

EVERYONE LOVES MOVIES

Going to the movies is a positive social event, which is experiencing a phenomenal resurgence. The audience's reactions add a third dimension to each movie-going experience.

Rainbow Cinema's pre-show digital presentation with movie trivia questions, biographies of Hollywood stars, local events, etc provides the perfect environment to promote your business, message or event.

EFFECTIVE ECONOMICAL ENTERTAINING

Digital images projected on large screens promote your business during pre-show quiz and fun-filled program.

On-screen advertising is a powerful and effective way to attract new customers.

Your ad is shown to an attentive audience prior to EVERY show, on ALL screens... SEVEN days a week!

CONTACT US TODAY!

TERRY STANNARD

Phone: 306.251.0618

Toll-Free: 1.877.253.8382

E-mail:

advertise@MagicLanternTheatres.ca

advertise@RainbowCinemas.ca

You can also contact our
local theatre managers directly

www.MagicLanternTheatres.ca
www.RainbowCinemas.ca



On-Screen Advertising



ON-SCREEN ADVERTISING

**It is...
Unique! Powerful! Effective!**

Advertising on the larger-than-life screens, equipped with the latest digital projection system, is a unique way to promote your business.

The audience's attention is focused on our entertaining & fun-filled pre-show presentations, which are intermingled with effective ads. This offers the audience the perfect environment to easily absorb your message.

Stunning digital images on our giant silver screens will be a powerful promoter of your business — with an impact no other media can match!

PROGRAM HIGHLIGHTS

- Low Production costs
- Moving ads
- Limited number of ads
- Repeated approximately every 10 minutes
- Special discounts for long-term campaigns
- Cost effective
- Reach millions of potential customers per year



PROMOTIONAL OPPORTUNITIES

- On-Screen Advertising
- Ticket-Back Advertising
- Product Sampling

We can customize dynamic and affordable promotions to suit your needs

WE ALSO OFFER

- Theatre Rentals
- Gift Certificates
- Group Bookings
- Private Screenings
- Birthday Parties
- Corporate Programs

