

# ON SCREEN ADVERTISING



Row House Cinema is a single screen theater in the historic Lawrenceville neighborhood of Pittsburgh. Each week we choose a new movie theme. Our customers are from within the Pittsburgh region, are young, well educated, and choose to support local businesses. Our ads are actively seen by 4,500-5,000 people per month.

**For more information:**  
[manager@rowhousecinema.com](mailto:manager@rowhousecinema.com)  
 (412) 904-3225

## RATES

### Slide Rotation

Still images are shown in a slide presentation for at least 10 minutes before the start of each and every feature film. Your slide will receive over 1,000 impressions per month to a captive audience.

- 1 Week - \$125
- 1 Month - \$200
- 6 Month - \$150 each (\$900 total)
- 12 Month - \$110 each (\$1,320 total)

### Video Commercials

Videos ads show for either 15 or 30 second duration after the scheduled start time before each film. Videos show at least 140 times per month to a captive audience.

#### 15 Second Spot

- 1 Week - \$300
- 1 Month - \$600
- 6 Months - \$500 each (\$3,000 total)
- 12 Months - \$400 each (\$4,800 total)

#### 30 Second Spot

- 1 Week - \$350
- 1 Month - \$700
- 6 Months - \$600 each (\$3,600 total)
- 12 Months - \$500 each (\$6,000 total)

## ARTWORK

### Slide Artwork Requiements

Artwork must be provided in either png, jpg, or pdf formats. Artwork must be provided in two sizes, both Scope (2578x1080) and Flat (1998x1080) at 72 pixel resolution.

### Video Commercial Artwork Requiements

Video must be provided in Digital Cinema Package (DCP) format. Frame rates must be either 24 FPS or 30 FPS. Audio can be up to 5.1 surround. We recommend DCP-o-Matic for conversion. Video must be provided in two sizes, both Scope (2578x1080) and Flat (1998x1080) in a DCP advertising labeled package. Don't know how to make a DCP, we can help you with that.

### Need Our Help With Your Artwork

We work with several professional designers and technicians and can take your ideas to execution.

Converting your Slide artwork for Flat & Scope Screens - \$30  
 Converting your Video Commercial format into DCP - \$50  
 Resizing your Video Commercial for Flat & Scope Screens - \$70  
 All other design or techinal work is billed at \$75 per hour, quote provided.

Flat Screen  
70% of Movies

1998 x 1080 pixels

Scope Screen  
30% of Movies

2578 x 1080 pixels

## FINE PRINT

Ads can only be updated once a week on Friday. There is a \$30 charge each time to change the ad, video, or artwork at any point of the contracted time. If files are not in the proper format or sizes required, fees will be applied. All materials shall be proofread before submission, as any changes to the artwork due to errors or typos will require a changing the artwork fee each time. Audio playback volume will be determined by Row House Cinema. Payment in full is required before any ad will show.