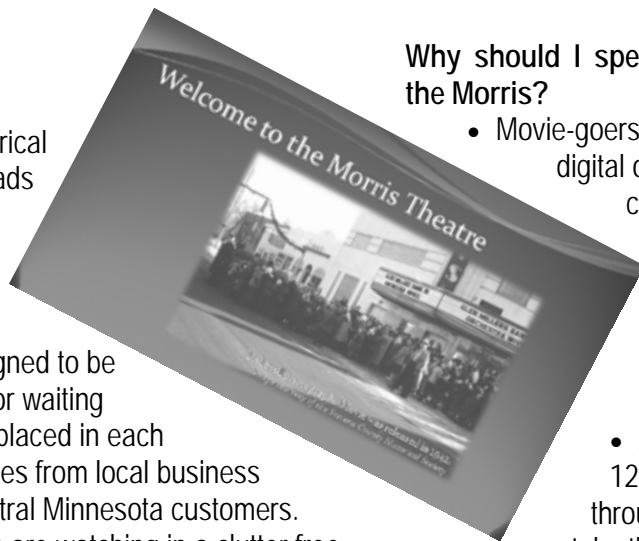


What is On Screen Advertising?

On screen advertising includes all of the historical information, trivia and ads you see before every feature here at the historic Morris Theatre. Our digital slides/movies are designed to be conversation starters for waiting moviegoers. Carefully placed in each preshow are digital slides from local business appealing to West Central Minnesota customers. When target audiences are watching in a clutter free environment, on-screen advertising has proven very effective in getting your message across. Digital slides increase consumer awareness of your business like no other advertising medium. You have the choice to place up to three slides in any combination at our theatre. And on-screen advertising is surprisingly affordable.

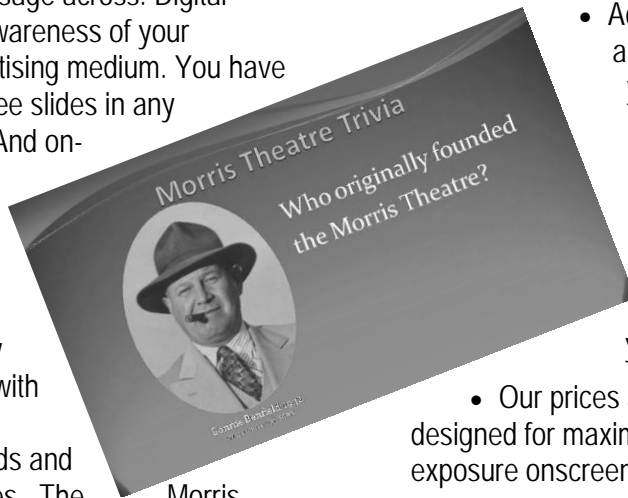
Facts and Figures

The preshow advertising program begins ten – twenty minutes before each show, with each paid image before the audiences for 6 to 20 seconds and rotating through several times. The auditorium seats 450 people, offering up to seventeen shows per week (68 minutes of screen advertising), and during peak seasons, up to twenty shows per week (80 minutes of screen advertising). An average of **1127 people per month** attended various movies showing in the Morris Theatre auditorium in 2008. Statistics show that the average movie-goer shows up 14 minutes before a movie begins, and the average movie-goer will retain what they saw 78% percent of the time after the movie.



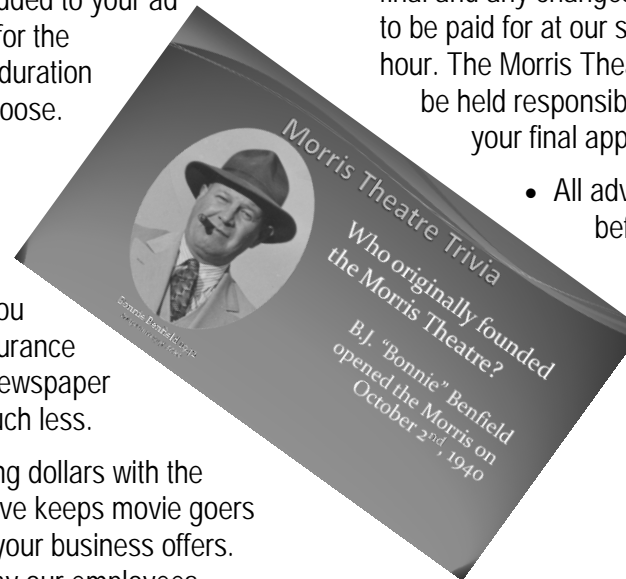
Why should I spend my Advertising Dollars at the Morris?

- Movie-goers are a captive audience for digital onscreen advertising. They can't change the channel or turn the page. Unaided recall of slides is 4 times more likely than of newspapers and 3 times greater than television.
- A standard ad spot displays for 12 seconds at a time and rotates through several times while people take their seats before each movie begins.



- Advertisers can choose from a Still Image Ad — displays your static advertisement, or a Motion Animated Ad — graphic animation elements or video that is added to your ad for the duration you choose.

- Our prices are designed for maximum exposure onscreen to ensure your advertisement is seen. You can't find that kind of assurance with television, radio or newspaper advertising, nor for so much less.
- Spending your advertising dollars with the Morris Theatre Cooperative keeps movie goers close to home and what your business offers. We use these funds to pay our employees, utility bills and other operating expenses, while



keeping our prices much lower than out-of-town multiplexes.

Rate Information

Our rates vary depending on length of time in seconds the ad will show on screen and the number of days/weeks/months the ad will run. Contact us for the current rate schedule.

How do I get started?

- Our designers work with you to create your digital onscreen advertisement. Everything is approved by the client before it is displayed onscreen. Call **320-589-2200** or email manager@morristheatre.net to set up a time to discuss your advertising needs.
- Gather your logo, images, and/or pictures or video of your storefront/products and get ready to turn them into a full scale, full color digital advertisement.
- You will approve your final design for accuracy, content & spelling errors before we display your advertisement. Your approval is final and any changes made after that will have to be paid for at our standard rate of \$50 per hour. The Morris Theatre Cooperative will not be held responsible for any errors after your final approval has been given.
- All advertising must be prepaid before the ad is run on the screen.

Digital Slide Format Specifications

Content Policy

- All content must be for general audience viewing.
- Copyright and trademark restrictions must be respected.

Design Tips

- Simple ads are the most effective.
- Important elements should not be placed near the edge. Due to various presentation factors focus tends to be soft on the outside edge.
- Upper and lower case bold fonts are easier to read than all caps.

We can work with you to create ads. Depending on complexity, we may have to charge for ad setup and modifications if needed. Please contact us with questions.

Morris Theatre Cooperative

On Screen Advertising Information



Showing First Run Movies since 1940
Cooperatively owned since 2007