



ON-SCREEN ADVERTISING & PROMOTION OPPORTUNITIES 2026



Independent Picture House



The Independent Picture House is Charlotte's only non-profit community cinema and the only arthouse exclusively screening foreign, independent, and acclaimed art films.

Home of the Charlotte Film Festival, and operated by The Charlotte Film Society, IPH has a community of more than **1,300** Active Members and welcomes an average of **5,000** patrons each month.

Be seen on our big screens by a dedicated audience and connect with passionate arts and culture enthusiasts.



On-Screen Advertisement

\$275 per month - Corporate

\$225 per month – Non-Profit

Your ad plays before
every public film in all
4 auditoriums
(at least 9 shows a day)

Your ad (1920 x 1080pix
JPG/PNG image) appears
on screen for 10 seconds
as part of promotional
rotation

Your ad runs 3x per
screening - once in
each rotation, totalling
30 seconds screen time

6 months block
around 10% off
+ 5 free tickets

12 months block
15% off
+10 free tickets

- A \$50 fee per slide will be added if you want us to create the slide for you.
- Excludes week of IPH's annual Charlotte Film Festival (September 22-27, 2026)
- Excludes days of IPH's annual Oscars® Viewing Party & Fundraiser (March 15-16, 2026)
- IPH has edit/approval rights for all ad slides.
- Slides updated weekly - every Friday (content must be received by Tuesday)
- Maximum 1 slide per month. Maximum 3 slides in 6-month block or 6 slides in 12-month block.



Choose An On-Screen Bundle And Save

		6 months				12 months			
	Monthly	Price for 6 months block	Saving per 6 months	Saving per month	%	Price for 12 months block	Saving per 12 months	Saving per month	%
CORPORATE	\$275	\$1,500	\$150	\$25	11%	\$2,800	\$500	\$42	15%
NONPROFIT	\$225	\$1,200	\$150	\$25	9%	\$2,300	\$400	\$33	15%
		PLUS 5 free tickets				PLUS 10 free tickets			



Add-On: Monthly Newsletter Mentions

\$125 per month - Corporate
\$100 per month - Non-Profit

These rates reflect newsletter advertisements in addition to on-screen advertising. If you are interested in stand alone newsletter ads, please see the next page.

Your ad is included in
IPH's weekly
newsletter to our
email database

Our database:
more than 20k
subscribers with a
60% open rate

Your newsletter
graphic dimensions:
**1200 x 400 pixels in
JPEG or PNG**

Provide a URL
to hyperlink to
the provided
graphic

Ad can be changed
once a month

- Maximum 1 Ad per month.
- Maximum 3 Ads in 6-month block or 6 Ads in 12-month block
- IPH has edit/approval rights for all ad inserts



Monthly Newsletter Mentions

\$225 per month - Corporate

\$200 per month – Non-Profit

Your ad is included in
IPH's weekly
newsletter to our
email database

Our database:
more than 20k
subscribers with a
61% open rate

Your newsletter
graphic dimensions:
**1200 x 400 pixels in
JPEG or PNG**

Provide a URL
to hyperlink to
the provided
graphic

Ad can be changed
once a month

- Maximum 1 Ad per month.
- Maximum 3 Ads in 6-month block or 6 Ads in 12-month block
- IPH has edit/approval rights for all ad inserts



Sponsor A Film

\$400



Is IPH showing your favorite movie or a film that aligns with an upcoming event or your company's priorities? Partner with us by sponsoring the film! Benefits include:

4 complimentary tickets to the sponsored film

Can be used as a giveaway or your team

Your name or company logo listed on the film's IPH webpage

1 mention in IPH's weekly newsletter for film's opening week

Sent to 20k+ constituents
- open rate 60%
(There is the option to add more newsletter shout-outs)

Social media [IG/FB] mention throughout sponsored film's promotion
Minimum two

Onscreen slide displayed for 10 seconds prior to film

This movie is brought to you by [your company/name]

CHECK LIST OF ITEMS WE NEED FROM YOU:

- Newsletter Banner graphic dimensions: 1200 x 400 pixels in JPEG or PNG
- Provide a URL to hyperlink to the provided graphic
- Onscreen Slide dimensions 1920 x 1080 pixels in JPEG or PNG
- Your social media handles - Instagram / Facebook
- High Res Logo



THE
INDEPENDENT
PICTURE HOUSE



**BE SEEN
ON OUR BIG SCREEN!**

CONTACT INFORMATION

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