MONTH	500,000
VISITS PER MONTH	200,000
AVERAGE TIME SPENT	2:45

BOXOFFICE SOCIAL MEDIA THE INDUSTRY'S ONLY SOCIAL MEDIA PRESENCE	
FACEBOOK LIKES	4,778 (Facebook.com/BoxOffice)
TWITTER FOLLOWERS	29,100 (Twitter.com/BoxOffice)

BOXOFFICE IN THE NEWS

BoxOffice is regularly asked to comment on the business of movies and has been quoted in *Bloomberg Businessweek*, *Wired*, *The New York Times*, *CNN*, *The Wall Street Journal*, *MTV*, *E!*, *The Guardian*, *Huffpost Live*, among others

BONUS DISTRIBUTION	
ART HOUSE CONVERGENCE	January 18–21, 2016 / Midway, UT
UDITOA CONVENTION	February 1–4, 2016 / Kissimmee, FL
CINEMA CON	April 11–14, 2016 / Las Vegas
SHOWCANADA	May 30–June 1, 2016 / Banff, AB, Canada
CINEEUROPE	June 20–24, 2016 / Barcelona, Spain
NAC	July 19–22, 2016 / Minneapolis, MN
CINESHOW	August 9–10, 2016
SHOWSOUTH	August 23–24, 2016
GENEVA CONVENTION	September 13–15, 2016 / Lake Geneva, WI
SHOW-A-RAMA	TBA
SHOWEAST	Oct. 17–20, 2016
EXPOCINE	Nov. 16–17, 2016
CINEASIA	December 13–15, 2016 / Hong Kong



EVERY MEMBER OF THE NATIONAL ASSOCIATION OF THEATRE OWNERS RECEIVES A COPY OF BOXOFFICE® EACH MONTH

34%

of subscribers are executives in film production, distribution, marketing and promotion

66%

of subscribers are circuit executives, theater owners, managers, film buyers and industry professionals

2016 EDITORIAL CALENDAR

JANUARY

- Academy Awards Contenders
- Spotlight on Art-House Convergence
- Specialty Distribution
- Group Sales
- Alternative Content

RESERVE BY.....DEC. 15, 2015
 MATERIALS BY.....DEC. 17, 2015
 ON SALE.....JAN. 4, 2016

BONUS DISTRIBUTION:
ART HOUSE CONVERGENCE JAN. 18-21, 2016

FEBRUARY

- Giants of Exhibition
- Drive-Ins
- Box Office Recap 2105
- Spotlight on UDITOA Convention

RESERVE BY.....JAN. 19, 2016
 MATERIALS BY.....JAN. 21, 2016
 ON SALE.....JAN. 29, 2016

BONUS DISTRIBUTION:
UDITOA CONVENTION FEB. 1-4, 2016

MARCH

- Premium Large Format
- 3D in North America and Around the World
- Future of Immersive Cinema
- CinemaCon Preview
- Summer 2016 3D Preview

RESERVE BY.....FEB. 16, 2016
 MATERIALS BY.....FEB. 18, 2016
 ON SALE.....FEB. 26, 2016

APRIL

- 2016 BoxOffice Hall of Fame
- New Products
- Premium Cinemas
- Spotlight on CinemaCon

RESERVE BY.....MAR. 23, 2016
 MATERIALS BY.....MAR. 25, 2016
 ON SALE.....APR. 4, 2016

BONUS DISTRIBUTION:
CINEMA CON APRIL 11-14, 2016

MAY

- Laser Projection
- Mobile Tech in Exhibition
- CinemaCon Recap (Part 1)
- Big Data

RESERVE BY.....APR. 22, 2016
 MATERIALS BY.....APR. 26, 2016
 ON SALE.....MAY 4, 2016

JUNE

- CinemaCon Recap (Part 2)
- The Lobby Experience
- Inside Your Theater
- CineEurope Preview
- Loyalty Programs
- Interactive Lobby
- Spotlight on ShowCanada

RESERVE BY.....MAY 13, 2016
 MATERIALS BY.....MAY 16, 2016
 ON SALE.....MAY 24, 2016

BONUS DISTRIBUTION:
SHOWCANADA MAY 30-JUNE 1, 2016

JULY

- Spotlight on CineEurope
- Anti-Piracy
- Sound
- The European Exhibition Market

RESERVE BY.....JUNE 7, 2016
 MATERIALS BY.....JUNE 9, 2016
 ON SALE.....JUNE 17, 2016

BONUS DISTRIBUTION:
CINEEUROPE JUNE 20-24, 2016

AUGUST

- Spotlight on NAC
- Concessions
- Concession Area Design
- Spotlight on ShowSouth
- Spotlight on CineShow

RESERVE BY.....JULY 1, 2016
 MATERIALS BY.....JULY 6, 2016
 ON SALE.....JULY 14, 2016

BONUS DISTRIBUTION:
NAC JULY 19-22, 2016 / **CINESHOW** AUG. 9-10
SHOWSOUTH AUG. 23-24

SEPTEMBER

- Buyers Guide
- Spotlight on Geneva Convention

RESERVE BY.....AUG. 19, 2016
 MATERIALS BY.....AUG. 22, 2016
 ON SALE.....AUG. 30, 2016

BONUS DISTRIBUTION:
GENEVA CONVENTION SEPT. 13-15, 2016

OCTOBER

- New Products
- Women in Exhibition and Distributor
- The Pre-Show Experience & Cinema Advertising
- Spotlight on ShowEast

RESERVE BY.....SEPT. 26, 2016
 MATERIALS BY.....SEPT. 28, 2016
 ON SALE.....OCT. 6, 2016

BONUS DISTRIBUTION:
SHOWEAST OCT. 17-20, 2016

NOVEMBER

- The Latin American Exhibition Market
- Immersive Seating and 4D
- Online Ticketing

RESERVE BY.....OCT. 24, 2016
 MATERIALS BY.....OCT. 26, 2016
 ON SALE.....NOV. 3, 2016

BONUS DISTRIBUTION:
EXPOCINE NOV. 16-17, 2016

DECEMBER

- Luxury Seating
- VIP Cinemas
- The Asian Exhibition Market

RESERVE BY.....NOV. 18, 2016
 MATERIALS BY.....NOV. 23, 2016
 ON SALE.....DEC. 5, 2016

BONUS DISTRIBUTION:
CINEASIA DEC. 13-15, 2016

ADVERTISING CONTACT

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2016 DISPLAY RATES

EFFECTIVE ISSUE DATE	Jan. 2016
MAGAZINE TRIM	8.25" x 10.875" / 49p6 x 65p3 / 210.5mm x 276.5mm

OUR SUBSCRIBERS ARE ALL THE MAJOR THEATER CIRCUITS, INCLUDING:

- Regal Entertainment Group
- AMC Entertainment
- Cinemark USA
- Carmike Cinemas
- Cineplex Entertainment
- Marcus Theatres Corporation
- Southern Theatres
- Harkins Theatres
- National Amusements
- B&B Theatres
- Bow Tie Cinemas
- Malco Theatres
- Landmark Cinemas of Canada
- Georgia Theatre Company
- Frank Theatres
- Goodrich Quality Theaters
- Landmark Theatres
- Reading Cinemas USA
- Premiere Cinema
- Cobb Theatres III
- Starplex Cinemas
- Wehrenberg Theatres
- Regency Theatres
- Studio Movie Grill

FOUR COLOR		RATE	DIMENSIONS	BLEED
CLASSIFIED DISPLAY	SPREAD	\$6055	16.5" x 10.875" 99p0 x 65p3 419mm x 276mm	16.75" x 11.125" 100p6 x 66p9 425mm x 283mm
	COVERS	\$4037	8.25" x 10.875" 49p6 x 65p3 210mm x 276mm	8.5" x 11.125" 50p3 x 66p9 216mm x 283mm
	FULL	\$3681	8.25" x 10.875" 49p6 x 65p3 210mm x 276mm	8.5" x 11.125" 50p3 x 66p9 216mm x 283mm
CLASSIFIED	HALF H	\$2587	7.25" x 4.75" 43p6 x 28p6 184mm x 121mm	Not available
	HALF V	\$2587	3.5" x 9.75" 21p0 x 58p7 89mm x 248mm	Not available
	THIRD V	\$1936	2.3" x 9.75" 13p10 x 58p7 58mm x 248mm	Not available
	QUARTER	\$1573	3.5" x 4.75" 21p0 x 28p6 89mm x 121mm	Not available
	COVER BURST	\$950	2.0" x 2.0" 12p0 x 12p0 51mm x 51mm	available to full-page and spread advertisers only

NO LIVE MATTER WITHIN .25" (OP9 OR 7MM) OF FINAL TRIM SIZE. ON SPREADS ALLOW .25" (OP9 OR 7MM) SAFETY ON EACH SIDE OF THE GUTTER. ALL MARKS SHOULD BE OFFSET AT LEAST .125" (OP4.5 OR 3.5MM) FROM TRIM. ALL ADS SUPPLIED MUST BE CMYK. ALL IMAGES MUST BE NO LESS THAN 300DPI. CONTACT YOUR SALES REP FOR SPOT COLOR AVAILABILITY.

UPLOAD ADS VIA FTP TO FTP.BOXOFFICEADMIN.COM / USER: BOXOFFICEADS PASSWORD: MOVIEBUSINESS AND PLACE INTO FOLDER NAMED FOR THE MONTH IN WHICH YOUR AD WILL RUN. FORMAT: HI-REZ PDF/X-1A WITH FONTS EMBEDDED. FILES SHOULD CONFORM TO SWOP GUIDELINES, AND TOTAL INK DENSITY SHOULD NOT EXCEED 300%. VIEW SPECIFICATIONS ONLINE AT WWW.SWOP.ORG

MONTHLY FEATURES	
EXHIBITION BRIEFS	Stories from the field—promotions, products and personalities
EXECUTIVE SUITE	Dateline DC: NATO CEO John Fithian discusses the state of the industry
NATO NEWS	News and views from the NATO executive team
ON SCREEN	Summaries of the month's studio and independent releases
BOOKING GUIDE	Complere booking informaiton for over upcoming 150 films
3D CALENDAR	Sponsored listing of all 3D releases to be released in the coming years
CLASSIFIEDS	Buy and sell your theater, services or products.



BOXOFFICE.COM

BoxOffice.com has been online for 20 years, launching our site at the dawn of the Web in 1994. It is updated continuously each day with news, results and analysis.

WEBSITE DIGITAL REQUIREMENTS

LEADERBOARD	728px x 90px
SKYSCRAPER	160px x 600px
SMALL SKYSCRAPER	120px x 600
MEDIUM RECTANGLE	300px x 250px
SMALL BANNER	300px x 60px
FORMATS	Flash / JPG / GIF / Javascript / 40kb max



RICH MEDIA CAPABILITIES AVAILABLE

CALL OR EMAIL FOR RATES

ADVERTISING CONTACT

Susan Uhrlass / VP Advertising
310.876.9090 / susan@boxoffice.com

TERMS: Net 30 days; no cash discounts
COMMISSIONS: Recognized advertising agencies may take 15% of gross billing space provided account is paid within 30 days of invoice date.

TERMS & CONDITIONS

In consideration of publication, Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.

All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at anytime. Publisher shall not be liable for any cost or damages if for any reason publisher fails to publish an ad or for errors in key number or advertiser index.

Conditions, other than rates, are subject to change by publisher without notice. Cancellation of any space reservation by the advertiser or its agency for any reason other than of change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual

space used at the earned frequency or volume rate.

Cancellation or changes in orders may not be made by the advertiser or its agency after closing date. Advertisements not received by closing date will not be entitled to approval or revision by advertiser or its agency.

Positioning of advertisements is at the discretion of the publisher except where request for a specific position is acknowledged, in writing, by the publisher.

No conditions other than those set forth on this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher.

Publisher is not liable for delays in delivery/ or non-delivery in the event of an Act of God, action by any governmental or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner.

Publisher has the right to hold advertiser and its agency jointly and severally liable

for monies due and payable to Publisher for advertising ordered and published. Should collection efforts be necessary, advertiser and its agency agree to pay all attorney fees incurred with connection with collection and advertising that was published.

All advertisements are accepted and published by the Publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Agency that they have obtained written consent of the use in the advertisement of the name, picture and/or testimonials of any living person which is contained therein. It is understood that the Advertiser and/or Agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for liable, violations of the rights or privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement. All ads run on a pre-paid basis until credit is approved.